

## **Appendix A. Interviews**

### **Interview with Hugo Williams from Logically**

**Steffany:** So to start would you please tell me a little bit about a company what is the company name and you like well what are you doing the company your name your charge your responsibilities within the company so let's call it logically our main raison d'être is to solve circulation and improve the information ecosystem specifically in relation to kind of news, current events, civic discourse, money shooter an outreach manager mostly dealing with the columns and options.

**Hugo W.:** So, the company is called logically our main raison d'être is to solve misinformation and improve the information ecosystem specifically in relation to kind of news, current events, civic discourse, money shooter and outreach manager mostly dealing with the columns and options.

**Steffany:** How is this social innovation presented in the company and what are main motivations that made you do or create a company?

**Hugo W.:** In terms of kind of the motivations behind the company itself kind of started off witnessing the decline in the civic discourse around kind of intense political discussion around the Brexit referendum, the Trump campaign... you know, watching how people could no longer talk about very polarizing issues without just losing their shirt basically. And we've seen this all over the world and we are trying to find ways of solving that, solving basically

just third kind of intrinsic problems with the Internet ecosystem as it exists today. So that includes misinformation, it includes hyper partisan news, it includes kind of a lack of access to quality information and kind of the offering of the broader context behind the stories that they are reading breaking, e.g. echo chambers, all of that kind of stuff kind of that's our main motivation. And in terms of kind of the social innovation, we try to use kind of cutting-edge artificial intelligence technology to improve the way people consume news content. So instead of just kind of increasingly people moving towards kind of shorts usually hotspots and confrontation online, in social media or only using one or maybe two sources to get their information, we try and give people much more context to kind of what they're reading about that consuming as well as detailed analysis not necessarily the stories themselves but how they are presented in the news industry as a whole. So broadening people's perspectives on issues that really affect them and hopefully enabling them and empowering them to make better decisions. And of course, part of that is whilst we kind of try not to outright tell people: you can't trust this you can't trust that this is fake. You know that it's very obviously fake. We rather try and empower people to make those decisions themselves by giving them much more context to what they read.

**Steffany:** That's very interesting. And continuing with that. How did the company got started? Like how did you build initiative by funds from a private firm or a government maybe?

**Hugo W.:** So, we are very lucky considering we're a startup and our CEO has various previous ventures which have enabled us to kind of start. We haven't yet built anything that's kind of turned a profit. So, we are, it's almost philanthropic. We work on the basis that our founder and kind of his personal finances. Obviously, we're looking for funds. We are

currently kind of just going through our first round of investment which is looking pretty good at the very beginning. Before I started at this company we had an initial grant from M.I.T. which kind of was more of a confirmation that this was something we should pursue. So that kind of helped to kickstart the initiative. But since then it's kind of been bankrolled by a kind of private finances. But as I say we're kind of closing down our first round of investment now and hopefully that'll enable us to kind of pursue more of our social aims as well as product development.

**Steffany:** Okay. And how is the main strategy that you used to create this type of information for the users and how is the main strategy to use in general for the company?

**Hugo W.:** So, there's a kind of a two-pronged approach. If we're talking about products and that's building consumer products. So, we've just launched an app in India. It's still a little bit buggy. It's still very much kind of in the R&D phase trying to figure out the kind of tools that we give to people like how they use them, what's useful to them what's not useful to them. Some of the things we produced we've realized that in fact it's quite confusing for a user and it's maybe too analytical. So, we kind of have to figure out ways that we can scale that back or present it in a way that's kind of more easily understandable. So, we're still kind of developing that. Then on the other hand we also have a project that we're running gnome and in collaboration with a different UK based startup. We're also trying to build tools for journalists themselves. So, we are trying to tackle the issue kind of consumer level but also an industry level. So, if we can build things that basically make journalists jobs easier, if we can make the practices and processes more efficient then it means that they can start to concentrate on what really matters about journalism instead of just chasing trends on social media and all that kind of stuff you know allow them time to really dig into kind of

investigative pieces and all that kind of stuff was at the moment. The media industry in much of the world is really really suffering. It's really difficult to kind of produce any kind of profit. And so, they're moving increasingly towards this kind of I don't want to say this necessarily bad journalism. But you know that they're chasing users and they're chasing profit and it means that the focus is shifting which is which we think is a show. So, if we can give them ways to get back to producing valuable, more valuable content then it will be a good.

