

Can **style personalization**, rather than political personalization, increase engagement with diverse political news?

Media
Futures ●

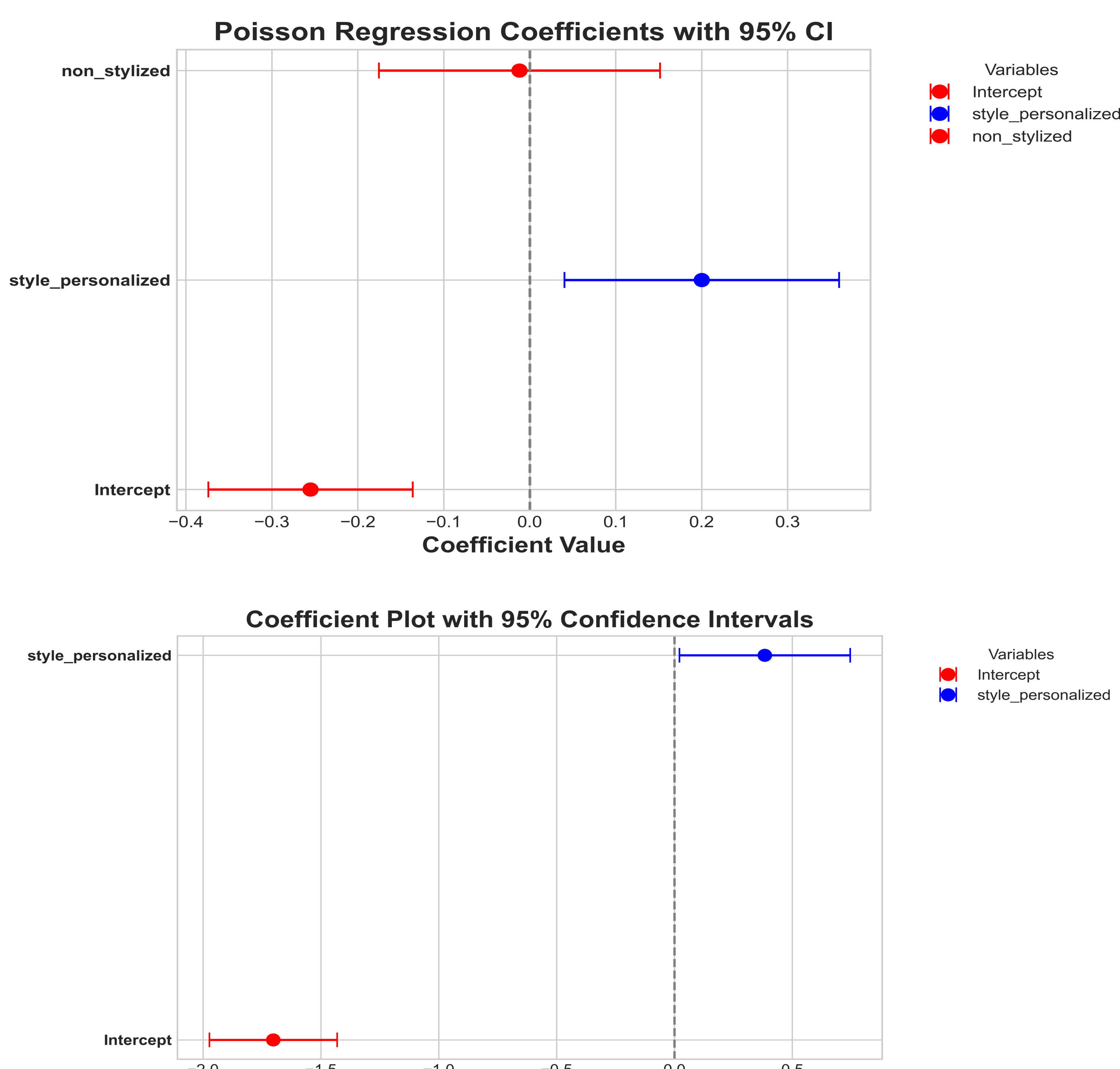
NEWS
REC

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Many readers **avoid political news** because they find it **stressful, polarizing, or irrelevant**, causing them to miss **diverse perspectives** and **important democratic debates**.

