PULSAR✳ ⛉ NewsGuard

Pulsar & NewsGuard

A new way to understand how misinformation impacts audiences and spreads through social & news media


Combining journalistic insight with Pulsar's AI analysis to safeguard brand reputation

Pulsar's has integrated with NewsGuard, which evaluates and rates the credibility and transparency of news and information websites. Allows brand & comms professionals to monitor in realtime misinformation risk across all the public conversations they're monitoring, to layer on trusted journalistic criteria onto their trackers, whether they're analyzing conversation around their brand, an event, or an online trend.

What does this integration enable?

It allows you to understand:

- Which news sites and blogs play a role in originating and spreading misinformation

- The narratives shared around a given brand, topic or moment

- Who is engaging with these narratives, and disseminating them amongst new communities
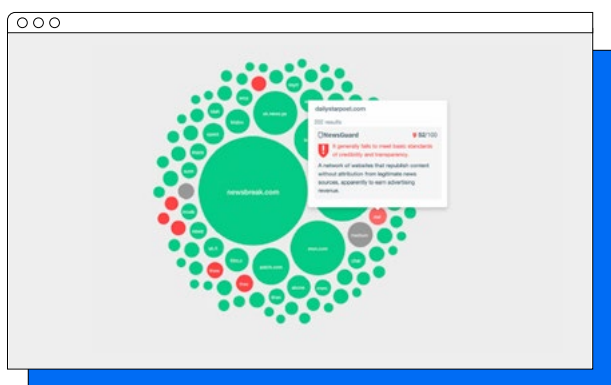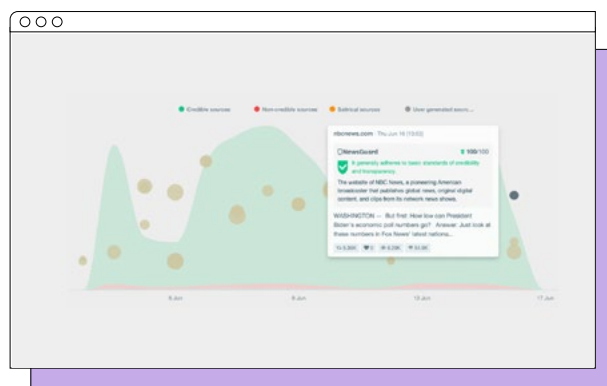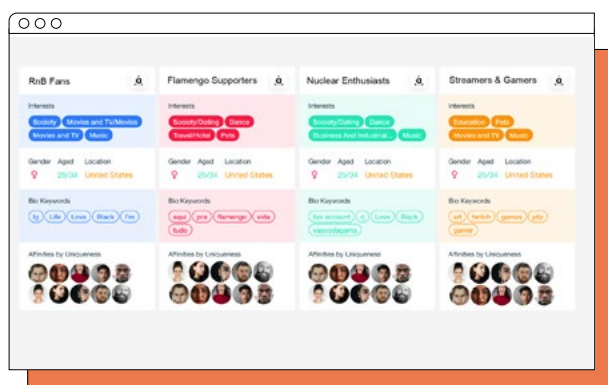

How we measure credibility

As you analyze conversations about topics you care about, publishers who fall outside credibility criteria will be identified and labelled as such. This allows you to visualise the 'health' of a given conversation, by idenitfying the extent to which unreliable sources drive the narrative.

Integrating misinfo with social, news and audience data

You can also view how these narratives are projected across online spaces, from Twitter & Instagram to online forums and news sites.
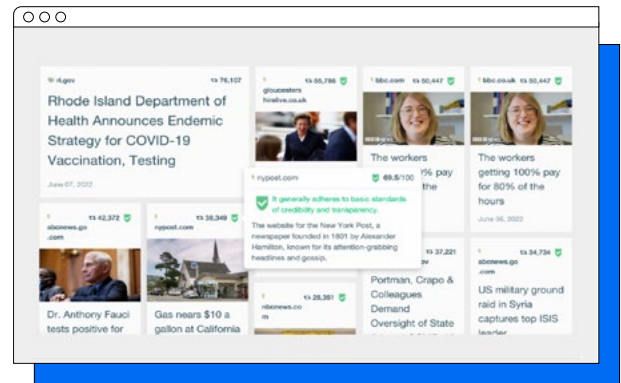
Pulsar's AI analysis allows you to instantly understand how topics cluster and form narratives, as well as how influencial voices project ideas into new communities.

Audience Segmentation

Pulsar allows the seamless segmentation of any public topic analyzed, so you're able to zoom in on which audience communities are being reached by non-credible publisher, to understand how communities that share common affinities or interests are more or less susceptible to misinformation narratives – and the nature of what they're choosing to share online.

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Pulsar has a long history of adding context to the content we see online, and this partnership with NewsGuard adds another crucial piece of background to help PR professionals and marketers stay ahead

– Francesco D'Orazio, Pulsar co-founder & CEO

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Pulsar is leading the way in the social and media intelligence industry by providing an innovative new feature that tackles one of the top reputational threats brands face today. "NewsGuard's Reliability Ratings have already helped hundreds of partners... this partnership will bring this same solution to a new audience of marketing and PR professionals."

– Steve Brill, NewsGuard co-founder & CEO

About Pulsar

Pulsar is an audience intelligence company. With a history as a research company, we are driven by a desire to understand culture, and the people within it.

About NewsGuard

NewsGuard was launched by a team of experienced journalists, including the former publisher of The Wall Street Journal, to provide 'nutrition labels' on thousands of news & information sources.