

THE

PERSPECTIVE

And the science of opening minds

ISRAELI ELECTION – LATE 2015



FILTER BUBBLES / ECHO CHAMBERS

- Social media echo chambers
- A fragmented media landscape
- The drive to personalization



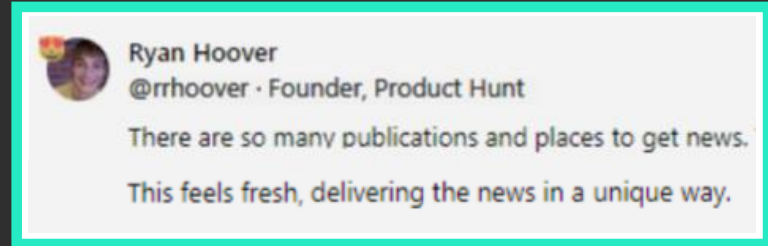
PRE LAUNCH:



JUNE 16



OCT 16



MAR 17

THE PERSPECTIVE

The Perspective site displays two sides of current events, historic and classic debates. Through its mission to open minds, The Perspective employs design and psychology to make it easier to consider ideas that are different from your own.

GET TO KNOW WHAT THE OTHER SIDE THINKS

A website designed to open your mind by showing you what you're missing due to filter bubbles and echo chambers

POLITICS | #TRUMP #THE ECONOMY DEBATE

IS TRUMP'S LATEST TAX PLAN A GOOD PLAN?

Trump's tax cuts are pointless

America needs this tax reform

GET SOME
PERSPECTIVE



ENTERTAINMENT | #FEMINISM

HOW SHOULD WE REMEMBER HUGH HEFNER?

Hefner was civil rights supporter

He was incredibly misogynistic

POLITICS | #HISTORY

THE PERSPECTIVE ON RONALD REAGAN

Since leaving office, Reagan has become a Republican icon, though, to some, he remains a polarizing figure.

POLITICS | #WHITE HOUSE #JARED KUSHNER

IS WHITE HOUSE STAFF USING PRIVATE EMAIL BAD?

White House private email use a scandal

The media is inflating this story

LIVING | #THE RELIGION DEBATE



HOW TO OPEN PEOPLE'S MINDS



WHY DO WE HOLD ON TO OPINIONS THE WAY WE DO?



