



Moral issue

Personalized news

Intention

A regional media institution wants to implement software that can automatically customize online messages to the reader. The reader can choose whether or not to turn on this software.

Explanation

The software creates a profile of readers based on data from reading behavior and other tools. Based on this, messages originally written by journalists are adjusted. This includes the length, reading level, difficult words, illustrations, explanations, political affiliation and number of details in the message. Each reader sees the same news items, but worded completely differently. The reader can decide which filters to turn on,- and off.