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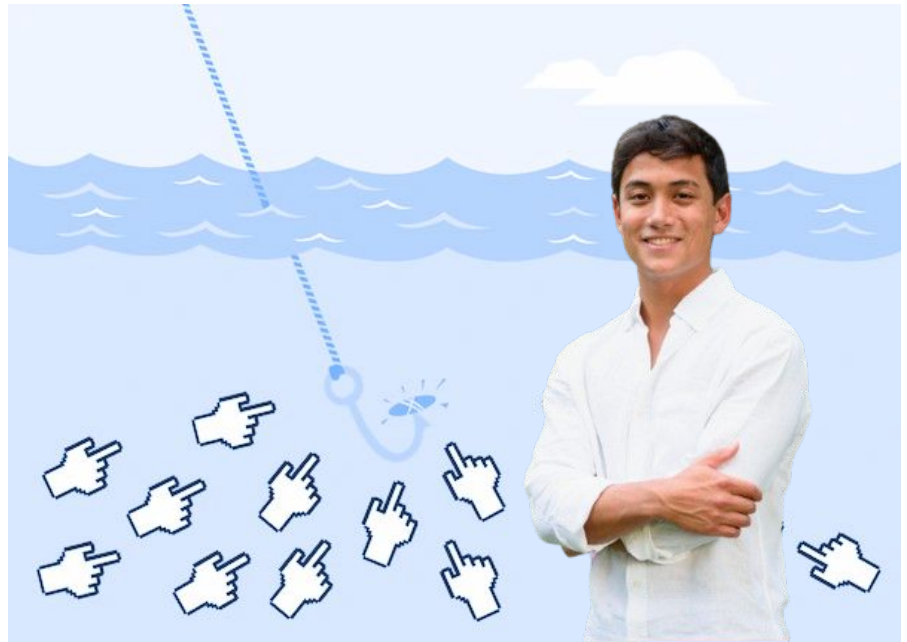
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# Betoota Advocate

The Only Newspaper that Isn't On Nouvo

## Nouvo CEO Caslights Again, Business as Usual

UPDATE: Nouvo CEO, Mr. Ethan Hellman has still remained hidden from the public eye following concerns raised by investigative journalists here at Betoota. As Nouvo users approach two billion, we have seen a stark shift in news consumption trends along with a sharp rise in tribalism across its user base. Now that one's entire set of opinions can be quantified - levels of distrust amongst friends, family and coworkers have skyrocketed to an all time high. The other Co-founders, Leon Macalister, Hannah Kim and Chloe Pae also have not been seen in public for the past few three weeks (continued p5)



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## A Tale of Two Scrolls (Both from the WSJ)



The wise Messenger from the West carried two scrolls in his rucksack. One was black, one was white. And before the great Warlord, he revealed only the black scroll. The Messenger carefully unfurled it as tension filled the grand court. When the warlord waved his hand, the messenger began to read its contents, his baritone voice filling the grand chambers of the Barbican.

