FOR NEWSROOMS

hupside

How to check whether your journalism adds what AI can't, in 5 minutes or less

A quick originality check for editors

AI made polished output cheap, so the old signals of effort and judgment stopped working. That is signal collapse. Original Intelligence measures how far output diverges from common AI, whatever its source, and Hupside is the Original Intelligence Infrastructure company.

AI makes commodity news free. What's left to sell?

Chatbots and AI search summaries now deliver competent explainers, recaps and service journalism on demand.

Newsrooms use AI too, and editors are asking: Does this piece give readers anything a chatbot can't? Did the edit on that AI-drafted brief add anything? Where should our reporting resources go?

How the score works

- Compared against **common AI**: roughly what a reader gets by asking a chatbot about the story
- Scored from 0 to 300 on **Originality Intensity (OI)**
- **Originality Zones** show where the reporting, analysis and voice live in the piece
- An editorial tool, not an accuracy, plagiarism or wire-copy check, and not an AI detector

Original reporting, analysis and voice are what's left to sell. **Originality scoring shows how much of it is in each piece.**

HOW NEWSROOMS USE IT

Six ways editors put the score to work

A pre-publication check

On analysis, explainers, features and opinion, the formats that compete most directly with AI answers.

Screening contributed work

Score op-eds, freelance pitches and syndicated material before an editor invests time. A low score is not an accusation of AI use.

A check on AI-assisted work

See whether the edit on an AI-drafted brief or newsletter moved it away from common AI, and compare AI tools and settings.

Auditing the content mix

Score new work by section to see where the newsroom produces distinct journalism and where its output sits close to common AI.

Coaching, not policing

"Your third section is close to what any model would say. What did you learn that it couldn't?" Don't turn scores into a productivity metric.

Try this week

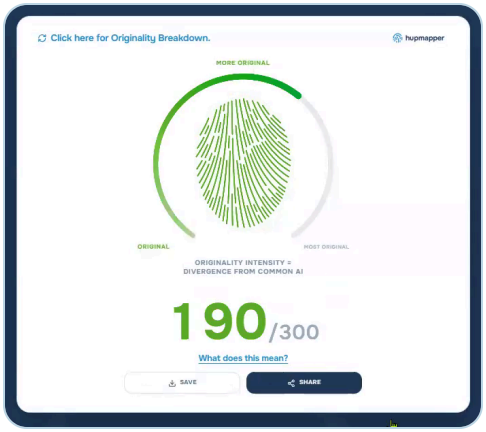
Score the drafts of three explainers or analysis pieces scheduled this week. Where they sit close to common AI, the zones show where reporting would make the difference.

Hupmapper doesn't detect AI use. **It measures how far the finished piece diverges from common AI.**

READING THE RESULTS

Read the score in 60 seconds

SCORE	WHAT IT TELLS YOU
0	The piece doesn't diverge from common AI. It matches what a chatbot would produce on the topic.
Below about 50	Common-AI territory. An unedited AI draft usually lands here.
Above 50 and climbing	Reporting, analysis or voice is coming through. The higher the score, the further the piece diverges from common AI.
200 to 300	The whole piece consistently and substantially diverges from common AI.



The score card: 190 out of 300

Then check the zones

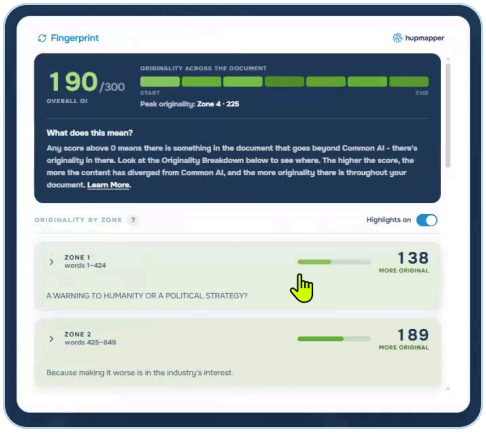
Each zone (roughly 400 words) is scored on the same 0 to 300 scale, so you can see where the piece diverges most.

Peaks

Usually hold the reporting, the analysis and the voice. Move them up.

Valleys

Often background any model could supply. Tighten them, add reporting, or cut them, keeping the context readers need.



Originality Breakdown, scored zone by zone

Read the score as a continuum: moving from 50 to 55 is a small step; moving from 50 to 150 is a big jump.

STEP BY STEP

Score a piece in 5 minutes

1 Grab an edited draft before it runs

An analysis, explainer, feature, op-ed or newsletter. English text, up to 5,000 words.

2 Go to app.hupmapper.com and sign in

The first time, you'll confirm your email address (for security only).

3 Paste the draft in and reveal the score

Paste it into the Add your work box and click Reveal Originality Intensity. Scoring takes about a minute.

4 Read the score, then the zones

Then click "Click here for Originality Breakdown" to see where the reporting and analysis sit.

Good to know

Not an accuracy, plagiarism or wire-copy check. Other products are built for those jobs, and Hupmapper sits alongside them. Originality is not accuracy, so editorial review still applies.

Breaking news needs context. The novelty of a new event can lift a score, because the frontier models haven't seen it. Novelty is one input among several, so the score still guides you on the piece's overall originality.

Score drafts, not archives. Published work may already be in the models' training data, so it scores lower; that says nothing about its value.

Protect sensitive material. Review the Terms of Service and Privacy Policy before submitting embargoed or source-sensitive drafts.

Keep your own records. Note each result outside Hupmapper so you can compare pieces over time.

Try it at app.hupmapper.com, or contact Hupside about a pilot for your newsroom.

Try Hupmapper ↗