

Overview:

This quarter, we are interested in exploring news engagement. Our investigation spans a range of digital news platforms, assessing their unique approaches to engaging users and presenting news content.

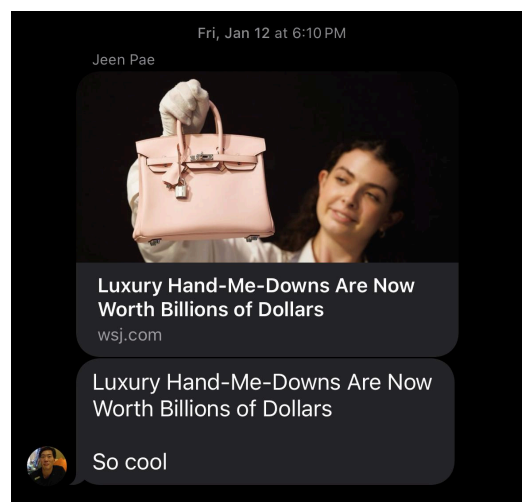
Exploring the Landscape:

We are documenting eight distinct news platforms, analyzing their strengths, weaknesses, and how they each uniquely cater to the user's news experience. From Flipboard's customizable boards to Inkl's selective article access, and from NewsBreak's community-driven content to Ground News' bias-aware news aggregation, each platform offers unique engagement methods. Morning Brew simplifies news into digestible emails, while Google News tailors content via algorithms. Instagram DMs and messaging integrate news sharing into social conversations. These platforms demonstrate a spectrum of engagement, from active user interaction to varying degrees of automated content delivery.

Texting People Articles:

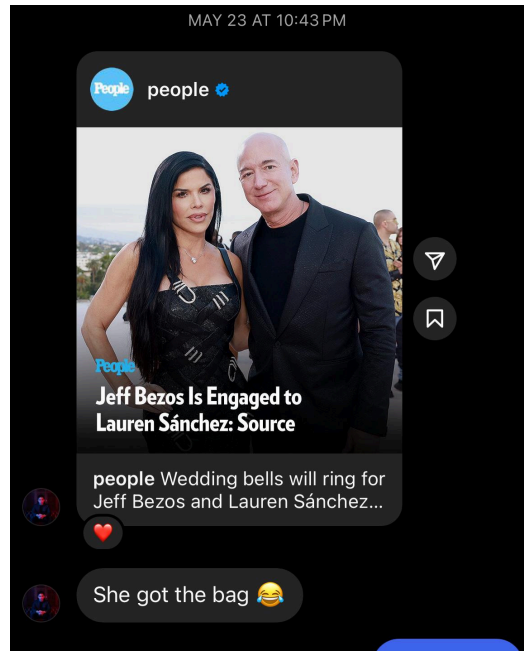
Texting facilitates sharing news articles in a personal, direct manner, using existing communication channels. While it offers the convenience of immediate sharing, it lacks assurances of reader engagement or article readability. The textual format might limit the display of multimedia content, and group conversations can become confusing. This method is dependent on the recipient's availability and willingness to engage, and access to articles might be restricted by paywalls.

Unique value proposition: It integrates news sharing into everyday text communication, allowing for direct and personal article distribution and discussion, though interaction is not guaranteed.



Instagram DMs:

Instagram DMs allow for the casual and immediate sharing of news within the social media environment. This platform provides a visually appealing way to share news stories, accommodating various content types like videos and images. However, it's prone to the spread of misinformation and the news can get lost among other types of content. The informal nature of Instagram DMs means that in-depth news analysis might be limited, and the platform's algorithm may prioritize popular content over news quality. *Unique value proposition: Instagram DMs offer a seamless, integrated way to share and discuss news within a widely-used social media platform, blending news engagement with social interaction.*




Morning Brew:

Morning Brew offers busy individuals a concise, curated summary of important news via email. It's designed for those who prefer a structured approach to news consumption, presenting news in a checklist format that encourages readers to stay informed. However, the platform's email format might not offer the interactive experience some users prefer, and the lack of deep personalization could limit its appeal. The reliance on email habits means that less frequent email users might miss out on timely news updates. *Unique value proposition: Morning Brew is an efficient, concise news source, perfect for those who prioritize quick, summarized updates of daily news.*

Morning Brew <crew@morningbrew.com> Unsubscribe
to me

5:00 AM (16 hours ago)

June 5, 2018 [Read in Browser](#)





MORNING BREW

BROUGHT TO YOU BY [MBA@RICE](#)

Chairman and former CEO of Starbucks Howard Schultz shocked newsrooms (and newsletter-rooms) nationwide yesterday when he said he'd be stepping down from the company. Some say it could be for a presidential run in 2020. But Howard, we've got a better opportunity for you: a position at the Brew. We're hiring!