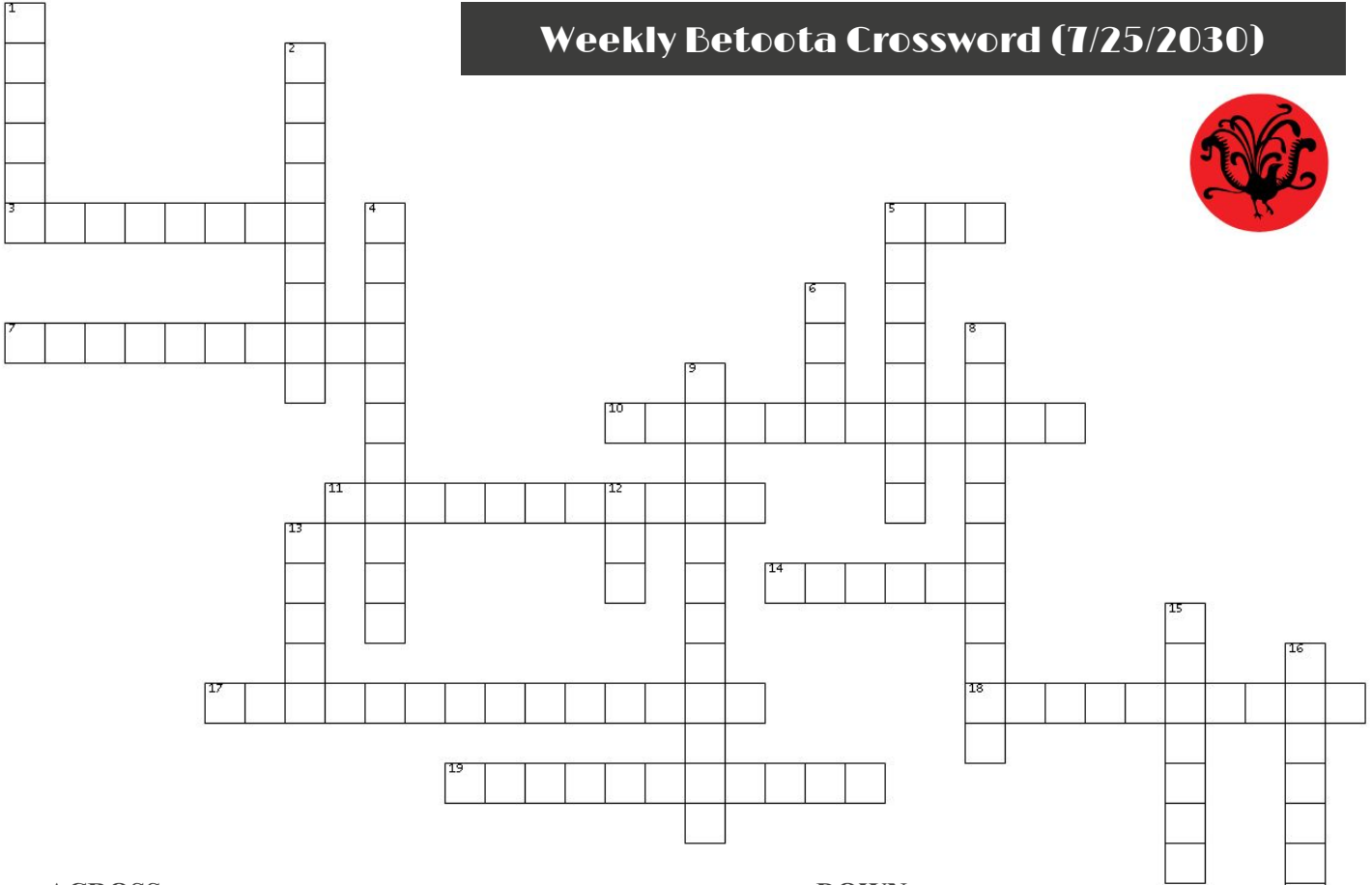
*This year the we have seen a record breaking amount of people in the US abstaining from attending their Thanksgiving dinner. The opinion heat map on Nouvo has shown us who we should spend more time with and who we should drop. Although the dinner table is a little more peaceful than before, and the holidays are less stressful... There are some evil incentives driving you to spend Thanksgiving in the comfort of your own little echo chamber.*

*Recent investigations into Nouvo's algorithms and operations have uncovered emails between executives detailing top-down orders to incentivise tribalism. For example it has been discovered that inflammatory comments written by friends and family members are actively brought to the top of one's feed to promote disagreement. Another email between Mr. Hellman and the CFO Leon MacAlister unveiled a discussion detailing plans to exploit the fact that users in the most divisive friend networks spend the most time on the Nouvo app. And as we know already, more time spent on the app means more ad revenue for Nouvo executives.*

*Nouvo wants you to hate your family*

Ten days later, the Messenger from the West arrived at a land far away from the Warlord (continued p4)

**Weekly Betoota Crossword (7/25/2030)**



**ACROSS**

- 3. Most common organism on the planet
- 5. A dirty animal
- 7. Bicoloured eyed Starman
- 10. You actually went to this?
- 11. Baby Dune
- 14. Netflix remade this English love story
- 17. Douche. Bag.
- 18. Xenomorphication
- 19. HELLO Hello hello...

**DOWN**

- 1. Hates sand
- 2. Dead news app
- 4. 2024 Best Picture
- 5. Bradley Cooper adapted this trilogy
- 6. We need more of/Dead CEO
- 8. Recently extinct omnivore
- 9. naked borrowing creature
- 12. Abbreviation of giant cannibals
- 13. Best app ever!?
- 15. Divides us constantly
- 16. Atomic nickname for Nissan GTR

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fortnitemama@nouvo.com

Feeling bored? **I can fix that...** Check out **nemesis.com** to chat with your Nouvo opposites 😊



Want to reconnect with an old friend but can't find them? In this day and age, there are only two possibilities: they're dead or they probably think differently to you! Never fear, our team of experienced professionals will do all the searching. And we will let you know which one 😊 (FindAFriend@ez.com)

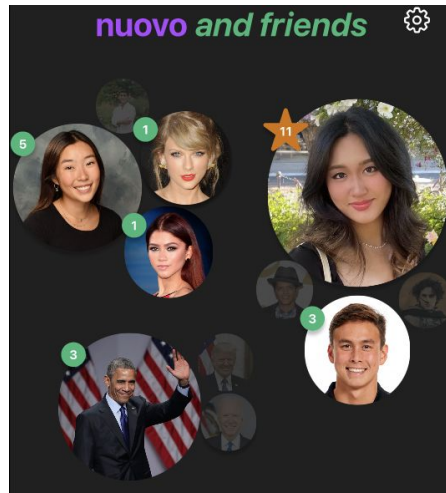
# Birth or death? There was a death, Certainly...



