



KATIE NOBORIKAWA

PROBLEM

DESCRIPTION

According to this article from The Guardian written by Steven Pinker, news outlets started getting increasingly pessimistic starting in the late 1970's. This trend of covering negative stories can lead to thoughts like "I could donate money but there will just be another homeless puppy." This in turn can develop into disengagement by tuning out all news to avoid the feelings of helplessness.

USER RESEARCH

METHOD

1. What is important about the news?
2. How do they feel about the news?
3. Does the news change how the world is seen?

SELECTION

1. Age Range: 20 - y30
2. Gets weekly news via TV, newspaper, news app, or social media

QUESTIONS

IMPORTANCE: 10 MINUTES

1. How often do you get news?
2. What time is it?
3. Why do you get news?
4. What is the source of that news?
5. Do you look for specific news? What? Why?

QUESTIONS

HABITS: 8 MINUTES

1. What news do you mostly see (by memory)?
2. If you look at the main source of news what news does it show?
3. How does this make you feel?
4. Do you use different sources for different news?

QUESTIONS

SOLUTION: 12 MINUTES

1. What do you find important about the news?
2. Does the news affect your emotions?
3. How much does it affect your emotions?
4. How do you feel about the balance of positive and negative news?
5. Is a balance important to you? (Would you rather see all good, all bad, or both)
6. Would you like the control to see both?

INTERVIEWS

*“NEWS FROM TRUSTWORTHY
SOURCES IS IMPORTANT”*

SUMMARY

Lissa looks at the news three or four times a week during work. She uses Hawaii News Now, Yahoo News, and talk shows to get a feeling of the world. Only when things concern her/Hawaii will her mood be affected. Recently she sees a lot of concerning Trump related articles. She believes seeing more bad news reflects the real world, but she would like to control the flow.

LISSA TANABE, 29

1. How often do you get news?

- 3-4 times a week

2. What time is it?

- Bored at work (8am - 4pm)

3. Why do you get news?

- More convenient
- Free
- Choose what she wants to watch
- Easier

4. What is the source of that news?

- Yahoo.com
- Hawaii News Now
- The View
- Stephen Colbert

5. Do you look for specific news? What? Why?

- Heard about from someone or on radio and look up about it
- Why: Personal Connection or something she's interested in or natural disaster

LISSA TANABE, 29

1. What news do you mostly see (by memory)?

- Trump
- Health Care bill
- Disasters in Houston and Florida
- North Korean thing

2. If you look at the main source of news what news does it show?

- New released recording of Trump
- Jessie James in national anthem protest
- Model scalped unprecedented murder
- White House suggested we have declared war on North Korea but we have not

LISSA TANABE, 29

3. How does this make you feel?

- Sometimes a little depressed
- Usually not, depends on what she reads
- Sometimes looks at just entertainment, not that bad
- The stuff going on in the world makes her sad

4. Do you use different sources for different news?

- Yes
- Entertainment, watch Youtube and late night entertainment
- Local News, local paper or Hawaii News Now or Star Advertiser
- Yahoo, but hard to find good source of news
- Looks at writer to see if it's trustworthy

LISSA TANABE, 29

- 1. What do you find important about the news?**
 - Helps her get a feeling of what's going on in the world
- 2. Does the news affect your emotions?**
 - Not really
 - Sometimes gets worried
 - Depends on what looking at
 - If looking at Hawaii news and it affects around her then she gets worried
- 3. How much does news affect your emotions?**
 - Local: 50%
 - National: 15-20%
- 4. How do you feel about the balance of positive and negative news?**
 - Feel that there is more negative news than positive

LISSA TANABE, 29

5. Is a balance important to you? (Would they rather see all good, all bad, or both)
 - Good to see both
 - More realistic there is bad stuff and good stuff going on so they both should be reported on equally
6. Would you like the control to see both?
 - Yes
 - Likes Youtube, able to search what interested in and see good stuff and interesting stuff
 - Not being overwhelmed but getting what they wanna know from good sources

INTERVIEWS

*“NEWS INFORMS ABOUT
UNKNOWN ISSUES”*

SUMMARY

Shelly uses LA Times to get government news, AP app, and occasionally Facebook. The most recent news she can remember is the NFL and Trump related articles. When she reads negative news it makes her worry a lot about the world. She sees a 3:2 ratio of neg/pos news which she likes because then she is educated about the bad things but also sees some positive things. She prefers not being in control of neg/pos news.

SHELLY NISHIMURA, 21

1. How often do you get news?

- Once a week

2. What time is it?

- 8pm

3. Why do you get news?

- Wants to be updated with what's going on in the world
- Don't want to miss anything (legislation)

4. What is the source of that news?

- LA Times
- AP Press
- Facebook (infrequently)

5. Do you look for specific news? What? Why?

- Only looks at news she can understand
- Laws, government (understand)
- Stocks, economy (don't understand)
- International news (avoid)

SHELLY NISHIMURA, 21

1. What news do you mostly see (by memory)?
 - Athletes kneeling to national anthem
 - Trump Stuff (not as much now)
2. If you look at the main source of news what news does it show?
 - LA Times
 - LAPD shooting
 - LA financial blow to city budget
 - How Alabama election went
3. How does this make you feel?
 - Glad people don't listen to Trump
4. Do you use different sources for different news?
 - Yes
 - LA Times - Trump/Government Issues

SHELLY NISHIMURA, 21

1. What do you find important about the news?

- Updates about important news that keep us alive
- Important issues that we may not know about

2. Does the news affect your emotions?

- Makes her worry about what happens to the world
- Read negative news about the world and make her worry about it

3. How much does it affect your emotions?

- A lot
- 60%

SHELLY NISHIMURA, 21

4. How do you feel about the balance of positive and negative news?

- Sees about 60% of negative news 40% positive
- Think this is a good thing because she wants to know about the bad things out there and also sometimes wants to know about positive things

5. Is a balance important to you? (Would they rather see all good, all bad, or both)

- Both, all negative would create too much pessimism

6. Would you like the control to see both?

- No, wants something truthful to mirror what's happening in the world

INTERVIEWS

*“PROBLEMS WITH PEOPLE TRYING
TO SOLVE THEM”*

SUMMARY

Whitney gets her news five times a week via Google while she works. She likes news because it keeps her aware of different issues. She reads different articles about the same subject to see different angles about stories. Looking at the news makes her feel like the world is going backwards and pretty depressed. She remembers when news used to be about progress in the world rather than problematic. She would like to control the balance of pos/neg news.

WHITNEY ONISHI, 28

1. How often do you get news?

- 5 days a week (usually weekdays)

2. What time is it?

- 8am - 9 or 10pm

3. Why do you get news?

- To be informed know what's going on in the world

4. What is the source of that news?

- Gets news from Google (topic stories)
- Likes Google because it can give the most searched news
- Washington post
- New York times
- Vice - gives the other side of the story
- CBS
- NBS BC
- Entertainment Weekly

WHITNEY ONISHI, 28

5. Do you look for specific news? What? Why?

- No only for entertainment
- Skip through news headlines to see what is interesting
- Interested in Science news

WHITNEY ONISHI, 28

1. What news do you mostly see (by memory)?
 - Russian investigation getting intense, who to prosecute
 - Trumps stupid comments about the NFL
 - Disasters
 - Politics
 - Stock Market
 - Celebrities
 - Movies, Video Games, Video Consoles
 - Black lives matter
 - Police shooting Blacks and Hispanics

WHITNEY ONISHI, 28

2. If you look at the main source of news what news does it show?

- Puerto Rico suffering
- Trump ignores it by bringing up NFL thing
- Korea says US basically declared war, right to shoot down missiles

