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## AllSides and More Like US Announce Similarity Hub Tool to Address Toxic Polarization

*Similarity Hub reveals common ground and corrects political misperceptions among Americans*

DENVER, COLORADO — AllSides and More Like US announce the launch of [Similarity Hub](#), a tool that reveals policy overlaps between Democrats and Republicans and points of agreement on political issues among supermajorities of Americans.

The collaboration between [AllSides](#), a provider of balanced news and 1,400 Media Bias Ratings™, and [More Like US](#), a nonprofit that shows overlaps between Americans across the political spectrum starting with secondary education, shows Americans are actually more similar to each other across the political spectrum than is often believed, revealing opportunities for political progress.

**VISIT SIMILARITY HUB:** [AllSides.com/similarity](https://allsides.com/similarity)

Similarity Hub showcases more than 200 policy questions across 20 hot-button issue areas in which majorities of Americans agree, including topics such as abortion, immigration, elections, and media bias.

“Politicians and news media on both sides mislead us into thinking that there is no common ground and that the other side is radically different from us,” said John Gable, cofounder and CEO of AllSides Technologies, Inc. “That is just wrong. By showcasing how much we agree, AllSides and More Like US combat misinformation and false belief, and give us all the ability to better understand reality and come together to solve problems.”

“Similarity Hub shows we Americans are more similar across politics than we think. Policy overlaps exist on every major hot-button topic,” said James Coan, co-founder and Executive Director of More Like US. “We have less to fear about the ‘other side,’ and more opportunities for successfully communicating and working together.”

Similarity Hub can help close the [“Perception Gap”](#) among Americans. [The Perception Gap was coined from a study](#) that found both Democrats and Republicans, to roughly similar degrees,

think those in the other party are more politically extreme than they really are. The Perception Gap is dangerous because it can feed into an idea that “our side” must “win at all costs,” even leading to actions that put the country’s democratic republic and/or safety at risk. Correcting the Perception Gap has been found to be effective, as it accounted for the majority of the best-performing interventions that reduced anti-democratic attitudes, partisan animosity and support for political violence in the [Strengthening Democracy Challenge](#) from Stanford.

Yet common ground is everywhere, across all hot-button topics. For instance, Americans have a balanced view of energy issues. In 2022, a survey from Gallup [found](#) more than three-quarters of both Republicans and Democrats favored “tax credits to Americans who install clean energy systems like solar power in their homes.” Yet Americans realize no transition can happen overnight, as a 2023 Pew Research Center survey [found](#) a majority of those in each party said “the U.S. should use a mix of fossil fuels and renewables.”

More Like US and [AllSides for Schools](#) also offer lesson plans for teachers to close the Perception Gap among secondary school students. View AllSides for Schools’ lesson plan [here](#) and More Like US’s plan [here](#).

### **Researchers and experts who are focused on addressing political polarization have issued praise for Similarity Hub:**

*“Research shows it’s very important to correct misperceptions we have of each other politically. Similarity Hub offers a vital resource, providing information on what people – from all sides – believe about contemporary debates. Users may be shocked how often they agree!”*

– James Druckman, Professor of Political Science at the University of Rochester, co-Principal Investigator of the [Strengthening Democracy Challenge](#), and author of *Partisan Hostility and American Democracy: Explaining Political Divides* (2024)

*“We at Civity encourage people to engage in relationships with others who are different, including across political lines. People who approach each other with respect and empathy often find they have more in common than they expect, as Similarity Hub shows. Our hope is that seeing overlaps in Similarity Hub will build people’s confidence to connect with others.”*

– Malka Ranjana Kopell, Co-Founder / CEO, Civity

*“When people ask me why I am optimistic about the future of American democracy, I point to the nuanced issue positions that most Americans hold. In spite of divisive partisan labeling, most Americans are far more nuanced – and in agreement – on their policy positions than our media environment would lead us to believe. Similarity Hub from AllSides and More Like US offers accessible empirical evidence illustrating what it is Americans share – which is an awful lot. My hope is this resource might facilitate the kind of journalism that diffuses, rather than reinforces, partisan identity and partisan divides.”*

– Dannagal G. Young, Professor of Communication and Political Science and International Relations, and Director, Center for Political Communication, University of Delaware; author of *Wrong: How Media, Politics, and Identity Drive Our Appetite for Misinformation* (2023)

*"At the National Institute for Civil Discourse, we find that when everyday Americans access thoughtful information and explore issues together, they have more in common than they are led to believe. [In our programs](#), Republicans and Democrats both underestimate the other side's support for various issues by 30-40%, when in reality we've found over 80% agreement across political ideology. This profound gap in our perception of each other is part of the fuel in the fires of our polarized environment. I'm excited to see the creation of Similarity Hub, as it offers a one-stop place to find how much commonality there is on issues, and I'm hopeful it will help us narrow these Perception Gaps."*

– Cheryl Graeve, Director of National Programs, National Institute for Civil Discourse

*"Similarity Hub is an excellent resource for easily seeing the wide range of political topics that Americans across the political spectrum mostly or almost completely agree on. Exploring this tool is a great way for people to see that we have a ton in common with people who might belong to another party and why we should be careful not to overstate our differences."*

– Dan Stone, Associate Professor of Economics, Bowdoin College, and author of *Undue Hate: A Behavioral Economic Analysis of Hostile Polarization in U.S. Politics and Beyond* (2023)

*"Similarity Hub is an amazing public resource. We know citizens fail to appreciate just how much agreement there is across party lines, and Similarity Hub provides high quality and accessible polling data to help us see past that bias toward assumed disagreement. I am particularly fond of the environmental data, showing broad support across party lines for clean energy policies."*

– Jeff Lees, Organizational Psychologist and Associate Research Scholar, Andlinger Center for Energy and the Environment, Princeton University

## **ABOUT [ALLSIDES](#)**

AllSides Technologies, Inc. strengthens our democratic society with balanced news, media bias ratings, diverse perspectives, and real conversation. AllSides exposes people to information and ideas from all sides of the political spectrum so they can better understand the world — and each other.

AllSides' balanced newsfeed provides news from the left, center, and right and is powered by over 1,400 [AllSides Media Bias Ratings™](#) and the [AllSides Media Bias Chart™](#) that reveals the average judgment of Americans. AllSides serves news consumers at [AllSides.com](#) and provides patented technologies, tools and services to media companies, nonprofits, schools, businesses and other organizations at [AllSides.com/services](#).

## **ABOUT [MORE LIKE US](#)**

More Like US widely spreads the message that Americans are more similar across the political spectrum than many think, starting with secondary education. More Like US offers a [lesson plan](#)

about the Perception Gap primarily for high school students.

A distinguished [Social Science Advisory Council](#) supports More Like US's four [co-founders](#), who collectively have extensive experience in depolarization, both Republican and Democratic politics, non-profit leadership, and broadcast media.