- **Media Planner:** 1+ yr of media sales experience (internship counts), high EQ, and absolute content junkie...if this is you, let's talk. [Apply](#).
- **Writer:** Love wordplay, creativity, and all things business? We've got a role that's right for you. [Apply](#).

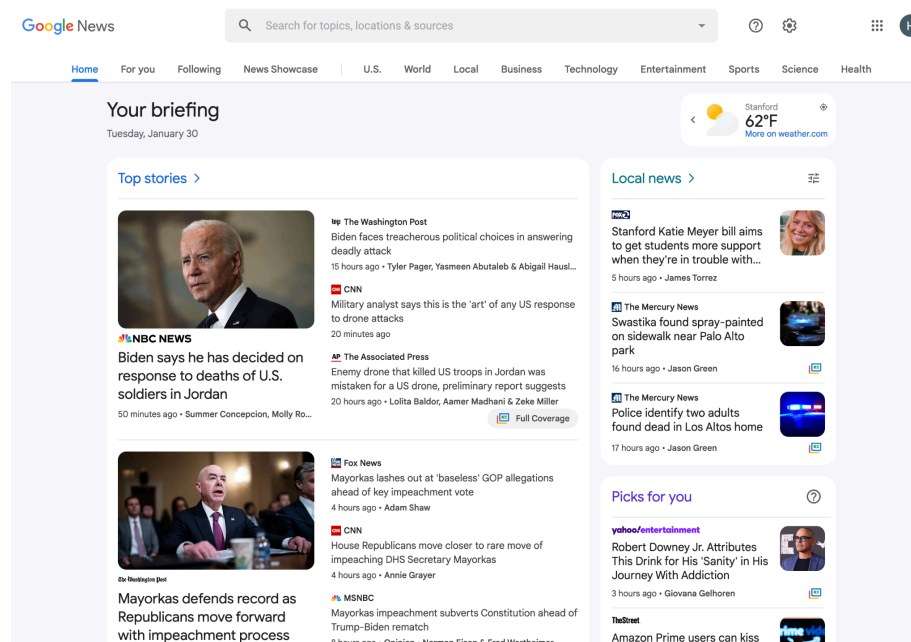
MARKETS

 S&P	2,746.87	+0.45%	 10-YR	2,946%	+1.62%
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Google News:

Google News provides a comprehensive news aggregation service, using user data to tailor content feeds. It offers a wide array of sources and perspectives, with features like full coverage for more in-depth exploration of major stories. However, the lack of a reader-friendly view means users are often taken to external websites, and privacy concerns arise from the use of search and browsing history for personalization. The reliance on Google's ecosystem and the potential for echo chambers are also drawbacks.

Unique value proposition: Google News offers a wide-ranging, algorithm-driven news experience, personalized through user data, with options for manual customization.



Google News



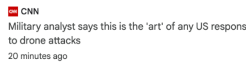
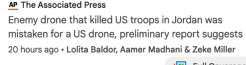

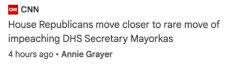
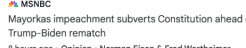
Search for topics, locations & sources

Home For you Following News Showcase U.S. World Local Business Technology Entertainment Sports Science Health




Your briefing
Tuesday, January 30

Stanford 62°F
More on weather.com



Top stories >

-  **NBC NEWS**
Biden says he has decided on response to deaths of U.S. soldiers in Jordan
50 minutes ago • Summer Conception, Molly Ro...
-  **The Washington Post**
Biden faces treacherous political choices in answering deadly attack
15 hours ago • Tyler Pager, Yasmeen Abutaleb & Abigail Hausl...
-  **CNW**
Military analyst says this is the 'art' of any US response to drone attacks
20 minutes ago
-  **The Associated Press**
Enemy drone that killed US troops in Jordan was mistaken for a US drone, preliminary report suggests
20 hours ago • Lolita Baldor, Aamer Madhani & Zeke Miller
-  **Fox News**
Mayorkas lashes out at 'baseless' GOP allegations ahead of key impeachment vote
4 hours ago • Adam Shaw
-  **CNW**
House Republicans move closer to rare move of impeaching DHS Secretary Mayorkas
4 hours ago • Annie Grayson
-  **MSNBC**
Mayorkas impeachment subverts Constitution ahead of Trump-Biden rematch
8 hours ago • Opinion • Norman Eisen & Fred Wertheimer