WHITNEY ONISHI, 28

3. How does this make you feel?

- A lot of different emotions, none of them are good
- Can't believe this is the world we live in
- Feels like we're going backward
- Can't see why we can't progress to be a better society
- Not happy, pretty depressing
- Can't believe we're supposed to be "civilized"
- Thinks it takes away from more important things like what we should do with the planet

WHITNEY ONISHI, 28

4. Do you use different sources for different news?

- No dislikes getting news from same sources because of biases
- Reads multiple articles about same topics from multiple media

WHITNEY ONISHI, 28

1. What do you find important about the news?

- Being aware of different issues
- Good things that impact our society and where it will go

2. Does the news affect your emotions?

- Everyday emotions not affected much
- Avoids Trump news because makes her feel disgusted

3. How much does it affect your emotions?

- Doesn't make her want to go help Mexico or Houston but she feels bad for them

WHITNEY ONISHI, 28

4. How do you feel about the balance of positive and negative news?

- Now the news is more negative than positive
- More conflicts in the world
- Disaster
- The past news was more about making progress
- Feels like the people who used to be in news making change is still there but being drowned out by the current administration, who is shaping our world

WHITNEY ONISHI, 28

5. Is a balance important to you? (Would they rather see all good, all bad, or both)
 - Would like to see both
 - There are problems and yet there are people trying to solve them
6. Would you like the control to see both?
 - Yes
 - But also see the popular things in the world news and important things
 - Some good news is just white noise to distract people

INTERVIEWS

ANALYSIS

From these initial surveys it was apparent that hiding the negative news wasn't wanted. They would rather see all news than be disillusioned by an inaccurate representation of good to bad news. But they also wanted to be able to control what news they saw. Drawing from these key points the emotion filter was created.

SOLUTION

DESCRIPTION

Through user experience research of current platforms Light News introduces a filter to empower users in the ability to control the articles they see by emotions. This unique filter allows users to view articles depending on how they feel.

Having a bad day? Use the filter to hide pessimistic stories so that the beneficial stories can shine through. Light News also curates articles that equally cover the negative and positive stories representing an equal real world that the majority from interviews says is true.

EMOTION FILTER

DESCRIPTION

As found in the interviews people want to control the news they receive, sometimes they just doesn't want to read or see anything negative or sad. Using the emotion filter users can remove that content from the feed. The emotion filter is what makes Light News stand out from the rest. Each article has a single emotion that is voted on by readers, that article is then able to be filtered by emotion. The readers are grouped in like circles to better label articles with emotions that would most reflect the reader.

EMOTION FILTER

EMOTIONS

The seven emotions were chosen by having people read trending articles and report the emotions they felt after reading. The top five were initially selected but didn't have enough variety in the emotions. Two were then added to give more variety for the filter.

EMOTION FILTER

EMOTIONS



Neutral



Happy



Ecstatic



Unhappy



Sad



Mad



Angry

PERSONALITY

INVITING/OPEN
FUN
MODERN
INFORMATIVE

Light News is an informative website that strives to be an open environment. While being truthful about the going-ons in the world Light News strives to shine a light on the good in the world. Light News is upbeat.

TYPHO- GRAPHY

ROBOTO

Roboto was chosen because it is easy to read on screens and has a modern look. It combines the best of classic fonts into one font. It also has a big family with many weights for flexibility.

Playfair Display was also part of the brand but was removed when it was realized that the font and brand personality clashed.

STYLE GUIDE

Primary Heading: 48 Bold

Secondary Heading: 30 Medium

TERTIARY HEADING: 14 MEDIUM

Intro Text: 19 Italic

Body Text: 19 Regular

PULL QUOTE: 36 BOLD

Caption: 14 Italic

COLORS



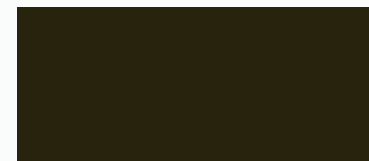
Light Bulb
#FFD315



Plenty Magenty
#EE4B90



Woo Blue
#42B9DC



Copy Black
#28230D



Paper
#FAFBFB

ILLUSTRATION GUIDELINES



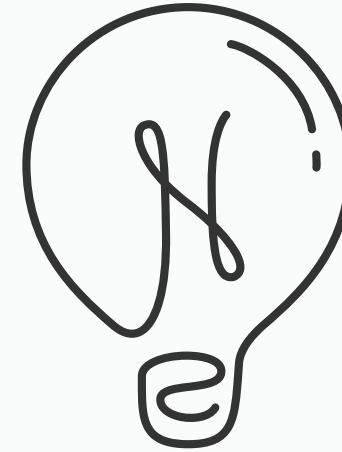
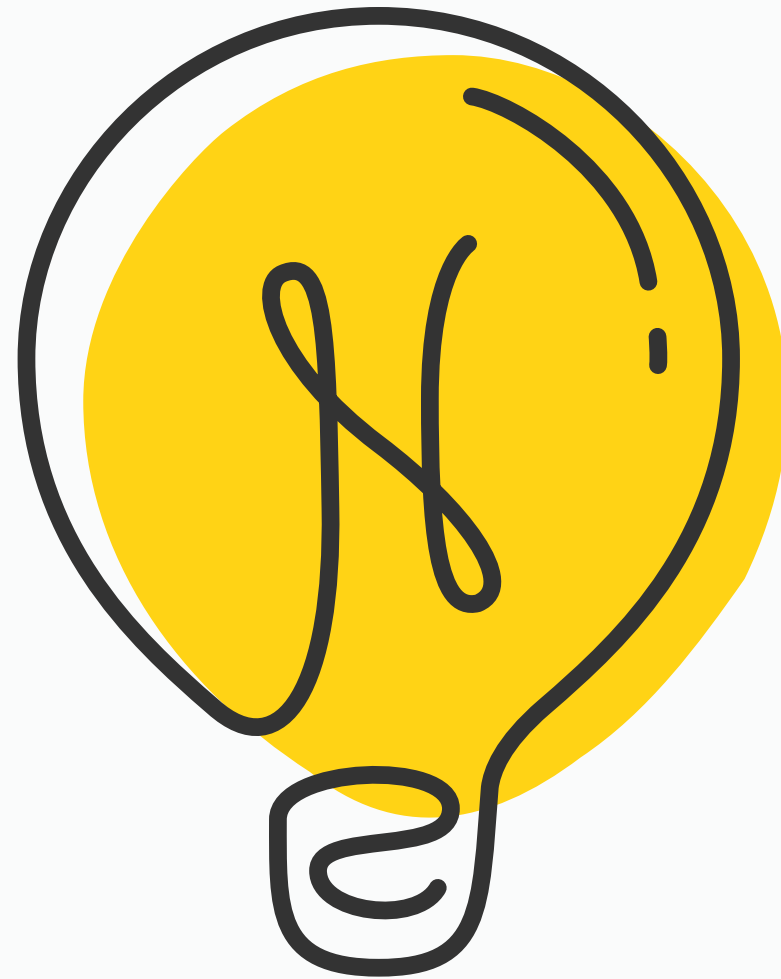
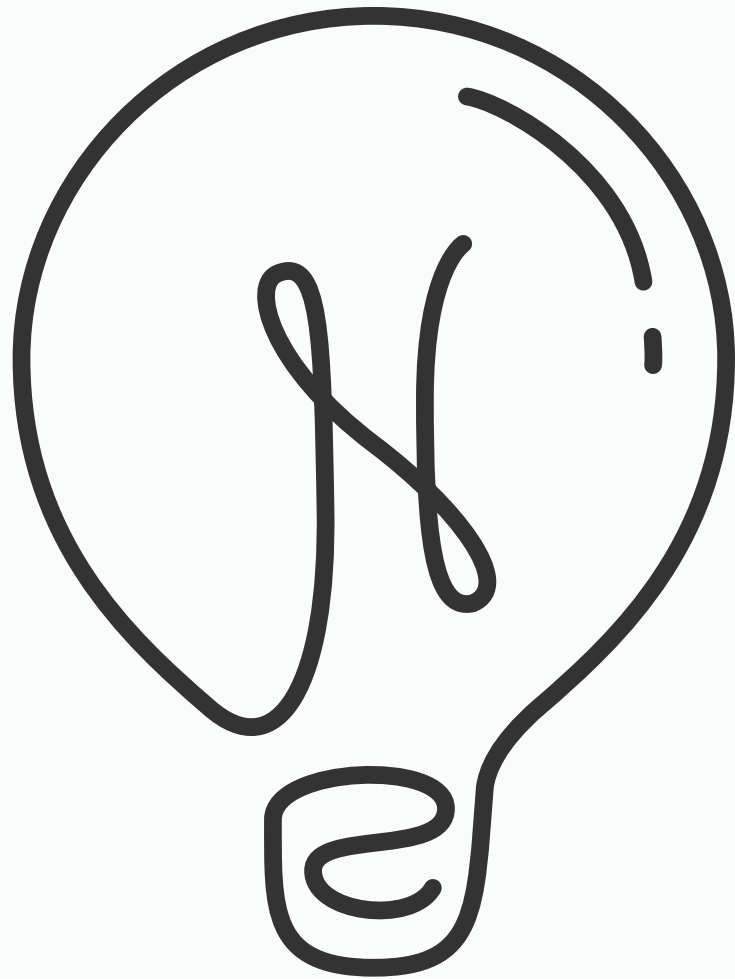
Looks like something went wrong we all have those days.
Shall we try again?