IT'S PART OF WHO WE ARE
It gives up meaning



A SURVIVAL MECHANISM
Protection of the group



IF WE ARE WRONG ON THIS

HOW TO OPEN PEOPLE'S MINDS



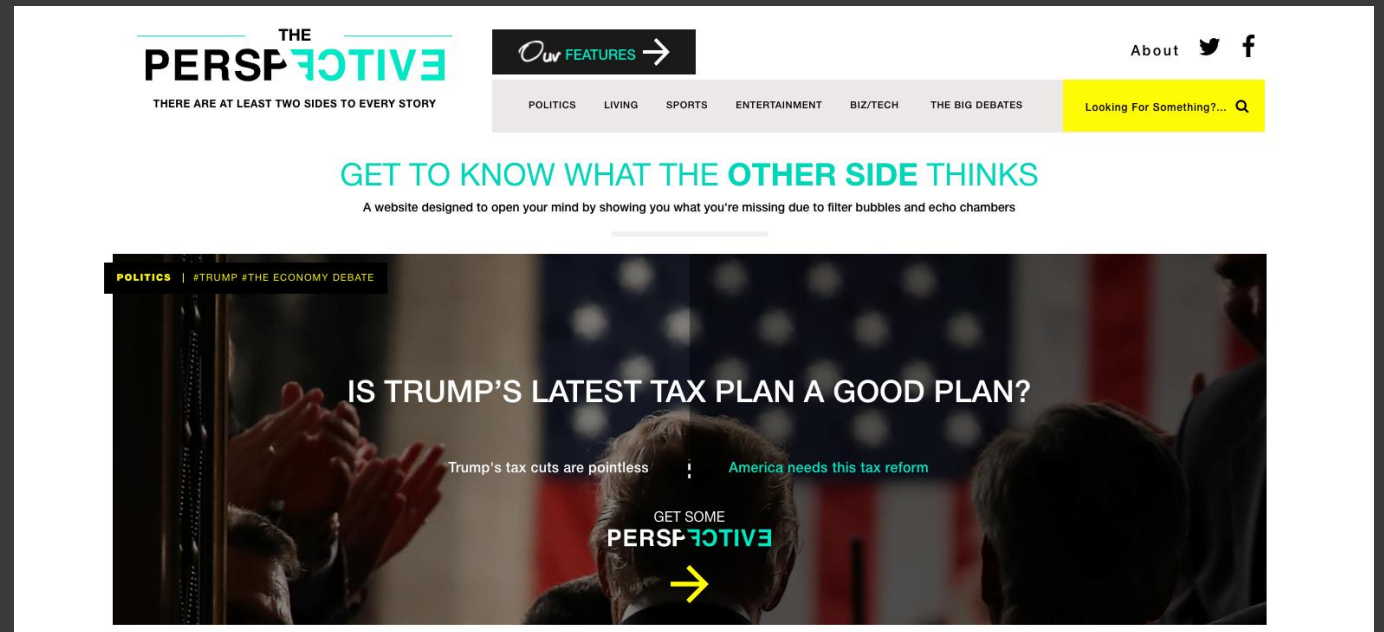
SET UP THE RIGHT
ENVIRONMENT



HOW TO OPEN PEOPLE'S MINDS



SET UP THE RIGHT ENVIRONMENT



HOW TO OPEN PEOPLE'S MINDS



SET UP THE RIGHT ENVIRONMENT

THE PERSPECTIVE
THERE ARE AT LEAST TWO SIDES TO EVERY STORY

POLITICS | #HISTORY #THE ISRAELI-PALESTINIAN CONFLICT


THE ISRAELI-PALESTINIAN CONFLICT

Homepage » Subjective Timeline » Politics » The Israeli-Palestinian Conflict Getty / Uriel Sinai 2017

How the Israelis see it | **the EVENT** | **How the Palestinians see it**

MAY 14, 1948
ISRAEL DECLARES INDEPENDENCE


With pride and jubilation, Zionist leaders [declared](#) the establishment of the State of Israel, promising equal rights to Israel's Arab inhabitants. David Ben Gurion extended peace to all neighboring Arab states. Though far from perfect, for the first time in history, the Jews had a country they could call their own, especially significant after the suffering they endured during the atrocities of the Holocaust. Their celebration was cut short when they were forced to fight for their lives against an all-out Arab attack.



Failed by the colonial powers, who were short-changing them on their own land, the Arabs of Palestine and surrounding Arab countries had to take matters into their own hands and immediately invaded Israel. Some 700,000 Palestinians fled their homes in fear during the war, known as "Al-Nakbah" ("The Catastrophe"). Many never made it back to reclaim their rightful properties and, until today, still dream about returning to their homes in Palestine.

JUNE 5, 1967
THE SIX DAY WAR

: Defending its still fragile existence against massive Arab armies preparing to invade its borders, Israel pre-emptively attacked its neighbors. Despite being severely outnumbered and out-armed, the Jews heroically surprised

