



# The Five Filters

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# Brief Intro: Propaganda Model

- A theory presented in Manufacturing Consent by Edward Herman and Noam Chomsky (1988)
- Media = businesses selling a product (readers) to other businesses (advertisers)
- Five 'filters' part of framework explaining media bias...


# Brief Intro: Propaganda Model (cont...)

- Ownership
  - Financial interests of owners
- Advertising
  - Dependence on advertising to survive/profit
- News Sourcing
  - Dependence on sources (e.g. government) for continuous flow of news
- Flak
  - Negative reaction/criticism from powerful interests
- Ideology
  - Demonisation of official enemies or anything threatening free-market ideology

# Project Concept

- Why rely on the mainstream media?
- With so much information on the web, what can we find out about the news stories we read?
- Can we point readers to non-corporate sources for alternative viewpoints on the same topic?

# Work Team, Collaborators

- So far... only me 
- Collaborators welcome
- Knowledge in any of these areas would be useful, but not necessary...
  - Information extraction/natural language processing (e.g. terminology extraction)
  - Processing language (for displaying results)
  - OCR (for extracting text from newspaper clippings)
  - relevance algorithms
  - data visualisation

# Implementation

- Webcam
- Processing
- Tesseract (Open Source OCR)
- Terminology extraction
- Querying online news databases

# Final Format



- Place newspaper clipping on surface to be scanned by webcam
- Related information/alternative sources displayed

# Future

- Firefox extension that can be enabled on news sites to offer stories from alternative sources
- A web application to work in a similar way – but physical newspaper clippings replaced by text copied and pasted into application