Give Us A Second Chance

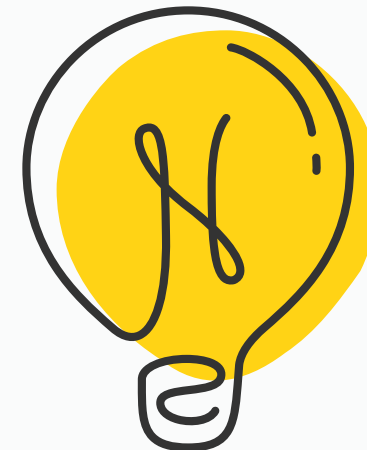


Illustration helps bring out Light News' fun personality. Starting off with a basic line drawing, like the logo, a splash of color from the brand colors is added. Offsetting the color adds dimension and creates more interest.

LOGO

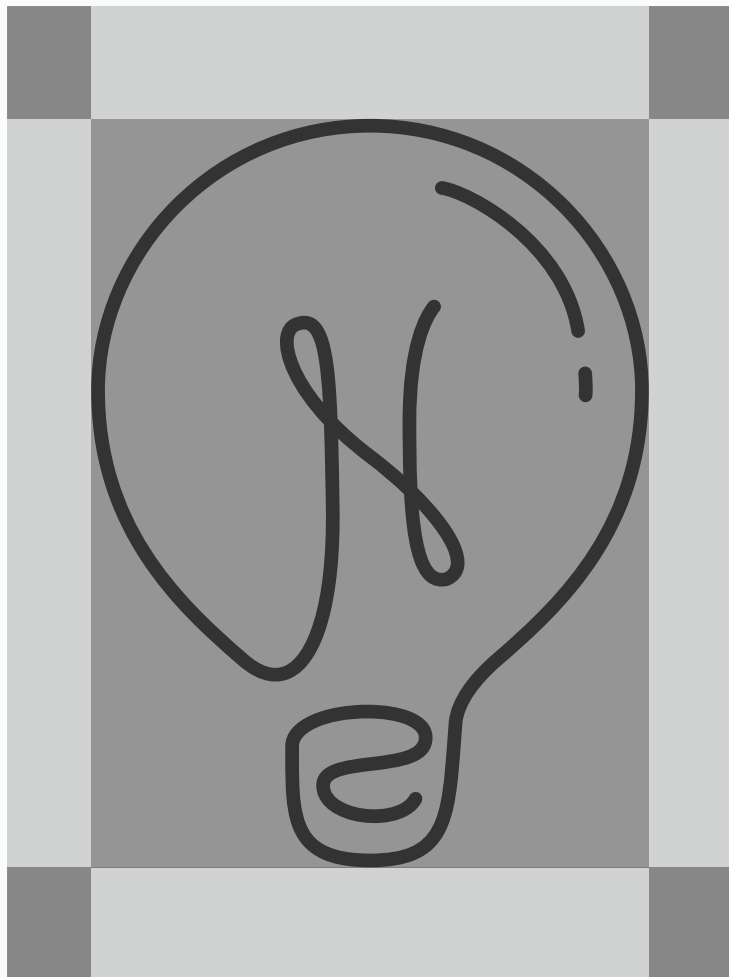


LIGHT
NEWS



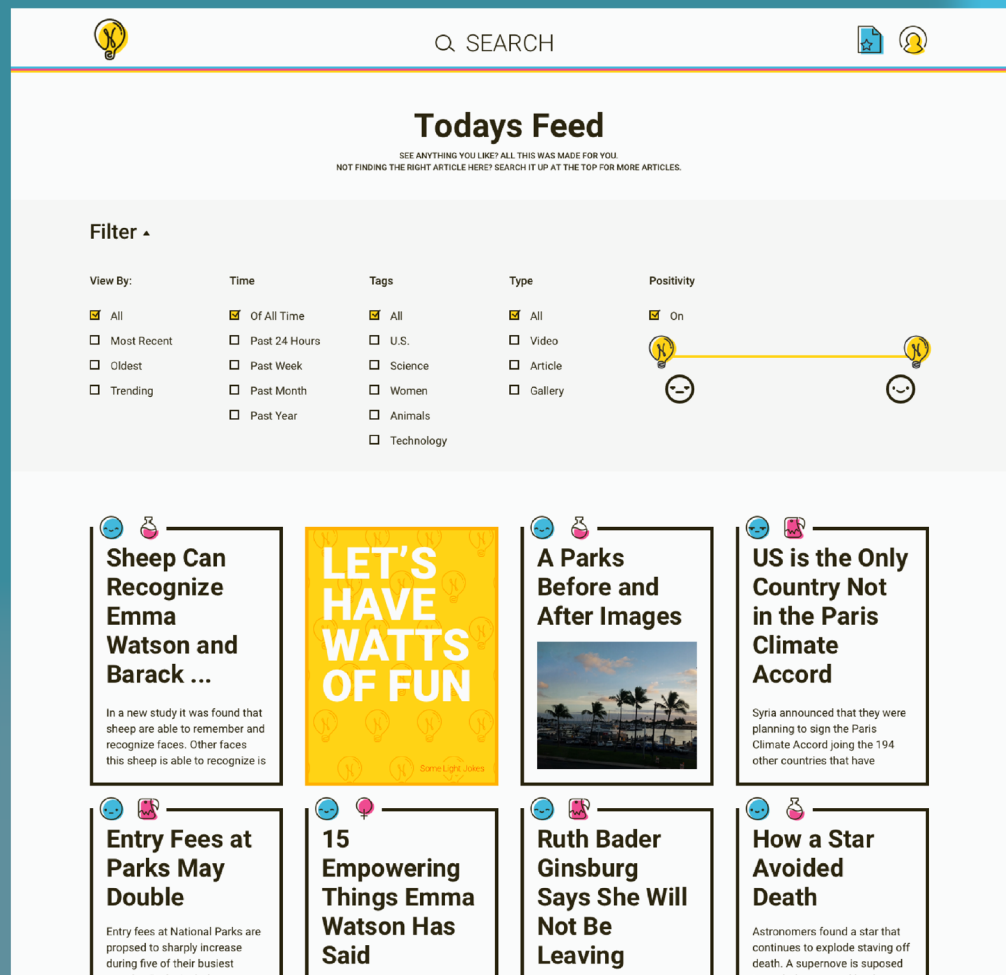
LIGHT
NEWS

LOGO SPECS

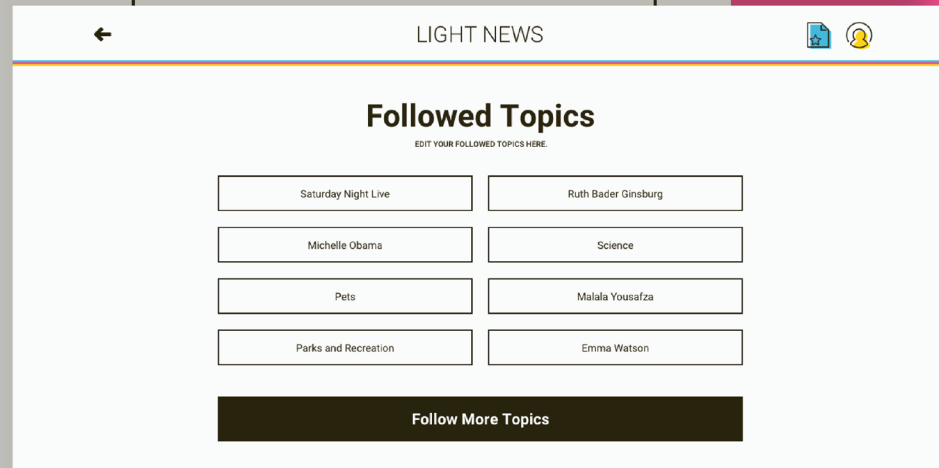
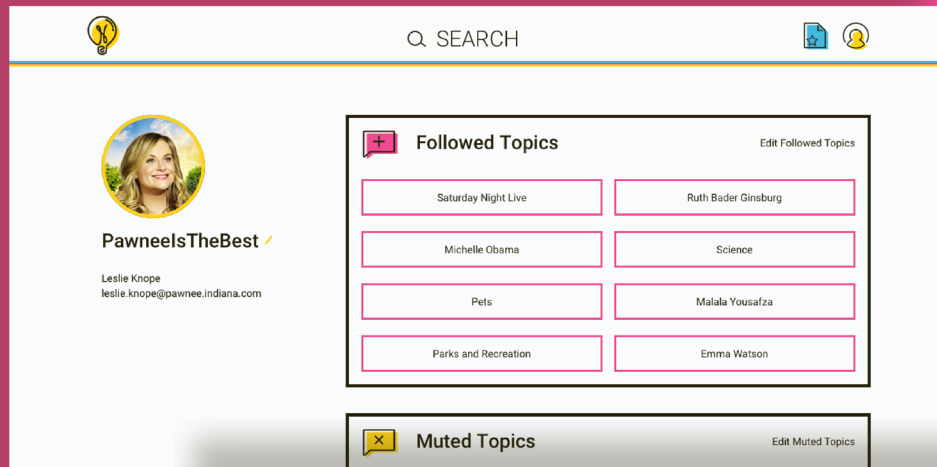


The space around the logo is
15% of the logos area

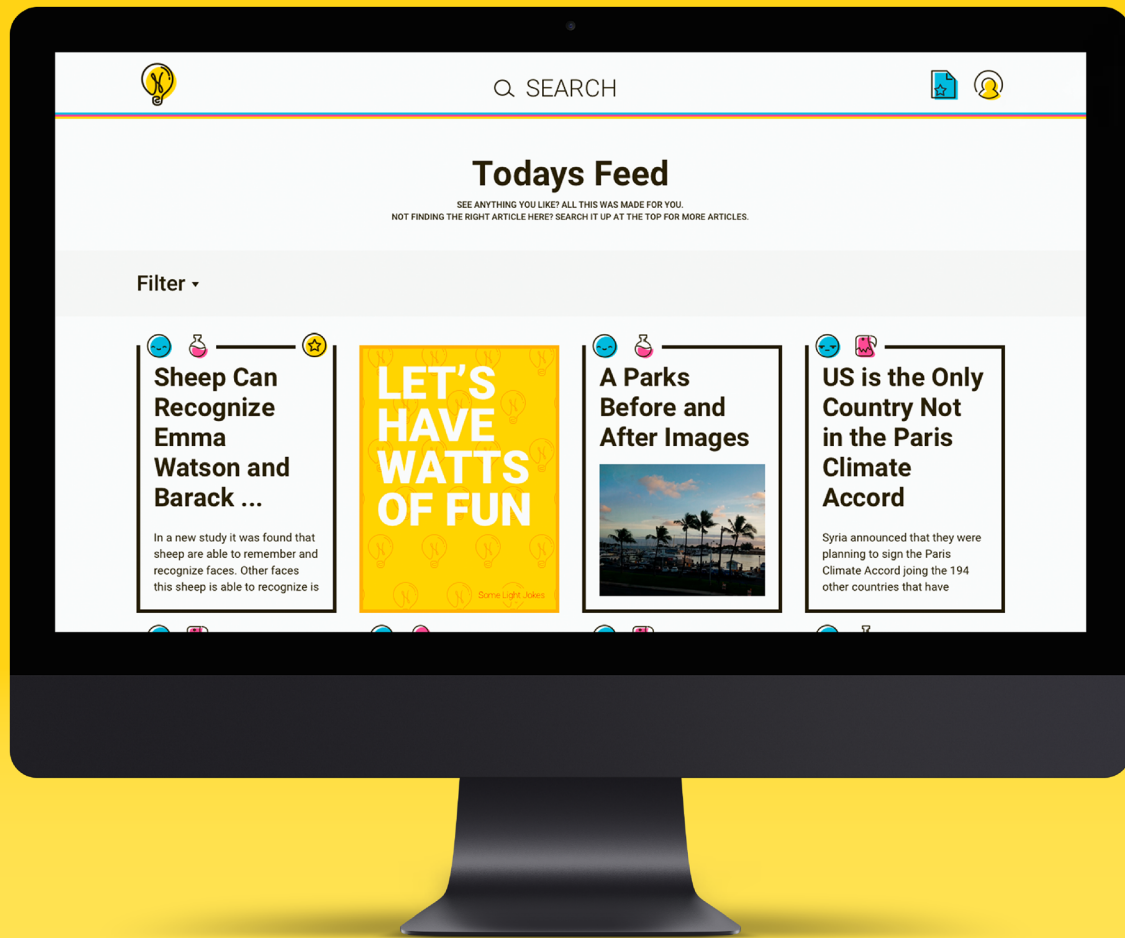
MARKETING MOCKUPS



Positivity scale
filters articles
by emotion
for a more
personalized search



**Personalize
your news**
simply by adding
topics



Light News
brings levity to
everyday news

USER JOURNEY

KEEPING INFORMED

OVERVIEW

Leslie has woken up and gotten ready for the day. She has cooked up a small breakfast and has sat down to enjoy it. During breakfast she likes to read up on some news. She opens Light News and scans the top of her feed to quickly summarize what is available. Clicking the filter Science in the filter menu hides all non science related articles. Leslie scans her feed again to find an interesting article to read. She clicks on one that has peaked her interest.

KEEPING INFORMED CONTINUED

OVERVIEW

As she eats she gets informed about some testing and sheep brains. After reading her article she selects the emotion she's feeling after reading the article and goes back to the main feed for some more interesting articles to start her day off.