**Steffany:** Is Logically a worldwide company?

**Hugo W.:** So, currently we have a team in the U.K. and we have a number of teams in India. We're still kind of very much at the start of this journey. We aim to spread. Any product we've really launched is in India because it's just fertile testing ground for things like this. The problems that they have in the media industry over there is hyper partisan come with misinformation is huge. So, it's a really good testing ground as well as gives us the opportunity to really see how we can solve problems in a place where these problems are so important and we will be learning from that and then launching the kind of revised version of the product for the U.K. audience. Again, it's difficult because the way that information is consumed in different countries is different. So, we have to tailor the way we produce things the way we explain things to different countries. And then after that the next big project will be in the US hopefully in 2020 just in time for the U.S. elections. That's an interesting collaboration stuff going on there which are kind of in the workings which I can't talk too much about that you know that's going to be quite cool. I mean, the limit at the moment is that the tech that we're using it's all AI and LP so it's English language. Basically, we are restricted by language at the moment. If we get more funds and if we get more time and if it

starts to regrow then we will be looking at getting things in Spanish, French, German, and then hopefully just roll it out and fingers crossed become somewhat global.

**Steffany:** Does it work under subscription?

**Hugo W.:** So, the short answer is no and not currently. And we hope never to be in that situation. We are again different, the way information and the need is in different countries means that we might have to have different methods of access. I mean we're a social enterprise, so, yes, we have a are socially conscious and that's kind of the focus of a social innovation but we still need to pay the rent you know. So, we do need to figure out ways to monetize it. At the moment, we aren't planning on people having to buy the product or necessarily subscribe to it. And when we do put subscriptions into place it will probably be that we have a freemium model so anyone can have the app, anyone can use the app and all the features will be there. But maybe some of the features will be limited one way or another. And in order to access all of it fully then you might have to pay a subscription, like a nominal subscription. Of course, there's a lot of ethical debates about that in terms of the access to information and stuff like that. So preferably we wouldn't want to be in that situation. But if that's the only viable option that we may have to. The other side of that of course is that you've got two prongs right. So hopefully we can be in a situation where the consumer aspect for the public remains free and is funded by those selling to businesses.

**Steffany:** Which are the main or most important stakeholders related with the company? For instance, the government that you have mentioned, the investors and maybe there are all their stakeholders like other companies, partners, the community... etc.

**Hugo W.:** Yeah, so, stakeholders are really interesting when we start talking about things like this because obviously it's such a huge conversation about how we consume information and how things are changing that really everyone is a stakeholder right? It sounds very grandiose but what we're trying to sort out is that we know that we're only small at the moment and so we try to collaborate with other people working in this space. So, we have done collaborations before with you know Verificado in Mexico? So, it was a during the Mexican election I think in 2016. So, the people who started the public newsroom they collaborated with AJ plus annual Politico and various people to create like a standalone project which would fact check and verify information during the election. So specifically, during the election cycle during election period which is obviously kind of when misinformation is rife and democracy is essentially at stake. Right? So that's when it's most important to be doing these things. They had a huge project which brought together technologists and journalists from all over the country and who usually wouldn't work together to work together on this one project. So, we've worked with the people who were behind that project in Sweden. Last year we tried to do some things in India but there's certain legal barriers which you have in India to do with journalism and foreign enterprises which have been a hurdle shall we say. And so that's a little bit flat that we've just until a workshop in DC just last week and we're starting to plan a project for the U.S. election 2020 which will be a similar kind of thing. So different publishers different technologists different fact checking organizations from all over the USA coming together for this one standalone project where users will essentially be able to ask us to fact check things for them. So, kind of we work with and collaborate with people on that on a case by case basis. And if our mission and values kind of align then we would always be open to collaboration because it's such an important issue.

**Hugo W.:** In terms of government that's a little bit more difficult because it opens up a whole can of worms. For example, in India we would never be wanting to work with the government there. So again, it's kind of a case by case basis. But we wouldn't really struggle to work specifically with governments consider being the kind of problems we are trying to solve in the first place.

**Steffany:** Even the U.K. government?

**Hugo W.:** We haven't spoken about it too much. And I think that in our case specifically and in this with this problem once you start down that path it's difficult to turn back. So, collaboration specifically like to talk about collaboration, we would try our hardest not to be in opposition but again it depends on what it was.

**Steffany:** Are there local policies supporting or hindering maybe the development of logically, and not only there in the U.K. but maybe in India? Because you told me also that you have partners in India working for logically; how does that works with the relationship with the government and these local policies?

