

Press Release - May 2017  
Sway - Democratising News and Opinion  
App launch for the UK elections

# SWAY

Sway is a news and opinion service  
designed to objectively explore the issues gripping society.  
Bringing together news and opinion from every side of the argument.

We pose a question, then grab the stories from left to right,  
letting you quickly understand the issues affecting you everyday.

**Explore, Understand, Participate**

[www.swaydemocracy.com](http://www.swaydemocracy.com)

# “If we can’t discriminate between serious arguments and propaganda then we have problems.”



## Barack Obama

We live in a monoculture where our world views tend to be driven by the same media sources and the same set of friends and colleagues on social media who all share our point of view. It’s a ‘filter bubble’ that reduces exposure to new ideas and stops us from having a healthy and informed debate.

The purpose of the Sway app is to get a deeper and broader understanding of the world and ourselves by being exposed to a wider range of opinions, facts and ideas from diverse, independent and, to avoid bias, initially unidentified sources.

By applying the power of both gamification and mobile technology to democracy we hope to encourage millennials, and people disillusioned by politics, to take part in the debate and vote.

### How it works

The app poses a question relating to a major topic or policy, then presents you with stories pulled from both traditional news and online reporting. These stories support both sides of the argument, giving you a broad understanding of the debate. You then vote, for or against the issue.

There are 3 levels of content, each level progressively adds more depth to the debate. Always balanced from both sides of the argument, the levels are designed to gradually deepen your understanding of the topic, possibly swaying your vote, but also adding more sway to your final vote.

The more you read the more Sway you get, and the more influence your vote carries.

### Fake News

Our system also begins to address the issue of fake news, exposing readers to a diverse range of content on the same issue and allowing them to draw their own conclusions. By scoring readers based on breath and depth of knowledge we can suggest *who* rather than *what* is a trusted source of information.

### The UK Election

We’re launching Sway in time for the UK election, focusing on key questions on policy and public interest.

We want to democratise news and opinion, empowering mainstream audiences to make better and more informed decisions; helping to impact the decisions and policies made by governments in the UK and around the world.

We believe that democracy can only truly thrive if we are all given the opportunity to read a balanced and informed spread of opinion, argument, and fact.

Put simply, a better informed electorate will make better decisions and are 35% more likely to vote. 20%\* of audiences would reconsider who they would actually vote for when using such a system.

\*TNS Research 2015

**The app and branding is designed and developed by digital agency Sennep, in close collaboration with CEO Mike Bennett, Paul Twivy and the Sway team. Sway is free to download and is available for both Apple and Android.**

# The Team



**Mike Bennett – CEO / Founder.** Mike is a seasoned digital entrepreneur with over 20 years' experience running and pioneering creative digital businesses. He's a Bafta nominated, multi-award winning creative director, writer, interaction designer and director working across global brands and broadcasters. From Unilever to Disney and the BBC.

Sway was initially developed after years of mounting frustration with politicians and parliamentary politics and a sense that there must be a way to improve broad knowledge on key issues through the use of technology.

**Paul Twivy** - is one of the best known thinkers in global advertising and marketing. He has also advised the last 3 UK Prime Ministers on social action and published a book called "Be Your Own Politician" Why it's time for a new kind of politics."

He has set up Core Purpose to help companies combine their social and commercial objectives and has co-founded several large scale social movements such as Change The World for a Fiver, The Big Lunch and Your Square Mile.

**Sennep – Design and Build.** An award-winning London digital design agency established in 2003. Working in partnership with clients to create sophisticated interactive experiences, they are also well known for personal projects like OLO and Dandelion. Sennep designed and developed the Sway app and branding, collaborating with Mike and Paul to explore the true potential of Sway.

[www.sennep.com](http://www.sennep.com)

**Noah Kidron Style - Editor.** Noah Kidron-Style is studying political science and philosophy at the University of Edinburgh and has also studied government and philosophy at the University of Texas, Austin. He has previously worked on the 5Rights framework for youth digital rights and for the marketing consultancy firm Decision Architects.

**Chris Locke – Chairman.** Chris Locke is the founder of Caribou Digital, a research consultancy focused on building fair, ethical and inclusive digital societies. Caribou Digital's work is primarily focused in emerging markets, understanding how countries are leapfrogging to 21C technology adoption and where the benefits and risks are in this.

Previous to founding Caribou Digital, Chris was the Managing Director at the GSM Association's Mobile for Development group, working with major donors, Governments and mobile network operators to launch life-changing mobile services in emerging markets.

Backed by a team of advisors and passionate advocates.

Launched 15th May / Data Published 9th November onwards

Available globally for Apple and Android.

**For more information including output of our data please contact:**

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