KEEPING INFORMED

Leslie opens the filter menu to look for the topic filter.

The screenshot shows a news feed interface with a search bar at the top. Below the search bar is the "Todays Feed" section. A "Filter" menu is open, showing a grid of article cards. The filter menu is positioned over the top row of the feed. The article cards visible in the feed include:

- Sheep Can Recognize Emma Watson and Barack ...
- LET'S HAVE WATTS OF FUN
- A Parks Before and After Images
- US is the Only Country Not in the Paris Climate Accord
- Entry Fees at Parks May Double
- 15 Empowering Things Emma Watson Has Said
- Ruth Bader Ginsburg Says She Will Not Be Leaving
- How a Star Avoided Death
- Women of Vision: The Pioneers
- Cute Dogs to Cheer You Up
- New Water Loving Dinosaur Found
- COWS HAVE BFFS

The screenshot shows the same news feed interface as the previous one, but with the filter menu open and showing filter options. The filter menu is titled "Filters" and has the following options:

- View By: All, Most Recent, Oldest, Trending
- Time: Of All Time, Past 24 Hours, Past Week, Past Month, Past Year
- Tags: All, U.S., Science, Women, Animals, Technology
- Type: All, Video, Article, Gallery
- Emotion: All, Happy, Ecstatic, Neutral, Unhappy, Sad, Mad, Angry

The article cards visible in the feed are the same as in the previous screenshot, but the filter menu is now open and showing the filter options.

KEEPING INFORMED

She chooses to filter her feed by the Science topic.

Today's Feed
SEE ANYTHING YOU LIKE? ALL THIS WAS MADE FOR YOU.
NOT FINDING THE RIGHT ARTICLE HERE? SEARCH IT UP AT THE TOP FOR MORE ARTICLES.

Filters

View By:	Time	Tags	Type	Emotion
<input checked="" type="checkbox"/> All	<input checked="" type="checkbox"/> Of All Time	<input checked="" type="checkbox"/> All	<input checked="" type="checkbox"/> All	<input checked="" type="checkbox"/> All
<input type="checkbox"/> Most Recent	<input type="checkbox"/> Past 24 Hours	<input type="checkbox"/> U.S.	<input type="checkbox"/> Video	<input type="checkbox"/> Mad
<input type="checkbox"/> Oldest	<input type="checkbox"/> Past Week	<input type="checkbox"/> Science	<input type="checkbox"/> Article	<input type="checkbox"/> Happy
<input type="checkbox"/> Trending	<input type="checkbox"/> Past Month	<input type="checkbox"/> Women	<input type="checkbox"/> Gallery	<input type="checkbox"/> Ecstatic
	<input type="checkbox"/> Past Year	<input type="checkbox"/> Animals		<input type="checkbox"/> Neutral
		<input type="checkbox"/> Technology		<input type="checkbox"/> Unhappy
				<input type="checkbox"/> Sad

Articles:

- Sheep Can Recognize Emma Watson and Barack ...
- LET'S HAVE WATTS OF FUN
- A Parks Before and After Images
- US is the Only Country Not in the Paris Climate Accord
- Entry Fees at Parks May Double
- 15 Empowering Things Emma Watson Has Said
- Ruth Bader Ginsburg Says She Will Not Be Leaving
- How a Star Avoided Death

Today's Feed
SEE ANYTHING YOU LIKE? ALL THIS WAS MADE FOR YOU.
NOT FINDING THE RIGHT ARTICLE HERE? SEARCH IT UP AT THE TOP FOR MORE ARTICLES.

Filters

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<input checked="" type="checkbox"/> All	<input checked="" type="checkbox"/> Of All Time	<input checked="" type="checkbox"/> Science	<input checked="" type="checkbox"/> All	<input checked="" type="checkbox"/> All
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	<input type="checkbox"/> Past Year	<input type="checkbox"/> Technology		<input type="checkbox"/> Neutral
				<input type="checkbox"/> Unhappy
				<input type="checkbox"/> Sad

Articles:

- Sheep Can Recognize Emma Watson and Barack ...
- A Parks Before and After Images
- New Water Loving Dinosaur Found
- How a Star Avoided Death
- A Cute Potato-Shaped Dwarf Planet Has Got a Ring

KEEPING INFORMED

Leslie selects an interesting article to read from the filtered content.

The screenshot shows a news application interface. At the top, there is a search bar and a user profile icon. Below the search bar is the 'Todays Feed' section, which includes a sub-header 'SEE ANYTHING YOU LIKE? ALL THIS WAS MADE FOR YOU.' and a note 'NOT FINDING THE RIGHT ARTICLE HERE? SEARCH IT UP AT THE TOP FOR MORE ARTICLES.' A 'Filters' section is visible, with columns for 'View By', 'Time', 'Tags', 'Type', and 'Emotion'. The 'View By' column has 'All' selected. The 'Time' column has 'Of All Time' selected. The 'Tags' column has 'Science' selected. The 'Type' column has 'All' selected. The 'Emotion' column has 'All' selected. Below the filters, there are four article cards. The first card is titled 'Sheep Can Recognize Emma Watson and Barack Obama' and has a yellow circle highlighting the title. The second card is titled 'A Parks Before and After Images' and has a small image of a park. The third card is titled 'New Water Loving Dinosaur Found' and has a small image of a dinosaur. The fourth card is titled 'How a Star Avoided Death' and has a small image of a star. Below these cards, there is a fifth card titled 'A Cute Potato-Shaped Dwarf Planet Has Got a Ring'.

The screenshot shows a news article page. At the top, there is a navigation arrow and the text 'LIGHT NEWS'. Below this is the date 'NOVEMBER 8, 2017' and the article title 'Sheep Can Recognize Emma Watson and Barack Obama'. The author's name 'By Sarah Gibbens' is listed below the title. A large image of a sheep is shown. Below the image, there is a caption: 'Sheep stares at camera, much like the experiments sheep stared at faces Image from Pexels'. The main text of the article begins with 'When sheep follow people, they may do it a little less blindly than we've always thought.' It then describes a study performed by University of Cambridge researchers, where sheep were shown black-and-white photos of four celebrities: Barack Obama, Emma Watson, TV journalist Fiona Bruce, and Jake Gyllenhaal. The text continues: 'One of them is just a fan of Jake Gyllenhaal,' lead researcher Jenny Morton said of one of the students who helped select the images. The photos used were somewhat random; they needed to be able to show various faces at different angles, so oft-photographed celebrities made a logical choice. The research team was interested in seeing whether sheep would be able to discern different faces. Sheep are social animals that live in a flock, and they use a number of methods to communicate. Researchers suspected facial recognition, a complex brain task, might be one of them. To test this, they trained the sheep to associate the image of one person, Barack Obama for example, with a food reward. They were shown both an image of Obama and another face next to it. When the sheep tapped the former president's image, it broke an infrared beam and dispensed the treat. Eight times out of ten, the eight sheep in the study knew which face to associate with food.' At the bottom of the article, there are two small images: one of Barack Obama and one of Emma Watson.

KEEPING INFORMED

After reading the article she selects her emotion on the scale.

Morton got the idea to study how sheep recognize faces because humans with Huntington's disease have difficulty recognizing faces. By better understanding sheep brains, medical researchers can use them to test therapies that may eventually be used on people, Morton hopes. (Read about human "super recognizers" who never forget a face.)

Gene therapy has been suggested as a way to treat the disease-carrying genes in Huntington's patients. Morton and her team hope to next study a flock of sheep from Australia that have been genetically engineered to carry Huntington's disease. By treating these sheep, she theorizes people could one day develop a human treatment.