Local news >

-  **Stanford**
Stanford Katie Meyer bill aims to get students more support when they're in trouble with...
5 hours ago • James Torrez
-  **The Mercury News**
Swastika found spray-painted on sidewalk near Palo Alto park
16 hours ago • Jason Green
-  **The Mercury News**
Police identify two adults found dead in Los Altos home
17 hours ago • Jason Green

Picks for you

-  **yahoo!entertainment**
Robert Downey Jr. Attributes This Drink for His 'Sanity' in His Journey With Addiction
3 hours ago • Giovana Gethoren
-  **TheStreet**
Amazon Prime users can kiss...

Inkl:

Inkl targets readers seeking a diverse range of high-quality journalism without ads. It allows access to articles from top global news sources through a subscription or per-article payment, supporting the financial sustainability of news organizations. Challenges include the paywall barrier for those accustomed to free content and the potential for bias in human-curated feeds. The design might be overwhelming for some users, and the selection of articles might not always align with individual preferences.

Unique value proposition: Inkl provides a platform for accessing ad-free, premium journalism from globally reputable publishers, combining quality content with user customization.

morning edition
Tuesday, the 30th of January

Good morning,
At the top of the news, Alex Murdaugh is denied a new trial after a judge hears jury tampering allegations.
Also in the digest... Sothby, Taylor Swift, and Amelia Dimoldenberg.
Read fast, and carry a big stick.
- The inkl team

READ TODAY'S EDITION

TOP PICKS
Cori Bush under federal investigation for misusing federal security money

Our Picks **Analysis** **Good News** **Climate**

Lead Stories

WORLD
Ukraine's top general refuses request from Zelenskyy to step down

WORLD
Illinois board votes unanimously to keep Trump on primary ballot

WORLD
House panel meets to weigh homeland security secretary impeachment

WORLD
London Evening
Man arrested after Golden Gate supermarket 'hate crime' leaves 14 community 'shaken'

ORGANISATIONS

Apple **Netflix** **Microsoft** **Tesla Inc.** **HSBC**

PEOPLE

Sam Altman
Sam Altman tours Samsung chip factory leaving us wondering what he's up to
5 hours ago

Iran
Iran Wary Of US Response After Deadly Attack On Troops
3 hours ago

People
Joe Biden Donald Trump Elon Musk Vladimir Putin Rishi Sunak

Most Viewed

FOR YOU **Business** **World** **Politics** **National** **Comment** **Entertainment**

Business

Economy **Markets** **Crypto** **Tech** **Energy** **Pharma** **Financial Serv**

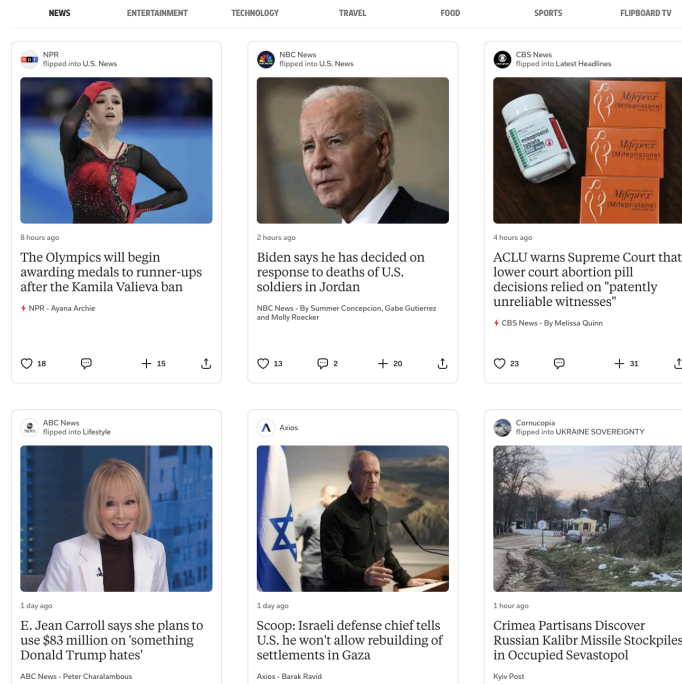
Politics

UK Politics **War in Ukraine** **US Politics** **China** **NATO** **Gun control** **Indigenous Aus**

Flipboard:

Flipboard provides a personalized, magazine-style news experience, allowing users to curate their own news feed. It offers a visually appealing platform for news consumption and integration with social media accounts. However, the abundance of content and ease of adding sources might lead to information overload. The reliance on user curation and algorithms could result in a biased feed, and some niche topics might lack depth. The platform's quality depends on the reliability and depth of its sources.