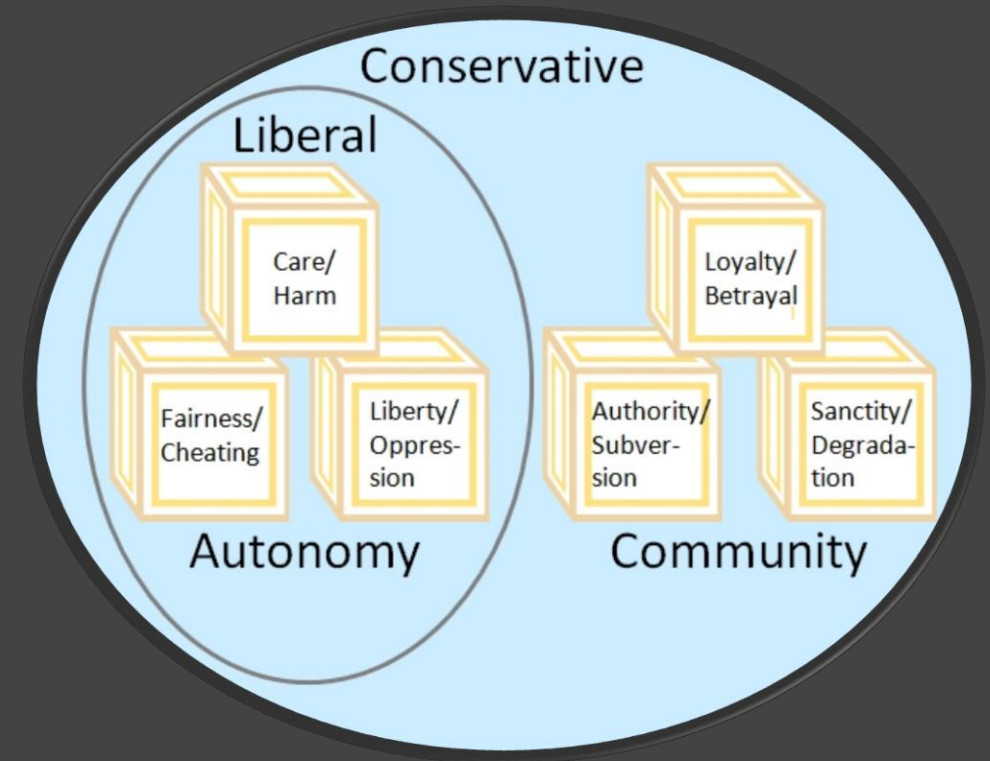


Unprovoked, Israel aggressively attacks Egyptian, Syrian and Jordanian forces and seizes their territory. Arabs suffer a humiliating defeat as the Israeli aggressors and their Western-sponsored army begin occupying and

HOW TO OPEN PEOPLE'S MINDS



MORAL FOUNDATION THEORY



HOW TO OPEN PEOPLE'S MINDS



MORAL FOUNDATION THEORY



With nearly [270,000](#) energy jobs at stake, it's important to insist that policy be proportional to the actual risk of climate change.

Taking care of the world and the creatures in it is a sacred stewardship endowed to humankind alone.

HOW TO OPEN PEOPLE'S MINDS



MORAL FOUNDATION THEORY



ARE WHISTLEBLOWERS HEROES OR TRAITORS?

By Chaya Benyamin

Whistleblowers have a wide range of motives, and, surprise- surprise, they aren't strictly altruistic.

Enron whistleblower Sherron Watkins didn't blow her whistle in public (not initially, at least) – she blew it to her bosses. [Watkin's memos](#) to the company's founder, Kenneth Lay, point to a loyal employee, worried that Enron would be disgraced by the revelation of faulty accounting

HOW TO OPEN PEOPLE'S MINDS

3

DON'T USE YOUR STRONGEST ARGUMENT



HOW TO OPEN PEOPLE'S MINDS

3

DON'T USE YOUR STRONGEST ARGUMENT

make excuses for wasted time and money, as is the case with [Security Theater](#).

Legal channels exist and are used to keep order and maintain the peace. When a police officer wants to enter a building and look for incriminating evidence, a search warrant is obtained.



As “securing general welfare” is actually written in the Constitution, whereas “privacy” is only defended in amendments, national security should be prioritized over any concerns for personal privacy.

For members of [minority groups](#) or the [LGBT community](#), a loss of privacy can mean a better quality of life

HOW TO OPEN PEOPLE'S MINDS

3

DON'T USE YOUR STRONGEST ARGUMENT



THE PERSPECTIVE ON NAFTA : DID IT HURT AMERICA?

By Andrew Vitelli

Mexican farmers have been [particularly hard hit](#), struggling to compete with highly-subsidized American produce including corn. Wages have dropped dramatically, as 1.1 million small farmers lost work in the first 12 years of NAFTA

NAFTA is not the problem. While the first decade of the 21st century saw manufacturing jobs falling, manufacturing output [actually grew by \\$800 billion over the same period](#).

HOW TO OPEN PEOPLE'S MINDS

3

DON'T USE YOUR STRONGEST ARGUMENT



SHOULD WE RAISE TAXES ON THE RICH?

By Andrew Vitelli

Fairness means that Americans reap the rewards of their labor

Tax hikes on the rich would have little impact on their spending, since most of this income would have gone into savings.

HOW TO OPEN PEOPLE'S MINDS

BE NICE



HOW TO OPEN PEOPLE'S MINDS

BE NICE

THE PERSPECTIVE
THERE ARE AT LEAST TWO SIDES TO EVERY STORY

LIVING | #THE GUN CONTROL DEBATE

IS BANNING GUNS IN THE US AN EFFECTIVE MEASURE?

Second Amendment needs revision | Banning guns doesn't decrease violence

Homepage - Perspectives - Living - Is Banning Guns In The Us An Effective Measure? | Getty: Scott Olson / Staff October 9, 2017

The reason for America's high number of deaths is due to deeply-entrenched gun legislation and culture. In order to meaningfully change this an overhaul is needed, the Second Amendment needs to be revised, believes Bret Stephens of the New York Times. The legality of selling guns privately, popularity of the NRA and huge number of guns around the country are issues that no law will change overnight. But change needs to start somewhere. Limiting the spread of guns can save countless lives. High rates of gun ownership in a community significantly raises the rates of gun deaths. The Second Amendment isn't infallible.