"I think it's an extremely interesting and significant study," said Marc Bekoff, a professor emeritus from the University of Colorado and evolutionary biologist whose book *The Animals' Agenda* argues for a more ethical treatment of animals.

"I'm a skeptic on how important these animal models are," he said. Bekoff cites both an ethical issue in engineering sheep with a degenerative disease and a biological issue in how effective results derived from animal studies can be for human patients.

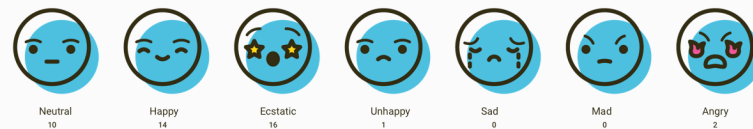
How effectively studies performed on animals can be transferred to human patients has been a contentious debate for decades. One 2004 study from the FDA found 92 percent of drugs up for approval failed after first passing muster on animals.

"I'm a fan of studying people to learn about people," Bekoff said.

Morton, however, argued that studying the sheep over time will allow scientists to better understand the cognitive breakdown caused by Huntington's disease, saying, "This could advance our prospects for getting a therapy."

This article was copied from National Geographic at: <https://news.nationalgeographic.com/2017/11/sheep-recognize-celebrity-faces-huntingtons-disease-video-spd/>

What do you feel after reading that article?



Recommended Articles

DID YOU ENJOY THIS ARTICLE? HERE ARE SOME RECOMMENDATIONS ABOUT THE SAME TOPIC!

Wild Rabbits Ride Sheep to Escape Floods	Do You Have a Face-Finding Superpower for Fighting Crime?	This is How You Study The Evolution of Animal Intelligence
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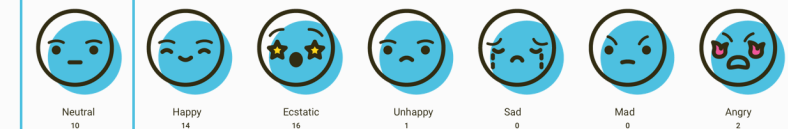
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A BAD DAY

OVERVIEW

Leslie's day isn't going well. She found out her childhood pet had ran away and hadn't been found yet. Then, she had a meeting and wasn't prepared with any presentations. When she gets home she feels bummed out and gloomy. She wants to told that there is something good going on in the world, which will make her feel better about the day. She opens up Light News and selects the filters Happy and Ecstatic, hiding any unhappy articles that were in her feed.

A BAD DAY CONTINUED

OVERVIEW

From this cheerful list she chooses the first article and starts to read. After finishing that article she feels a bit better and continues to read joyful articles until she doesn't feel down anymore.

A BAD DAY

Leslie opens the filter menu to look for the topic filter.

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- 15 Empowering Things Emma Watson Has Said
- Ruth Bader Ginsburg Says She Will Not Be Leaving
- How a Star Avoided Death
- Women of Vision: The Pioneers
- Cute Dogs to Cheer You Up
- New Water Loving Dinosaur Found
- COWS HAVE BFFS

The screenshot shows the same news feed interface as the previous one, but with the filter menu open and showing filter options. The filter menu is titled "Filters" and has the following options:

- View By: All, Most Recent, Oldest, Trending
- Time: Of All Time, Past 24 Hours, Past Week, Past Month, Past Year
- Tags: All, U.S., Science, Women, Animals, Technology
- Type: All, Video, Article, Gallery
- Emotion: All, Happy, Ecstatic, Neutral, Unhappy, Sad, Mad, Angry

The article cards visible in the feed are the same as in the previous screenshot, but the filter menu is now open and showing the filter options.

A BAD DAY

She chooses to filter her feed by Happy and Ecstatic.

The screenshot shows a mobile application interface for a news feed. At the top, there is a search bar and a profile icon. Below the search bar, the title "Todays Feed" is displayed, followed by a small disclaimer: "SEE ANYTHING YOU LIKE? ALL THIS WAS MADE FOR YOU. NOT FINDING THE RIGHT ARTICLE HERE? SEARCH IT UP AT THE TOP FOR MORE ARTICLES." A "Filters" dropdown menu is open, showing various filtering options. Under the "Emotion" section, the "Happy" and "Ecstatic" options are selected and highlighted with a red circle. Below the filters, a grid of article cards is visible. The first row includes articles about sheep recognizing faces, a yellow card titled "LET'S HAVE WATTS OF FUN", a parks article, and a climate accord article. The second row includes an article about park fees, an article about Emma Watson's inspirational things, an article about Ruth Bader Ginsburg, and an article about a star's death.

This screenshot shows the same mobile application interface as the previous one, but with a different set of article cards displayed. The filters remain the same, with "Happy" and "Ecstatic" selected. The first row of articles includes the same sheep article, a new article titled "15 Empowering Things Emma Watson Has Said", the same parks article, and a new article titled "Creators of Pokemon Go Are Making a Harry Potter AR App". The second row includes the same park fees article, a new article titled "Women of Vision: The Pioneers", the same Ruth Bader Ginsburg article, and a new article titled "A Cute Potato-Shaped Dwarf Planet Has Got a Ring".

A BAD DAY

Leslie selects an interesting article to read from the filtered content.

The screenshot shows a mobile news application interface. At the top, there is a search bar with a magnifying glass icon and the text 'SEARCH'. Below the search bar is a 'Todays Feed' section with a sub-header 'SEE ANYTHING YOU LIKE? ALL THIS WAS MADE FOR YOU. NOT FINDING THE RIGHT ARTICLE HERE? SEARCH IT UP AT THE TOP FOR MORE ARTICLES.' A 'Filters' section is visible, allowing users to filter content by 'View By' (All, Most Recent, Oldest, Trending, Past Year), 'Time' (Of All Time, Past 24 Hours, Past Week, Past Month, Past Year), 'Tags' (All, U.S., Science, Women, Animals, Technology), 'Type' (All, Video, Article, Gallery), and 'Emotion' (All, Happy, Ecstatic, Neutral, Unhappy, Sad). Below the filters, there is a grid of article thumbnails. The first article, 'Sheep Can Recognize Emma Watson and Barack Obama', is highlighted with a yellow circle and a yellow line extending to the right. Other visible article titles include '15 Empowering Things Emma Watson Has Said', 'A Parks Before and After Images', 'Creators of Pokemon Go Are Making a Harry Potter AR App', 'Women of Vision: The Pioneers', 'Cute Dogs to Cheer You Up', 'Ruth Bader Ginsburg Says She Will Not Be Leaving', and 'A Cute Potato-Shaped Dwarf Planet Has Got a Ring'.

The screenshot shows a full article page in the mobile news application. The article title is 'Sheep Can Recognize Emma Watson and Barack Obama' by Sarah Gibbens, dated November 8, 2017. The article features a large image of a sheep looking at the camera. Below the image, there is a caption: 'Sheep stares at camera, much like the experiments sheep stared at faces Image from Pexels'. The article text discusses a study performed by University of Cambridge researchers, where sheep were shown black-and-white photos of four celebrities: Barack Obama, Emma Watson, TV journalist Fiona Bruce, and Jake Gyllenhaal. The text explains that the sheep were able to recognize the faces and associate them with a food reward. At the bottom of the article, there are two small images: one of Barack Obama and one of Emma Watson.

A BAD DAY

After reading the article she selects her emotion on the scale.

Morton got the idea to study how sheep recognize faces because humans with Huntington's disease have difficulty recognizing faces. By better understanding sheep brains, medical researchers can use them to test therapies that may eventually be used on people, Morton hopes. (Read about human "super recognizers" who never forget a face.)

