



A new way of sharing news – you have to read articles in order to share them.

To promote quality journalism over click baits and the spread of misinformation – A Swedish magazine introduces “Read Proof Sharing”. An algorithm that measures how you read articles, and doesn’t allow you to share them until you’ve read it all.

According to The French National Institute people only read the headline in 59% of articles shared in social media. A problem that favours click-baits and risks the spread of misinformation.

“Read proof sharing” is an algorithm that measures your scrolling speed in combination with time spent on each article. This means you can only share once you’ve actually read the whole story. When the articles are shared in social media, they will feature a “I’ve read it”-badge so other people can see that you read beyond the headline.

“Fokus stands for in-depth journalism. We hope this will give people the incentive to read and share longer and more complex articles”, says Claes De Faire, Editor In Chief at Fokus.

Fokus wants people to pride themselves and show their followers that they take responsibility and read before they share articles. Prioritizing longer texts over click-baits.

“Finally we have given people an opportunity to humble-brag about their media habits”, Says Claes.

Press images & launch video

<https://readproofsharing.com/press>

https://youtu.be/dj_v6-QupV4

Try out "Read proof sharing"

www.readproofsharing.com/demo

Who the hell are Fokus?

Fokus is a Swedish news magazine, famous for their in-depth journalism.

For more information, contact

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