Sooth.ai

BACKGROUND
Sooth is a curated internet search platform, specifically optimized for the knowledge professional. It uses a proprietary index comprised only of diverse, reliable, expert sources, including news and information sites vetted by NewsGuard.

PROBLEM
The rampant spread of misinformation and hoaxes across the internet is amplified by search engines and social media platforms whose algorithms sometimes promote false information and fail to empower users with context about what they are being shown.

NEWSGUARD’S SOLUTION
Sooth integrated NewsGuard’s Reliability Ratings and Nutrition Labels directly into the search results it provides to its consumers, alongside indications of political leaning or bias of the news source. This provides users with greater context for search results and enables them to evaluate the reliability of a given search result, based on the detailed work of NewsGuard’s misinformation experts.