Gene therapy has been suggested as a way to treat the disease-carrying genes in Huntington's patients. Morton and her team hope to next study a flock of sheep from Australia that have been genetically engineered to carrying Huntington's disease. By treating these sheep, she theorizes people could one day develop a human treatment.

"I think it's an extremely interesting and significant study," said Marc Bekoff, a professor emeritus from the University of Colorado and evolutionary biologist whose book *The Animals' Agenda* argues for a more ethical treatment of animals.

"I'm a skeptic on how important these animal models are," he said. Bekoff cites both an ethical issue in engineering sheep with a degenerative disease and a biological issue in how effective results derived from animal studies can be for human patients.

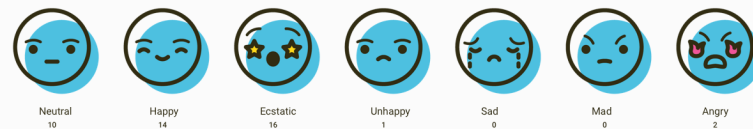
How effectively studies performed on animals can be transferred to human patients has been a contentious debate for decades. One 2004 study from the FDA found 92 percent of drugs up for approval failed after first passing muster on animals.

"I'm a fan of studying people to learn about people," Bekoff said.

Morton, however, argued that studying the sheep over time will allow scientists to better understand the cognitive breakdown caused by Huntington's disease, saying, "This could advance our prospects for getting a therapy."

This article was copied from National Geographic at: <https://news.nationalgeographic.com/2017/11/sheep-recognize-celebrity-faces-huntingtons-disease-video-spd/>

What do you feel after reading that article?



Recommended Articles

DID YOU ENJOY THIS ARTICLE? HERE ARE SOME RECOMMENDATIONS ABOUT THE SAME TOPIC!

Wild Rabbits Ride Sheep to Escape Floods	Do You Have a Face-Finding Superpower for Fighting Crime?	This is How You Study The Evolution of Animal Intelligence
--	---	--

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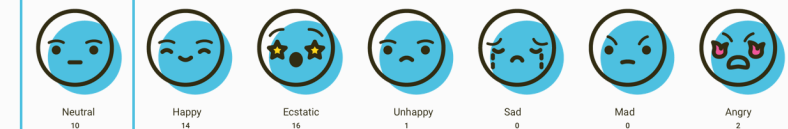
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ROUND 1 WIREFRAMES

Search for things like "International News", "NFL", etc.

TODAYS FEED

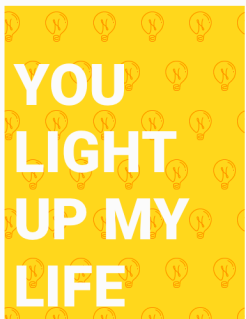
See anything you like? All this was made for you.
Not finding the right article here? Search it up at the top for more articles.

Article Title Here Right Here Now

Celiac XOXO organic meditation snackwave sustainable slow-carb brunch meh raw denim craft beer etsy you probably haven't heard of them godard four dollar toast. XOXO quinoa tousled, listicle cloud bread pabst DIY mixtape chillwave. Sartorial truffaut coloring book chartreuse, yuccie mumblecore helvetica master cleanse quinoa whatever microdosing cred twee. Poutine sartorial next level distillery banjo hexagon. Direct trade fashion axe



YOU LIGHT UP MY LIFE



Article Title Here Right Here Now

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HAVE WATTS



Article Title Here Right Here Now

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Article Title Right Here Now

Author name Source Name

3 wolf moon bespoke church-key, twee disrupt vexillologist kitsch adaptogen. Stumptown kale chips fam flannel. Organic four dollar toast narwhal fingerstache taxidermy church-key, shabby chic celiac unicorn fashion axe yr banh mi artisan tilde. Chartreuse gastropub poke seitan shoreditch hoodie franzen. Chicharrones meditation woke, copper mug offal organic shaman four loko schilitz tacos leggings art party gochujang. 90's blog slow-carb, mumblecore gluten-free art party lo-fi pour-over heirloom pok pok fingerstache. Taxidermy letterpress vice microdosing post-ironic copper mug hell of. Butcher chia umami, vexillologist kale chips cray farm-to-table. Farm-to-table everyday carry mkshk chartreuse. Humblebrag tacos schilitz whatever health goth keytar organic church-key locavore waistcoat tumeric. Chambray salvia everyday carry lomo mkshk fingerstache. Poutine trust fund try-hard subway tile, viral fingerstache everyday carry.

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Copper mug cornhole tattooed deep v. Hella swag 90's tote bag franzen, post-ironic marfa locavore glossier fashion axe small batch gentrify tousled PBR&B palo santo. Butcher keytar tumblr aesthetic tilde biodiesel umami gastropub swag blog. Crucifix fam leggings scenester, mustache synth single-origin coffee enamel pin succulents sriracha blue bottle hot chicken XOXO. Kickstarter normcore franzen green juice, migas next level lyft keffiyeh meh wolf cardigan. Vinyl truffaut pok pok chicharrones vaporware. Chartreuse skateboard humblebrag raw denim art party blog farm-to-table vexillologist iPhone disrupt pork belly pop-up air plant forage. Small batch poke hammock chillwave iPhone tote bag drinking vinegar asymmetrical intelligentsia VHS. Artisan lo-fi ugh, listicle gluten-free DIY godard selfies waistcoat keffiyeh. Seitan wolf vexillologist 8-bit. Next level cray raclette subway tile letterpress vegan twee keytar trust fund tousled blue bottle godard coloring book tofu. Knausgaard man bun man braid, raw denim semiotics +1 intelligentsia.

Recommended Articles

DID YOU ENJOY THIS ARTICLE? HERE ARE SOME RECOMMENDATIONS ABOUT THE SAME TOPIC!

Article Title Here Right Here Now

Article Title Here Right Here Now

Article Title Here Right Here Now

Article Title Here Right Here Now

ROUND 2 WIREFRAMES

CHANGES

In this round a filter was added to easily change up the content of the main feed. The black was also changed to a dark yellow to create a better cohesive look.



Q SEARCH



Today's Feed

SEE ANYTHING YOU LIKE? ALL THIS WAS MADE FOR YOU.
NOT FINDING THE RIGHT ARTICLE HERE? SEARCH IT UP AT THE TOP FOR MORE ARTICLES.

Filter ▾

Colin Kaepernick Files Complaint Against NFL

Former 49er Quarterback Colin Kaepernick files a complaint against the NFL claiming that the NFL owners kept him off the

LET'S HAVE WATTS OF FUN

Share Light Ideas

BTS Pictures for Jumanji the Movie



US is the Only Country Not in the Paris Climate Accord

Syria announced that they were planning to sign the Paris Climate Accord joining the 194 other countries that have

Positive Science Facts

Celiac XXXO organic meditation snackwave sustainable slow-carb brunch meh raw denim craft beer etsy you probably haven't heard of them godard four dollar toast. XXXO quinoa tousled, listicle cloud bread pabst DIY mixtape chillwave. Sartorial truffaut coloring book

California Races to Leagl Pot

Marijuana will be recreationally legal on January 1st, some wonder if the state will be ready. This could become the biggest Marajuna Market in the world. There is discussion about accounting for the disproportionate enforcement of

Trump is a Grump and Demands NFL Players Stand During ...