Getting rid of guns has been shown to increase, and not decrease, rates of violence, asserts John R. Lott Jr. of National Review in direct response to the New York Times. Stephens' data, which suggests gun ownership increases the number of people getting shot, is wrong. In fact cities like Washington and Chicago saw themselves become America's most violent after implementing gun bans. Criminals weren't deterred by the law to begin with, acquiring guns anyway. These measures only served to disarm law-abiding citizens who were then unable to protect themselves. The liberal call to ban guns fails to fully examine the evidence.

«KEEP ON READING AT THE NEW YORK

Language - it may be that

positive self-affirmation

Avoid red flags

HOW TO OPEN PEOPLE'S MINDS



BE PERSONAL

People can argue with your opinion, they can't argue with how you feel. You want to open minds?... Write about how a 'big issue' affects you in real life. Write your personal perspective in order to make a public impact.

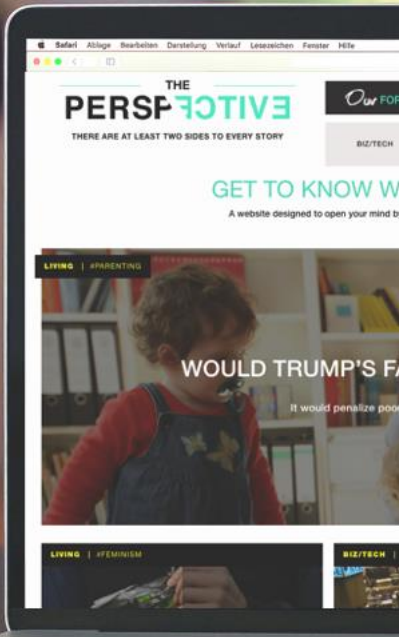
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WRITE YOUR PERSPECTIVE

How did you reach that conclusion

PUBLISHER

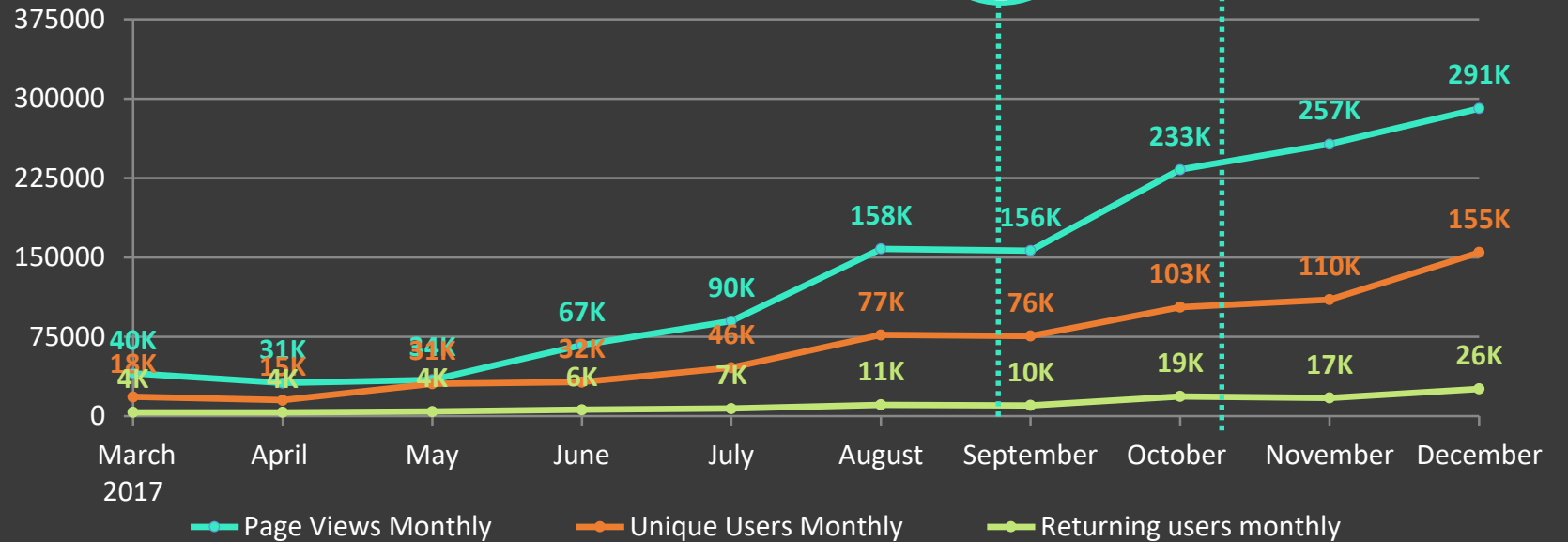
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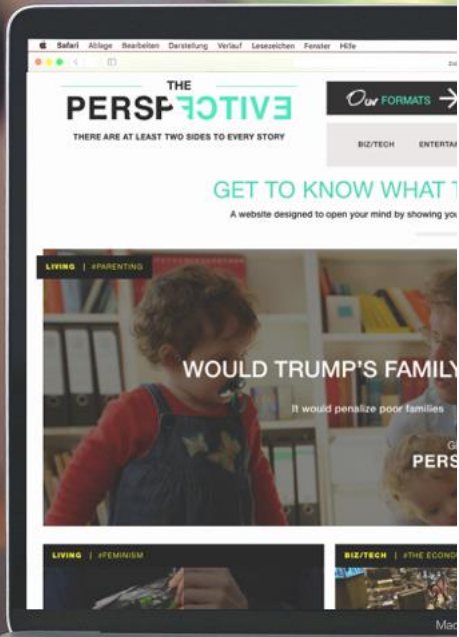