Amidst a sea of other profiles, you find solace in the warm proximity of your loved ones - their interests and opinions perfectly aligned with your own. Their familiar faces shine warmly at the center of your screen, while strangers float far away into the periphery. Each day, you eagerly anticipate observing the pursuits and passions shared by your family members and friends. Comforting affirmations of the common thread of opinions that binds your inner circle together. With Nouvo, gone are the days of tension, uncertainty and anxiety. Five years ago, our experience was bombarded with toxic discussion threads, polarizing headlines and endless scroll echo chambers. Life now has become a stark departure from the relentless chaos borne from the age of the corrupt social media giants. Many of which have gone bankrupt since.

Although your life is now perfect without the conflicts of the past. Sometimes in the wee hours of the morning, you find yourself itching for something more. Something different. Amidst the calm of your curated existence, you can't help but miss the fiery debates you had with your college girlfriend. The exhilarating rush of debating a friend at the pub. You yearn for the moments beyond the Nouvo cluster you've so meticulously curated for the past five years. You yearn for something... Real?

With our heads in the sand, we have unknowingly tribalized our society to an unprecedented degree. When was the last time you disagreed with someone? Nouvo clustering has limited any



interaction between different minded people. Now there's even no facility for debate of any substance to occur. The so called 'echo chambers' of the 2020s have branched out from their digital shackles and are now slowly interweaving into the fabric of society itself. Different minded people have disappeared in the realm of reality for many. So much so, that like children without object permanence, we have forgotten of their existence as well.

Friend groups in high school are now formed by similarities in political opinion, unlike the generations before them who made friends through sport, class or clubs. From the roots of society to the trunk, the workplace has also been toxified. Here employees are heavily incentivized to assimilate with opinions of senior team members. This is 1) out of fear of losing their jobs and 2) they become more likely to be promoted.

Where does this all lead to? What if everyone woke up from their ideological slumber?

This is a ticking ideological time bomb... And the new-age form of polarization is in deep sleep. What will happen when our awareness of the other wakes up? Or even worse, what if it never wakes up?

Elite institutions such as Stanford, Princeton and Yale now require high school students to include their Nouvo opinion profiles in their college applications. Allegedly, this is to gauge an applicant's critical thinking ability. Just so, we are seeing that students across the US are now clustering around similar coordinates on Nouvo's opinion heat map that were found to be common amongst accepted applicants in previous years. Data scientists have found that there is increased opinion clustering before filter points in society i.e. during college and high school applications. This also raises several ethical concerns - does an educational institution have the right to directly influence public opinion?

Some people say we have seen the birth of a new age. Maybe... But we have certainly seen a death. And with each day, our social circles are slowly melding together into a grotesque simulacrum of opinion. If there has been a birth, we've seen the birth of a new form of absolute power.

If this piece struck a chord with you, please email this address with your contact info to join us ([revival@betoota.com](mailto:revival@betoota.com))

**A Tale of Two Articles (Cont.)**

Here he now paced through grassy hills towards a humble pagoda temple. Before the Great Sage, the Messenger unfurled only the white scroll. The mystic waved his hand and just so, the Messenger began to read..

*Skipped out on Thanksgiving too? This year had all the ingredients for the perfect storm. Your parents, your grandparents and your siblings all have different experiences in life... How could they ever understand where you're coming from? And why would you waste a perfectly good night on listening to your uncle's alt-right theories about immigrants?*

*This year the we saw a record breaking amount of people in the US abstaining from attending their Thanksgiving dinner. Nouvo's social heat map has shown many who they*

*should spend more time with and who they drop. Although the dinner table has gotten a little more peaceful than before, Nouvo's algorithm is striving to make you even closer to your family.*

*Recent investigations have leaked several emails between senior Product Managers at Nouvo. Investigators at the Wall Street Journal have posted screenshots of chats detailing significant R&D investment into promoting social connection and belonging among it's users. Some studies used are from Stanford University, where evidently product managers have found that having common ideological enemies form the strongest bonds with those close to you. It seems that Nouvo, again, is aiming to bake even more empathy into their platform*

*Nouvo wants you to love your family*

After weeks of travel. The messenger returned to the imperial palace, the evening sun gleaming off the golden rooftops. As he walked toward his quarters, he wondered about the curious motives of the imperial court. The messenger never knew anything beyond the contents he had memorized. It has always been this way. Nevertheless, he knew his messages turned a cog in the machine of the Emperor's great pax aeterna. And without him, it would all wash away.