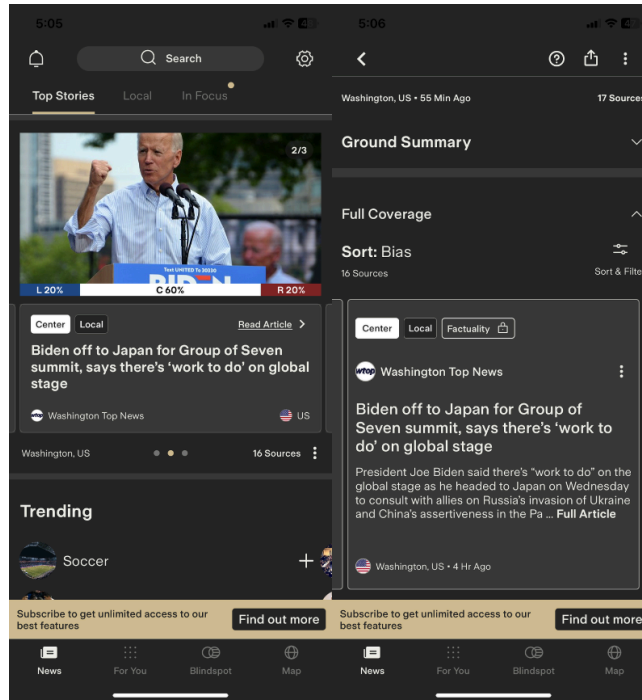
Unique value proposition: Flipboard combines the appeal of a personalized magazine with the convenience of digital curation, offering a visually engaging platform for customized news aggregation.



Ground News:

Ground News is focused on presenting unbiased news coverage and revealing political bias in news reporting. Its "Bias Distribution" feature and range of perspectives offer a unique approach to news consumption, encouraging users to analyze biases in reporting. The app's interface may feel outdated, and full access to features like "Blindspot" and "Factuality" analyses requires a premium subscription. The platform's unique news distribution approach may require users to adjust to a new way of consuming news.

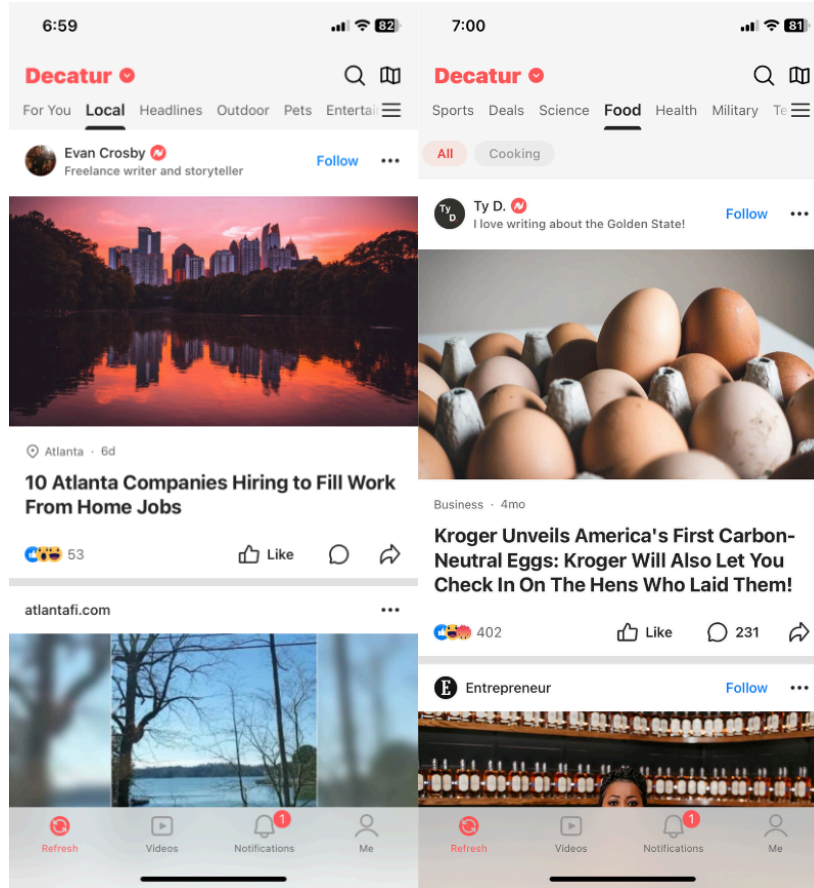
Unique value proposition: Ground News stands out for its focus on exposing media bias, offering users a tool to compare news perspectives and fostering a more informed understanding of news stories.