**Hugo W.:** So, we have to ask you know was born in India. He comes from an Indian background. So, we have a lot of personal connection with India which is another reason that obviously we kind of kicked off our product launch there as well. We would never work with the government there and there are various policies in place which make it difficult for us as a U.K. based company to do much because there are laws in India which prohibit foreign funding of Indian journalism. And these laws we don't see in many other countries. I don't want to say that India is unique in its but very few countries that have such stringent laws

when it comes to people outside of the country giving money to Indian journalists basically. And so, we've there's been a few hurdles that I was specifically with a project we wanted to do around the election. But luckily, we have teams in India. We have a faculty team in India. And so, they are an Indian based company. So, they can do various things which is kind of how we've tried to get around that. Yes. So, I imagine others say we're still very young, we're still in our endgame, we're still trying to figure out you know various things. I'm sure that at some point there will be other bits of legislation that get in our way. I think that's inevitable certainly if you start talking about trying to do the things that we're trying to do in say countries which have a less institutional forces, or countries that are little bit less open to free speech than I'm sure those will struggle. We haven't yet gotten to those places but that certainly on the agenda and we'll have to just deal with it again on a case by case basis.

**Steffany:** Do you have any other relationship with other firms not only with the investors but maybe other type of firms (NGO's)?

**Hugo W.:** We're open to collaboration with all sorts of people as long as our values and our mission align and we have various projects ongoing which I can't really speak about because they're still stuck and NDA or that kind of stuff. But yes, we aim to collaborate with other tech companies especially because there's so much that we can share and if we're both kind of working towards the same goals and we have one aspect to tackle and they implement it in a way that serves a purpose then we're completely open to collaborating. With journalistic institutions, you know, if a publisher or whatever wants to collaborate on a project then we would definitely be open to doing it.

**Steffany:** Apart from the already mentioned challenges, have you any other challenges that the company may face?

**Hugo W.:** I mean one obvious challenge is just it's such a massive problem that we're trying to tackle. Obviously we're not able to do it by ourselves, but I think a big challenge for anyone especially in the tech side of things coming into this, is that traditional publishers and journalistic institutions are quite wary of who they see as its kind of like upstarts, you know, kind of just coming in and trying to solve everything and they've been here for years and they're well-established. And it's kind of a little bit of a shame because I don't think they're blind to it, but I think they're a little bit unrealistic about their own industry and they're kind of trying to forget the reality of what's going on in their industry because it is failing in many ways. And sometimes it can be difficult to for us because we don't want to say to them you know you're not doing a good job because obviously that's not true. But certainly, the things are changing and they need to be on top of it.

**Steffany:** And regarding the company itself how would you describe the working environment of the company? Which are the main characteristics of the workers there?

**Hugo W.:** Diversity. I mean we are spread across our teams are spread across the UK. We've got an office in Yorkshire, in the north. We've got an office in London. We've got three different offices in various locations in India. When we branch out to other countries we will make sure that we employ people from those countries. It's so important especially when we're talking about information, how people consume information, there are so many cultural differences, especially between countries but also between geographical areas within the same country. So, it's really important for us to employ people or at least work with people

who are from those places. We're also a very young team which is fantastic because high energy everyone's very driven.

**Steffany:** That's really nice and interesting because the next question is regarding that. Do you have any cultural differences not only within the working space but also with consumers? as you tell you adapt the way the approach that you do which logically to every country.

**Hugo W.:** Yeah. Yes. So, dealing with cultural differences in India has been: within the company, it's great because we have currently mostly UK in India and we have a lot of Indian employees both people of Indian heritage in the UK and then also Indians living in India. So, for example if it comes to things like marketing materials and kind of messaging and PR we have people in India who, you know, we can say this is kind of what we want to go for. And they'll advise us on the best way of doing that and make sure it's kind of culturally appropriate all that kind of stuff. So, we're really lucky in that sense. So internally we're great, externally we can get a lot of advice which is really convenient. We also make frequent trips to India with different teams. We've made a real concerted effort that even though there is another flight away and vice versa that we really keep on top of that communication and is really important as well it's just you know messaging each other and calling each other out to actually meet us. I think that solves a lot of those cultural differences totally.

**Steffany:** How and what type of technology is implemented in the company?

**Hugo W.:** A lot is the short answer. So, it seems as if there's a few different ways of looking at this. So that's kind of what the tech that we produce for the consumer which has

mostly to do with analysis. So, different tools for them to analyze the news and give it a broader context. So just reading one person's perspective about a story or about a person or an entity doesn't get a wide perspective. We gather lots of different voices at the same time basically. And then we can also track things like sentiment how is a particular person being spoken about in the news as a whole. So all those kinds of things and a lot of stuff we've got kind of in the pipeline are indeed some of it I can't speak about but most of all attack us is towards offering people more context breaking down the filter the bubbles echo chambers and encouraging people to think more broadly about the things that they read and then the ultimate aim of that is that it will just improve civic discourse and cause people to empathize with other people's points of view far better because it's nothing new to them . So, I've heard it. Now I've read it as well which is really really important. Internally, and in terms of kind of the industry the tech that we produce for that is all to do with efficiency streamlining. So, we have our fact checking organization in India which is different to a lot of fact checking and verification organizations. Most fact checking organizations will basically keep an eye on the news and just check whatever they want. Which is great because there's not very many fact checking organizations talking about not mentioning that. So, they're of kind of very limited in terms of their outlook. We are slightly different in that we almost exclusively deal in user requested fact check, so people can request a fact check through the app and it will be central fact checking team. Now of course more users you have. The higher volume of requests fact checks and things are going. We have very little control over how many requests we get. Once that's out there they can request away. So, we have a lot of technology that goes towards streamlining those processes and automating as much of it as we possibly can. So that whilst it's still human centric, we're not making decisions with machines we would not do that because you can't trust the machine to decide, like is this true or false but they can

