The Flip Side(fig 3.3):

The Flip Side is a daily newsletter cum website, that provides news by looking at both sides of the topic. This is manually curated, meaning that there is still originality in the product, and is open-source(non-commercially). It is an excellent resource for national news(U.S), as it uses clear and consistently formatted structures, allowing for quick easy digestion of non-biased news.

Strengths	Weaknessess
The FlipSide follows a creative bipartisan approach, that appeals to a very broad audience, as it appeals to both sides of an issue. This product especially affects those who are undecisive in an issue relating to politics & finance, fostering a more inclusive and open-minded community.	Manually curating and summarizing articles while considering multiple points of view requires significant time and effort by the moderators. The labor-inducing process may lead to a bottleneck of information, especially when time-constraints are tight in real time news, limiting the platforms ability to perform. When presenting 2 sides of an argument, considering both with equal weight, the moderators of FlipSide may have to consider both sides of an issue, when one is evidently better for the community. This issue is referred to as "Bothsideism" and may lead to critics not taking the platform seriously.

Opportunities	Threats
The FlipSide currently only supports one format: their daily newsletter, but as an opportunity they could look into more indulgive formats such as podcasts, videos, or live debates, allowing for the topics to be explored in greater depth. This could also attract new users, as it widens the target audience. The Flip Side could also decide to expand it's focus outside of primitive issues, into more global problems, while stile maintaining their classic approach of combining contrasting viewpoints. This would provide the users a deeper knowledge into world culture. society & politics.	Sustaining the platform's operation through subscriptions or donations might prove challenging if the user base is not large enough. Economic pressures could force The Flip Side to alter its model or compromise on its core mission of balanced reporting. As more news outlets and aggregators emphasize balanced reporting and reducing bias, The Flip Side might struggle to differentiate itself in a crowded market. Users may opt for platforms that offer similar services with added features or more comprehensive coverage.

AllSides(fig 3.4):

AllSides is a product very similar to flipSide but is website based and aims to eliminate bias in already existing content, not curating anything new. It is closed-source and is considered intellectual-property. Moreover, it is an extremely valuable tool, especially for people who just want to know what is going on in the world, in a truthful manner.

Strengths	Weaknessess
AllSides is a program that is based on providing a balanced view of news by manually curating stories from sources across the political spectrum. This is very valuable to the user as it provided the opinion of multiple sources, meaning the user gets a more informed and inclusive understanding of events. One of the best features of AllSides is it's media bias ratings, as it allow the user to know what providers are biased and towards which side. This transparency helps users identify bias in their field, making it easier for their consumption.	Oversimplification. That is the one main threat that is posed when manually curating non-biased media articles, as in some cases bias is the thing that provides life to an article, and when eliminating it of these factors, it loses the essence of the original article

Opportunities	Threats
The app could aim to be more interactive, as allowing consumer activity using tools such as polls, quizzes, or discussion forums, could increase the engagement of the user. These could encourage the community to participate more actively and maybe even contribute to the project. AllSides currently only supports American national news, meaning it has a very niche target audience. If expanded to more global topics, especially from more independent publishers, they could deliver news often overlooked by generic media.	AI news is rising(as seen in previous SWOT analysis) meaning aggregators and summarizers are eventually going to out compete these manual methods, especially to users who prefer more custom tailored content. The polarization of news may be the downside of this product, as it basically eliminates it. Many people may become entrenched with their own beliefs, and when seeing this opposed may choose to resist to the product, reducing the platform's purpose of creating balanced news.