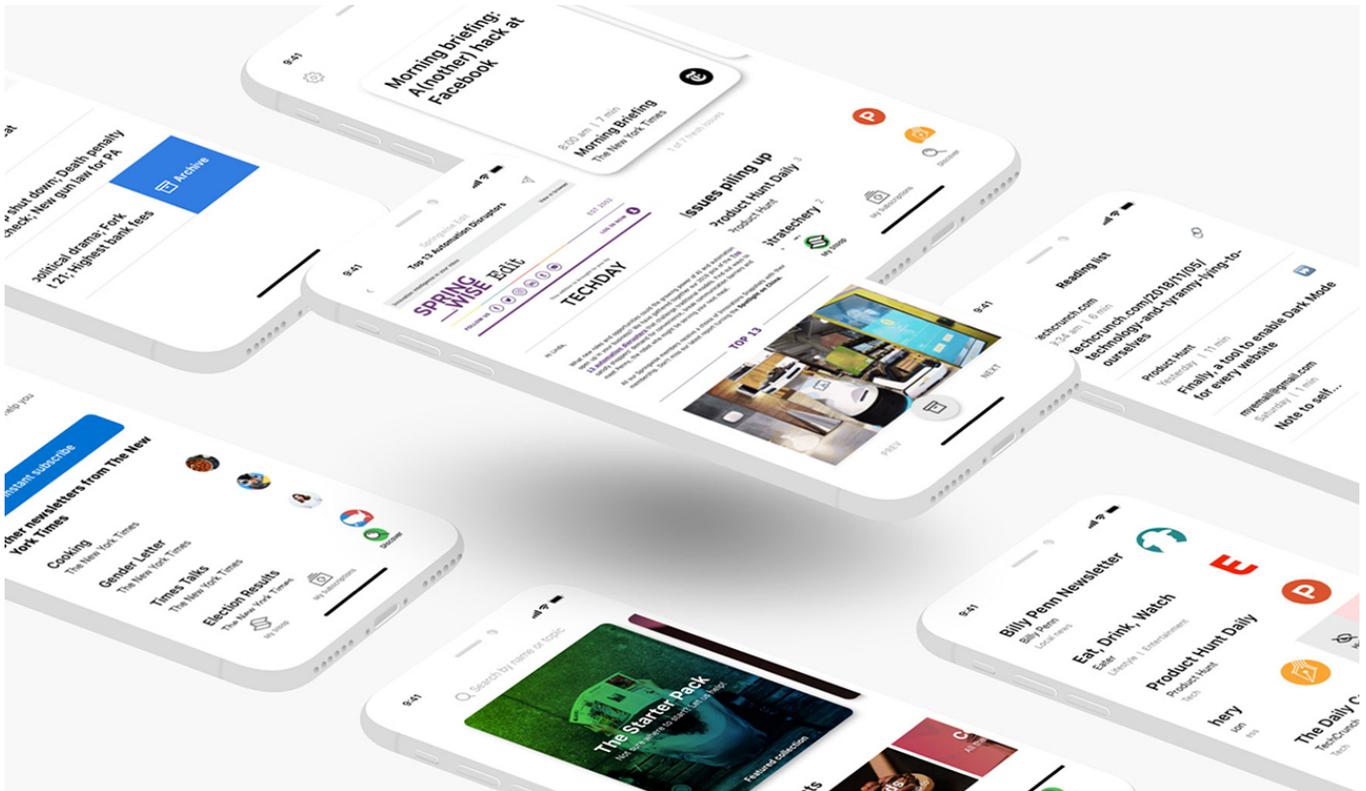# App delivers morning newsletters to smart devices

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News can be a dividing force. Social media newsfeeds have been described as echo chambers, with users sharing headlines that cause an emotional response in their followers. We've seen attempts to offer more balanced content, like this app that suggests a range of news outlets for users. There's also a 'twitch' style debate platform that streams real-time cross-talk between users. Now, Stoop wants to deliver deeper content straight to users' smart devices.

The Stoop app acts like a podcast app. There's a library element. Users can browse through and search for newsletters produced by specific sites. Alternatively, when users come across a site they'd like to subscribe to, they can sign up using a Stoop email address. The newsletter is then sent straight into their app. Additionally, Stoop is planning on collaborating with publishers to provide an instant Stoop subscription button on the publisher's website.

This is all driven by Stoop's belief that newsletters provide deeper editorial-style content that can link users to what they see on newsfeeds. Additionally, with Stoop, users open up the app like they would a morning paper, and make a determined effort to read deeper news content. Therefore, users have a direct line of contact with publishers.

The Stoop app, by OpenBundle, is free on both iOS and android, although a premium offering is in development. Publishers can contact Stoop to add their newsletter to the app.

Takeaway: Solving the conundrum of the echo chamber is a big challenge of our time. Users, becoming aware of the effects of newsfeeds, are eager for direct contact with decent journalism. Governments and thinktanks are actively researching what can be done about political polarisation. Therein lies many opportunities for startups to help users and policy makers change news consumption habits. How else could the echo chamber be broken?

Website: www.stoop.website
Contact: hi@openbundle.io