NewsBreak:

NewsBreak combines local news coverage with a social media-like interface. It fosters a sense of community through features like user-generated video content and interactive elements such as comments and thumbs-up. The platform's approach might lead to a clickbait feel, and engaging in comments exposes users to heated debates. The card system with large images and titles might not appeal to all users, and the granularity of filtering options might be excessive. User-generated content quality varies.

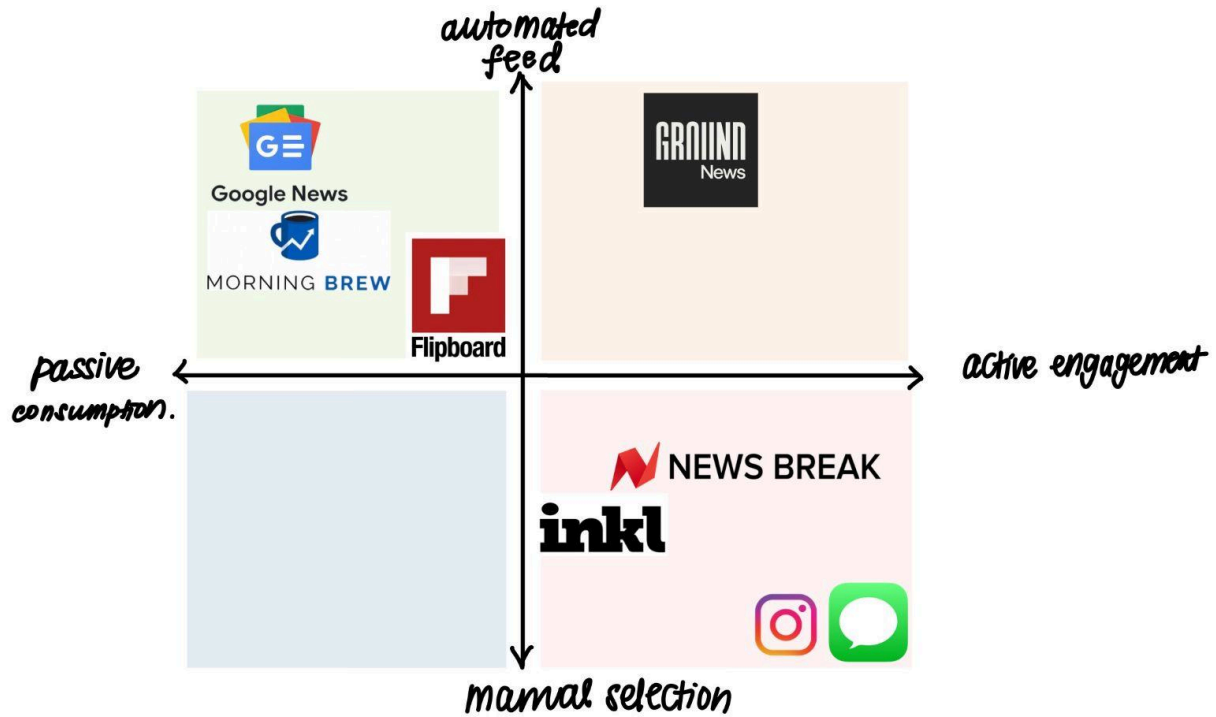
Unique value proposition: NewsBreak offers a unique blend of local news and social media interaction, providing a platform for community-driven content and personalized, engaging news feeds.



Overall Analysis:

With our selected news engagement platforms, we plotted them on a comparative matrix gauging User Interaction against Content Delivery. Here, User Interaction refers to the degree of active engagement required from users to navigate, curate, or interact with the news content. Content Delivery measures the extent to which content is pushed to users through automation or algorithms versus their own manual selection. This mapping helps in understanding each platform's approach to engaging users and delivering news.

USER INTERACTION & CONTENT DELIVERY



The matrix illustrates that currently, there's no news platform occupying the upper right corner, which represents a balance of automated content delivery and active user engagement. We aim for this space because it suggests a platform that efficiently curates content through automation while still allowing the user to interact and engage deeply with the news. This engagement could take various forms, such as sharing opinions or interacting with other readers and journalists. The absence of a solution here indicates an opportunity for a platform that can deliver personalized, relevant content without overwhelming users, yet still encourages a proactive approach to news consumption.