

The Ethos Network

BACKGROUND

ETHOS was a platform for Gen Z to connect, educate, and share information on the topics that matter to them the most.

NEWSGUARD'S SOLUTION

ETHOS integrated NewsGuard's Misinformation Fingerprints into its user interface, enabling users to fact check information before they publish, and attach NewsGuard's Misinformation Fingerprint entries to their posts, increasing trust and transparency in online discourse.

"With this first-of-its-kind feature, we are committed to improving the quality of discourse online and most importantly, to ensuring it is accessible and actionable by Gen Z. This partnership marks a significant step towards combating the spread of misinformation and educating social media users about what we hope is the future of the digital age: one where it is much easier for us to access and make use of information we can trust."

- CEO Alejandra de Brunner

