



ALLSIDES BACKGROUNDER

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AllSides Bursts Filter Bubbles, Heals Our Political Divide

In a landscape of growing media bias, polarization, and fractured relationships, AllSides is a media technology company providing tools and services that strengthen our democratic society with balanced news, diverse perspectives, and real conversation.

Founded in 2012, [AllSides' mission](#) is to free people from filter bubbles so they can better understand the world — and each other.

Many technology and media companies, such as search engines, social media platforms and most online news sources, silo people inside one-sided filter bubbles of information, showing them only content that is tailored to them to increase engagement and clicks. When people are exposed only to ideas and people they already like and agree with, it creates a [highly polarized social and political environment](#), fueling extremism and hatred of “the other side.”

AllSides believes technology and media that cause us to only interact with information we agree with and people who share our beliefs can prevent us from getting the full picture and deciding what we think for ourselves. Informed, free, independent thought is required for a healthy society and a functioning democratic republic. Media bias, misinformation (“fake news”) and polarized filter bubbles manipulate and divide us. AllSides does things differently.

AllSides technology is purpose-built to expose people to information, ideas and other people from all sides of the political spectrum. To do this, AllSides offers [balanced news and issues](#), [media bias ratings](#), [balanced search](#), deeper context on [topics and issues](#), and [real conversation across divides](#) for its readers on AllSides.com. AllSides also provides technologies and services for schools, nonprofits, media companies, civic groups, businesses and more.

“People are overwhelmed by all the noise and partisan discourse in America, especially during an election year,” says John Gable, CEO and co-founder of AllSides. “AllSides gives people the ability to quickly cut through the noise and bias, see all points of view, and decide for themselves. We’re a solution to the overwhelming manipulation in media and technology that occurs via media bias, filter bubbles, and misinformation.”



AllSides offers a number of patented and proprietary technology, platforms, services and content to its readers and to media companies, schools, research institutions, nonprofits and more. This includes:

- A [balanced newsfeed](#) featuring top headlines from the left, center, and right so readers can understand bias, get the full picture, and think for themselves;
- Over [800 media bias ratings](#) driven by our patented and proprietary technologies and processes, plus a [media bias chart](#) so readers can easily identify different perspectives;
- [AllSides Balanced Search](#)TM, which provides a broader, more diverse view than typical search engines that are dominated by the most popular and best funded perspectives, or are customized to give the view that best matches your individual biases or preferences.
- [AllSides Connect](#)TM, a video technology platform that allows groups, classrooms, and other organizations to have small, group conversations with empathy and impact;
- [Mismatch](#)TM, a technology that “mis-matches” people across geographic, political, ethnic, socioeconomic, and other differences, frequently used in classrooms and by civic groups to bring a diverse group of people together for effective, meaningful conversations;
- [Syndication widgets](#) to automatically deliver different perspectives across the Web;
- A [Facts and Fact Checking](#) portal that reveals differences and biases among fact checkers to help our readers uncover the underlying reality and facts;
- Balanced [Topics and Issues](#) to get perspectives across the spectrum;
- The [Red Blue Dictionary](#) to understand how the left, right, and center think and feel differently about the same words and phrases;
- [AllSides for Schools](#), which teaches the next generation news literacy, critical thinking, and civil dialogue skills.

AllSides automatically delivers multiple perspectives on any topic to reveal bias, engage users, and connect people for civil conversations. AllSides provides and often customizes its patented and proprietary technology, platforms, services and content to a variety of organizations.

For more information or press requests, contact Julie Mastrine, julie@allsides.com.

AllSides (allsides.com) strengthens our democratic society with balanced news, diverse perspectives, and real conversation. AllSides exposes people to information, ideas and other people from all sides of the political spectrum so they can better understand the world — and each other. Our balanced news, issues, and search, media bias ratings, and real conversations across divides help build a stronger democratic society. Available at AllSides.com. Integration and custom services also available for schools, nonprofits, media companies, and businesses.