

# Nupinion's Kickstarter To Fight Fake News And Social Media Bubbles Continues

*British Tech Startup Crowdfunds Free Website That Simplifies Getting Related News From Multiple Sources And Political Perspectives*

OXFORD, OXFORDSHIRE, UNITED KINGDOM, March 18, 2017 /EINPresswire.com/ -- Nupinion, a tech startup building free news discovery tools, recently [launched a Kickstarter campaign](#) to help fight fake news and social media information bubbles. After personally funding its development for three years, the co-founders made their beta platform available to the public and asked for support in financing their rapidly growing server and development costs. The campaign went live on Wednesday and offers supporters witty news-related merchandise in exchange for contributions to the project.

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It's hard work to read news from multiple sources, compare political perspectives and get a well-rounded view. We want to make it easy and free for people to do just that.”

*Benjamin Gibert*

“We want Nupinion to be free for everyone and to make sure we are independent from financial interests. To do that [we](#)

[need the help of ordinary news readers](#),” co-founder Benjamin Gibert said when asked why the company is going to Kickstarter for funding.

“There is a frightening increase in fake news and problems with social media echo chambers that confirm our biases. It's natural to prefer some news outlets over others and to socialise with like-minded people. It's hard work to read news from multiple sources, compare political perspectives and get a well-rounded view. We want to make it easy and free for people to do just that.”

[Nupinion Beta](#) is limited to a small set of sources but the company plans on expanding these in coming months. It currently enables anyone to discover:

- Different political perspectives on a news story
- Related news articles that can be filtered by country, news outlet, or political slant
- The various topics that make up the news story
- The people and places mentioned most in articles
- Tweets and YouTube videos related to news on the subject

About Nupinion: Nupinion is a tech startup founded by three University of Oxford alumni in 2014. The search engine takes the hassle out of staying informed and getting a well-rounded view of any news story. Its founders are currently running a Kickstarter campaign to make these tools available for free and to support full-time development of the platform.

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