TRENDING PERSPECTIVES (NEWS)
AVERAGE TIME ON PAGE
3:17 min

SUBJECTIVE TIMELINE (HISTORY)
AVERAGE TIME ON PAGE
7:35 min

THE BIG DEBATES
AVERAGE TIME ON PAGE
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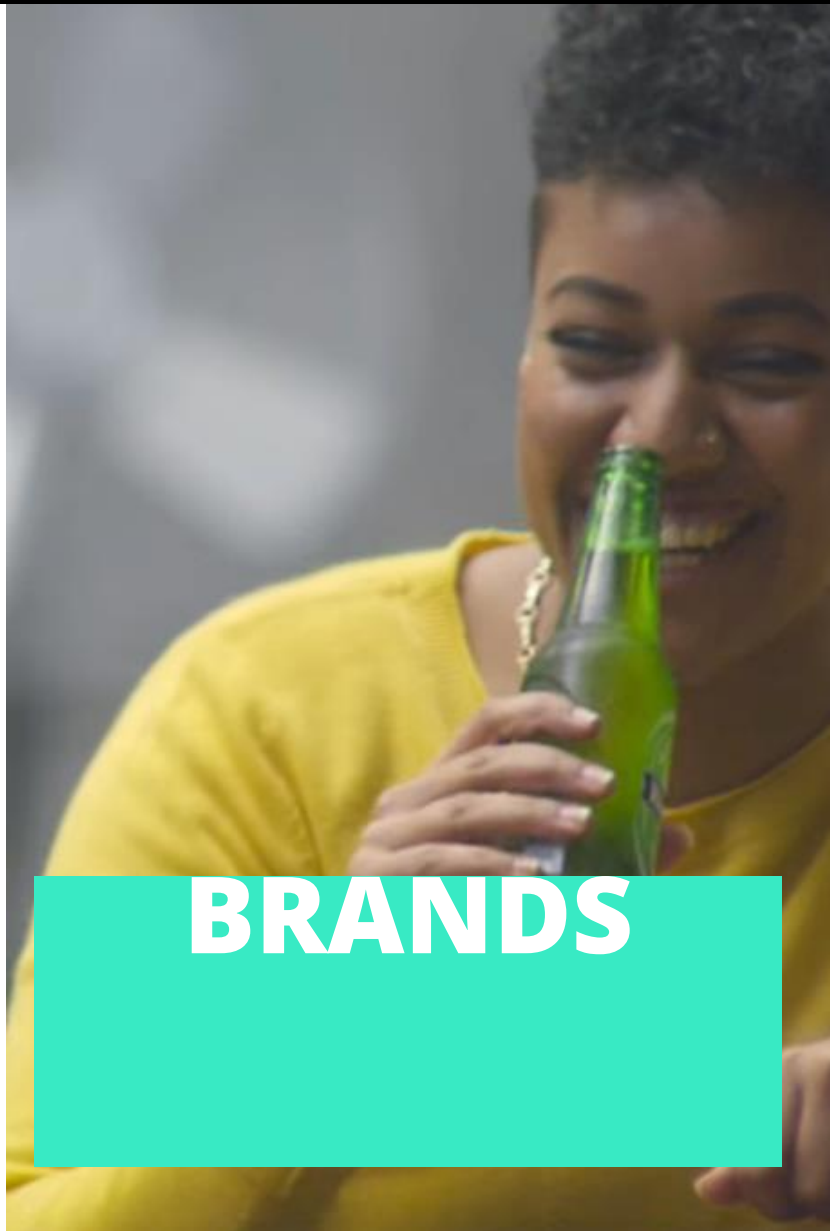
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PLATFORM**



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THANK YOU.

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