certainly help you to get to the answer yourself. So we use a lot of our tech to streamline and just increase the efficiency of journalistic pursuits basically fact checking yourself.

## **Appendix B.**

### **Summary of van der Have and Rubalcaba (2016) “Social Innovation Research: An emerging area of innovation studies?”**

Innovation has been conceived as technological advances (van der Have and Rubalcaba, 2016) or measured just by the number of patents a country releases, which is somehow limited (Hauser et al., 2018). The concept of social innovation enters into a new way of seeing innovation through society. In this sense, innovation is not only about technological but also social changes (van der Have and Rubalcaba, 2016). In the article, a literature review was made in order to clarify the ambiguous and diverse definitions that social innovation has. Social innovation may also have the name of ‘community innovation’ or ‘grassroots innovation’. With network and bibliometric analysis, based on 172 publications from the year 1986 until 2013, they suggest 4 different research studies, or clusters as named within social innovation (SI): 1) Community psychology, 2) Creativity Research, 3) Social and societal Challenges, and 4) local development.

Following the article’s structure, they found the differences between different authors in terminology of SI concept. For instance, for (Hochgerner, 2011) SI relies on the combination of social practices. However, (Howaldt and Schwarz, 2010) define SI as “a new combination and/or new configuration of social practices in certain areas of action of social contexts prompted by certain actors or constellations of actors in an intentionally targeted manner with the goal of better satisfying or answering need and problems than is possible on the basis of established practices”. (Moulaert et al., 2005) found 3 different interacting dimensions:

satisfaction of unmet human needs, changes in social relations, and the increase on socio-political capability and access to resources. Social Innovation can then be seen from different perspectives, going from the sociological to the economic point of view. However, according to the authors there are 2 central concepts that every definition from SI has: there is necessarily a change in the social structure and these changes have a shared human need/goal or to solve a socially relevant problem (van der Have and Rubalcaba, 2016).

The article did a bibliometric review but ignored some journals (different language or articles) that may bias the study. However, within the literature they clearly found 4 different clusters of research that can be addressed from the social innovation ground, the next table encompasses the main characteristics of these clusters:

<b>CLUSTER NAME/COLOR</b>	<b>RESEARCH TOPICS</b>	<b>VIEW OF S. I</b>	<b>KEY TERMS</b>	<b>ORIENTATION</b>
<b>Purple cluster: community psychology</b>	Experimental Social Innovation, psychology, micro and meso level activities, people and community.	Systematic strategies or models to change society's structure.	Eco- and natural resource management	Process- oriented
<b>Red cluster: creativity research</b>	Creativity, business ethics, intra and entrepreneurship.	New ideas of social organizations, creative process to	Intrapreneurship, corporate social responsibility	Process- oriented

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		social		
		innovate.		
<b>Blue cluster:</b>	Policies (local and	Innovative	Environmental	Outcome-
<b>Social and</b>	global), SI as a	solutions to	sustainability,	oriented
<b>societal</b>	global	overcome	cross-sector	
<b>challenges.</b>	phenomenon, Co-	social	alliances, social	
	creation, social	challenges and	entrepreneurship,	
	entrepreneurship,	problems.	socio-technical	
	open innovation,		transitions, firms,	
	management		open innovation	
	business			
<b>Green cluster:</b>	People and	Relationship	Institutions,	Process and
<b>Local</b>	community,	between local	policies,	outcome oriented
<b>development</b>	policies, micro and	civil	inclusion and	
	mesolevel	communities	citizen	
	activities,	and the	empowerment,	
	empowerment,	governance	urban and	
	Urban and regional	body.	regional issues.	
	studies	Empowering		
		change.		

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Cluster 3 holds the more global view considering also technological changes (van der Have and Rubalcaba, 2016). Finally, the authors found two branches of focus in SI; the first bifocal social innovation (Borzaga and Bodini, 2014) that creates a social change with economic profits in exchange, making it still a business. On the other hand, there is the ‘pure’ social

innovation that doesn't do social change or impact through the market mechanism (Pol and Ville, 2009; Borzaga and Bodini, 2014; van der Have and Rubalcaba, 2016).