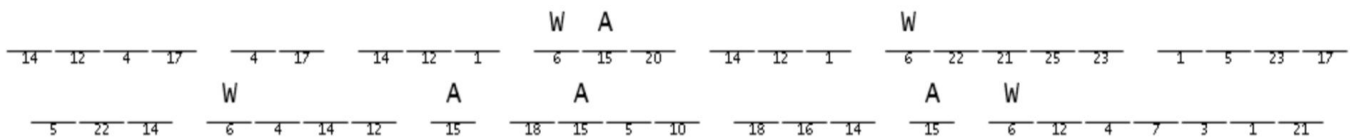
*Each 'scroll' was a direct excerpt from two different WSJ articles from the same day. Parallel publication is **real**.*



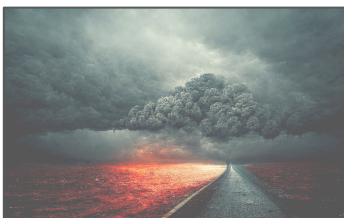
**More Poetry Cryptograms? Yes.**



A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
15																						6			



*AI Clues*



**A Kind Message from Betoota's Beloved Sponsor:**

~~Nouvo has now acquired The Betoota Advocate do not trust this publication anymore~~

*Clue for the dummies: T.S Eliot*



**Weekly Betoota Wordsearch (7/25/2030)**



- Bias*
- Partisanship*
- Confirmation Bias*
- Filter bubbles*
- Segregation*
- Selective exposure*
- Groupthink*
- Polarization*
- Tribalism*
- Algorithmic bias*
- Opinion silos*
- Privacy breaches*
- Data mining*
- Surveillance*
- Manipulation*
- Parallel Publication*
- Propaganda*
- Misinformation*
- Disinformation*
- Privacy infringement*

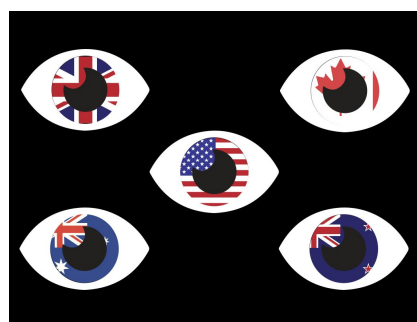
**Weekly Update - Noel Retsilicam**

**Nouvo CEO Caslights (cont.)**

Much of the recent increase in Nouvo’s user base can largely be attributed to adoption in Africa. This is after relentless campaigning driven by the Chief Marketing Officer, Chloe Pa. Ms. Pae is often forgotten as one of the core co-founders as she recently just returned to the fray after a stint with Goldman’s industrials division. After a three year effort of social media advertisements and promotional events, Ethiopia was the first country to partner with Nouvo. And after that, many other in the continent followed suit.

Indeed, public discourse and protests, have dwindled to an all-time low as users have become increasingly ensconced within personalized echo chambers. With Nouvo’s heavily guarded opinion algorithm reinforcing bias and filtering out any dissenting

views, users have found themselves less exposed to diverse perspectives, further contributing to rampant polarization in the US. Despite these bubbling concerns, Nouvo’s financial success continues to soar. The platform’s astonishing ability to generate revenue is reflected in this quarter’s earning report. EBITDA margins have shocked financial analysts across the world, Nouvo’s breaking business performance has indeed overshadowed worries about its societal impact and the absence of visible leadership.



As Nouvo’s market capitalization skyrockets, calls for greater transparency, accountability, and regulation within the tech industry grow louder. As Nouvo’s influence expands, the need for responsible governance and ethical oversight becomes increasingly urgent. Since it is still a private company (strategic) the general public is unaware of the actual mechanisms that underpin Nouvo’s business model.

Without any ads on their platform, users have been left wondering where their data is being sold. There have been rumors among leaders in the tech industry (who shall not be named) that Nouvo’s data has been sold to various intelligence agencies within the Five Eyes. Where else is our precious data being sold? How powerful is it know every single opinion for EVERYONE in the entire world?