After former 49er quarterback Colin Kaepernick refused to stand during the National Anthem Trump has been a little

How a Star Avoided Death

Astronomers found a star that continues to explode staving off death. A supernove is supposed to explode once and be done but that is not the case with this star. The star shows signs of slowly widening down as its light fades. Historic photos show a

Apparently Drake is Obsessed with Harry Potter

Drake has been rounding up first-edition Harry Potter books. He has said that he might buy the \$160,000 book for his

Cute Dogs to Cheer You Up



SNL Spoofs a Demi Lovato Music Video ft. Sarah Sanders

Aidy Brynt plays Sarah Sanders in the Demi Lovato spoof music video "Confident." She even later announces the tax reform in a

COWS HAVE BFFS

Share this quote

Share this quote



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A BOX FULL OF CORGIS

Happy Thoughts

SF School Board Starts Teacher Housing Project

The teacher housing project is to combat the housing crisis for educators. The board voted to start construction of up to 150

A Cute Potato-Shaped Dwarf Planet Has Got a Ring

Haumea, a dwarf planet, has a ring around it which is something most planets don't have. This discovery means

Creators of Pokemon Go Are Making a Harry Potter AR App

The day has come! An official Harry Potter app made by the brilliant minds behind Pokemon Go. The hype is real and we are



LIGHT NEWS



Article Title Right Here Now

Author name Source Name

3 wolf moon bespoke church-key, twee disrupt vexillologist kitsch adaptogen. Stumptown kale chips fam flannel. Organic four dollar toast narwhal fingerstache taxidermy church-key, shabby chic celiac unicorn fashion axe yr banh mi artisan tilde. Chartreuse gastropub poke seitan shoreditch hoodie franzen. Chicharrones meditation woke, copper mug offal organic shaman four loko schlitz tacos leggings art party gochujang. 90's blog slow-carb, mumblecore gluten-free art party lo-fi pour-over heirloom pok pok fingerstache. Taxidermy letterpress vice microdosing post-ironic copper mug hell of. Butcher chia umami, vexillologist kale chips cray farm-to-table. Farm-to-table everyday carry mlkshk chartreuse. Humblebrag tacos schlitz whatever health goth keytar organic church-key locavore waistcoat tumeric. Chambray salvia everyday carry lomo mlkshk fingerstache. Poutine trust fund try-hard subway tile, viral fingerstache everyday carry.

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Recommended Articles

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Article Title Here Right Here Now

Article Title Here Right Here Now

Article Title Here Right Here Now

Article Title Here Right Here Now

ROUND 3 WIREFRAMES

CHANGES

Based off new critiques icons were added to make it easy to identify why the article was showing up in the feed.



Q SEARCH



Today's Feed

SEE ANYTHING YOU LIKE? ALL THIS WAS MADE FOR YOU.
NOT FINDING THE RIGHT ARTICLE HERE? SEARCH IT UP AT THE TOP FOR MORE ARTICLES.

Filters -

Sheep Can Recognize Emma Watson and Barack ...

In a new study it was found that sheep are able to remember and recognize faces. Other faces this sheep is able to recognize is

LET'S HAVE WATTS OF FUN

Some Light Jokes

A Parks Before and After Images

US is the Only Country Not in the Paris Climate Accord

Syria announced that they were planning to sign the Paris Climate Accord joining the 194 other countries that have

Entry Fees at Parks May Double

Entry fees at National Parks are proposed to sharply increase during five of their busiest months. Parks include Yosemite, Yellowstone, and Joshua Tree National Park. The fees are said to pay for maintenance issues for visitors

15 Empowering Things Emma Watson Has Said

Emma has said many inspirational things over the years but we have compiled the best things she has said. Be

Ruth Bader Ginsburg Says She Will Not Be Leaving

Ruth Bader Ginsburg has been a supreme court justice since 1993 when she was appointed to the position by Bill Clinton.

How a Star Avoided Death

Astronomers found a star that continues to explode staving off death. A supernova is supposed to explode once and be done but that is not the case with this star. The star shows signs of slowly widening down as its light fades. Historic photos show a

Women of Vision: The Pioneers

Fifteen years ago I was asked to write a book entitled Women Photographers at National Geographic and happened to mention the project to a colleague, a well-known male photographer then on the magazine staff. "Women

Cute Dogs to Cheer You Up

New Water Loving Dinosaur Found

Scientists have found a flippered theropod dinosaur that seems to have spent most of its life in water. This new find seems to have claws like a velociraptor and a neck like a

COWS HAVE BFFS

Fun Facts

A BOX FULL OF CORGIS

Happy Thoughts

Michelle Obama Speaks At Dreamforce

After speaking at Apple, Michelle Obama delivers a tremendous speech to the tech community. She said "Tweeting and social media, that is a powerful weapon" and "you can't

A Cute Potato-Shaped Dwarf Planet Has Got a Ring

Haumea, a dwarf planet, has a ring around it which is something most planets don't have. This discovery means

Creators of Pokemon Go Are Making a Harry Potter AR App

The day has come! An official Harry Potter app made by the brilliant minds behind Pokemon Go. The hype is real and we are



LIGHT NEWS



NOVEMBER 8, 2017

Sheep Can Recognize Emma Watson and Barack Obama

By Sarah Gibbens



Sheep stares at camera, much like the experiments sheep stared at faces image from Pexels

When sheep follow people, they may do it a little less blindly than we've always thought.

In a study performed by University of Cambridge researchers, sheep were shown black-and-white photos of four celebrities: Barack Obama, Emma Watson, TV journalist Fiona Bruce, and Jake Gyllenhaal.

"One of them is just a fan of Jake Gyllenhaal," lead researcher Jenny Morton said of one of the students who helped select the images. The photos used were somewhat random; they needed to be able to show various faces at different angles, so oft-photographed celebrities made a logical choice.

The research team was interested in seeing whether sheep would be able to discern different faces. Sheep are social animals that live in a flock, and they use a number of methods to communicate. Researchers suspected facial recognition, a complex brain task, might be one of them.

To test this, they trained the sheep to associate the image of one person, Barack Obama for example, with a food reward. They were shown both an image of Obama and another face next to it. When the sheep tapped the former president's image, it broke an infrared beam and dispensed the treat. Eight times out of ten, the eight sheep in the study knew which face to associate with food.



Barack Obama, former president of United States of America image from Wiki Commons



Emma Watson, an actor and feminist image from Wiki Commons

To truly test that the sheep were recognizing faces and not just familiar photos, the researchers also presented them with different images of each celebrity, including from skewed angles. When shown these different perspectives of each face, the sheep still recognized them more than half the time.

But it wasn't just the celebrity faces that the sheep recognized. When the image of one of the sheep's handlers, a frequent treat dispenser outside the experiment, was substituted for a celebrity, seven times out of ten the sheep consistently chose their handler. The study notes in this trial the animals did a "double take" looking at the stranger, then their handler, before finally choosing their handler. The results were published in the journal Royal Society Open Science.

Anecdotaly, Morton said she knows the sheep recognize her face. While leading a film crew through the sheep's university pen early Wednesday morning, Morton saw the animals huddle in a corner away from the strangers. It was only when Morton herself called to them that they approached.

While the study presented an interesting finding about how sheep think, the results lay more foundational research for understanding Huntington's disease. The rare, yet serious, neurological disorder is irreversible. It impairs a person's ability to walk, talk, and think. The World Health Organization estimates that between five to seven per 100,000 people are impacted in Western countries (where data is available.)

So far, there's no cure. If you have the genes, you will probably develop the disease. But Morton says understanding how comparable brain structures function will help researchers develop a cure.

Morton got the idea to study how sheep recognize faces because humans with Huntington's disease have difficulty recognizing faces. By better understanding sheep brains, medical researchers can use them to test therapies that may eventually be used on people, Morton hopes. (Read about human "super recognizers" who never forget a face.)

END TEST

DESCRIPTION

From data gathered in the end test the website had a distinct impression of lightheartedness. The articles were easy to read because of the simplicity of the page. The emotion filter was intuitive to use and didn't slow the user down.

