

About The Factual

Hottest news topics. Most credible stories.

We love reading well-written articles ... When you read a well-written article - one that carefully explains the complexities of an issue and has extensive sources to back up its points - you come away feeling like you learned something even if you disagree with parts of the story. But it's increasingly hard to find these high-quality articles amid a sea of generic content - much of which is often poorly researched. So we decided to apply our knowledge of technology gained at Stanford, IIT Madras, and Waterloo to solve this problem close to our hearts - finding the best news in the world.

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The Factual (TF)

Stakeholder(s):

The Factual Team :

We are a technology company based in San Mateo, CA. We are not affiliated with news organizations. We plan to make money by offering readers news subscriptions. The Factual is primarily a self-funded company with a small investment from Defy.

Arjun :

Founder, CEO

Ajoy :

Founder, CTO

Journalists :

A forthcoming update will reward journalists who are cited most, which typically correlates with those who break stories.

AllSides :

Where does your bias data come from? The political bias data come from a combination of sources:

- The non-partisan site AllSides
- The non-partisan site Media Bias Fact Check

[Those] data sources are being replaced by a machine learning algorithm that rates bias based on text patterns.

Media Bias Fact Check

Facebook :

How does rating work on Facebook and Twitter posts? The extension looks to see if a post in your Facebook or Twitter feed is from a designated news site and, if so, evaluates article credibility. The Factual icon appears on any posts with an article and its colour indicates credibility. A number next to the icon indicates highly-credible related stories.

Twitter

Vision

High-quality news

Mission

To find the best news in the world.

Values

News: We believe that high-quality news can spark conversations that enlighten us, bring us together, and improve our communities.

Quality

Conversations

Togetherness

Community

Reliability: How reliable are the scores on articles? The Factual rates 10,000+ articles a day and gets better each day as it evaluates more sources and authors. Some known issues: * We do not always factor in multimedia links like tweets, videos, and photos, into the sources analysis. * Authors who write for different sites are treated as different authors. * We are unable to identify authors in some news sites. * Non-English sites are not yet rated by The Factual.

Impartiality: How do you select topics? All topic selections on The Factual are made by a computer, with no humans involved. Topics are generated once there are more than 3 stories on the topic in the prior 48 hours... there is no uniformly accepted way to judge bias of a news site. Hence this information is directionally useful rather than exact.

Verification: How come my favourite site or journalist isn't rated highly? Many popular journalists write articles with very few links, or are highly opinionated. This may be because of their writing style, or policies of their publisher/ editor. Such articles will rank poorly with The Factual. While this may seem unfair it's incumbent on journalists (and publishers) to link to good sources, and moderate their opinions, particularly in today's climate of distrust in the media. As the American Press Institute says journalism is a discipline of verification. Online, it's easy to quote and link to sources--so journalists who do it often will rightfully score better. The Factual assess this approach and more so you, the reader, can feel confident you're reading highly credible news.

Trust: How can I trust you? We do not produce any news ourselves, and are not affiliated with any political group or cause.

Nonpartisanship

Independence: The majority of the company is owned by the founders and the founders are the only board members.

Transparency: We are transparent about our algorithm's scoring model and make changes when we receive valid criticism.

Responsiveness

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Credibility

Calculate the credibility of articles.

The Factual automatically calculates the credibility of an article based on four factors [documented as objectives in this StratML rendition] Because the calculation is automated, without human involvement, criteria are consistently applied across articles and sources. Also, since scores are specific to an article and not a publication, scores vary within a publication. For example within the New York Times: Medium vs High scores.

1. Sources

Evaluate the diversity and quality of its sources

2. Style & Tone

Evaluate the factual tone of the article's writing style

3. Expertise

Evaluate the expertise of the journalist on the topic based on historical focus

4. Reputation

Evaluate the site reputation based on historical scores of every article on the site