Current **news recommender systems** (NRSs) can unintentionally **limit exposure** to diverse viewpoints.

EU AI regulations restrict the use of **political preferences** for personalization which forces us to rethink how personalization can work ethically.



Our approach: Personalizing Headline Styles Using Large Language Models (LLMs)

We designed **custom-made NRSs** using **LLMs** to generate **personalized** headlines based on each reader's preferred **headline style**, without relying on political profiling.

Three online experiments to test how different styles influence article selection and shape selective exposure

OUR MAIN FINDINGS!

Stylistic personalization works.

style personalization significantly increased the selection of political articles, even those with opposing viewpoints.

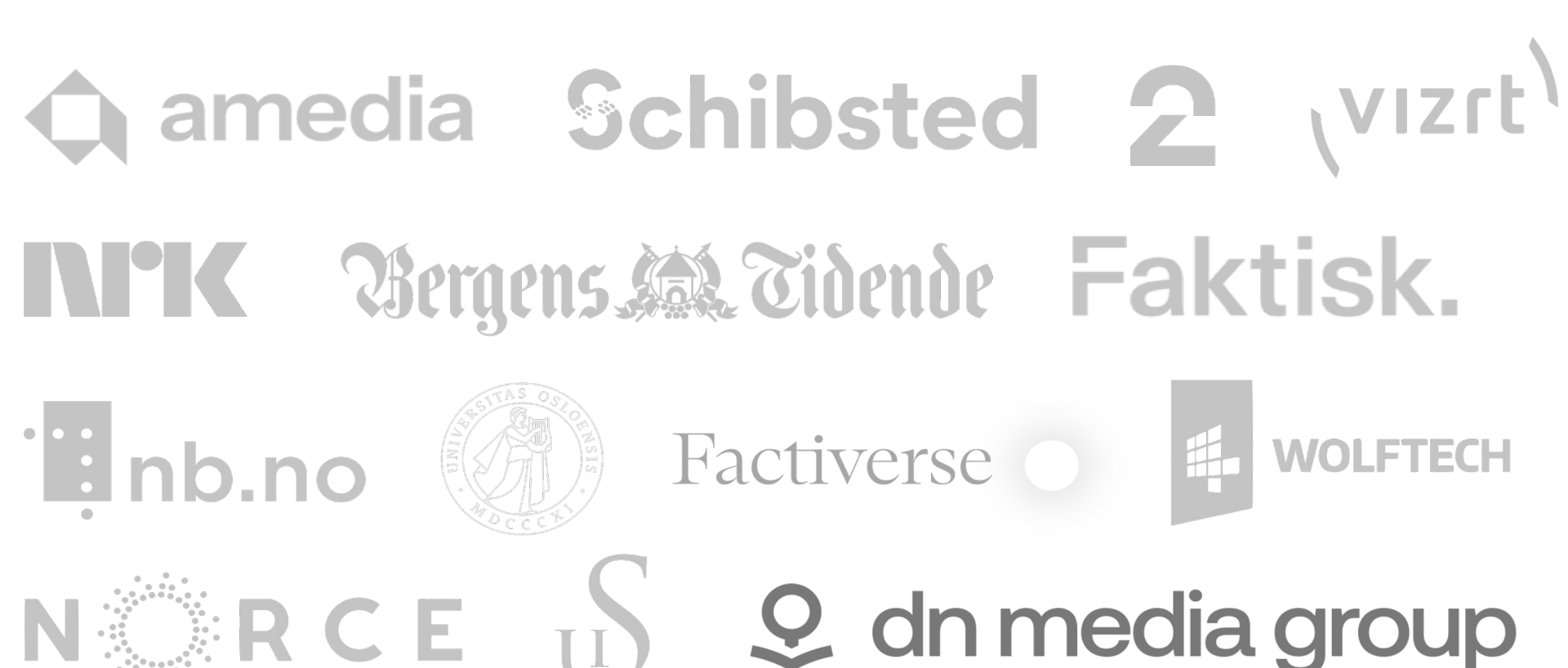
Political alignment ≠ the only driver.

Stylistic cues had a comparable influence to political agreement and order effects.

Ethical personalization is possible.

We can respect user privacy and still promote exposure diversity.

PARTNERS



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