# Criteria A.3

## Concise.app(fig 3.1):

Concise.app is a modern solution to my problem statement, as it uses AI to generate summaries of prominent news articles. It is mainly used for analysis of news data, but is now an emerging media figure as it allows for quick reading of lengthy news articles, while still keeping the essence of the original text. It follows a freemium model, and is closed-source.

| Strengths | Weaknessess |
|---|---|
| Concise.app is excellent at providing short, concise summaries of combinations of popular news article topics. It does this rapidly in real-time, allowing for fast access to real news, while still maintaining the original content of the article.<br><br>The AI driven format allows for a clear format, that maintains consistency as well as truthfulness of the original article. This allows for a mixture of both human and AI, leading to the suppression of any ethical questions. | When summarizing the AI may miss important details that may change the context, as well as spread disinformation to the audience. This poses a major security threat as it may defame a individual, company or topic.<br><br>The reliability of the product is purely dependent of the quality and reliability of the original media sources. As the popular saying goes - "Garbage in, Garbage Out", if the input data is flawed of biases, so will the summary further contributing to the problem |
| **Opportunities** | **Threats** |
| The product can build upon their ecosystem by partnering with social media, email services, or business tools. This can allow them to provide in app summaries of already existing news providers allowing the product to gain credibility.<br><br>By gaining user data, at sign in or at a specific personalization page, the product can customize feed to the user, allowing for the consumer to only experience what they feel important. This is also impactful for the analytical analysis of the app, granting the company the resources they need to know what they need to focus on. | As AI is becoming more prominent in everyday life, critics and moralists may begin to question the app's take on what new content is. This leads to a legal dilemma, where there could be future concerns on how the AI is getting the data, and if proper citation is truly being provided.<br><br>There are many concerns on the bias and inconsistency that AI may implicitly add into a piece of media. This has been a rising issue since the dawn of the technology, and is the primary reason many choose to not opt for the product, as it provided untruthful data. |

## NewsBlur(fig 3.2):

NewsBlur is an open source news summarizing app that utilizes AI as the separatory line from its competitors. It is created for personal use and is user centric, using a mainly free business model, allowing for easy adoption by the community. It excels at providing an average of news articles by taking in both sides of the argument.

| Strengths | Weaknessess |
|---|---|
| NewsBlur is an open-source software, meaning that more technical individuals can use it to their advantage, as well as allowing for a more trustable program. This flexibility can be the difference for consumers who can't choose between the many news providers, meaning mitigative competition.<br><br>NewsBlur has extremely powerful customization features, meaning each individual can tailor it to their specific needs. The platforms training over time feature, allow it to track a users activity, providing insight into the topics they may be interested in. This allows for a more customized interface over time. | NewsBlur may often a lot of customization features to the user, they can be quite overwhelming. The platform requires a lot of time and effort to set-up and optimize which could deter non-technical users.<br><br>The quality of content summaries can vary depending on the sources and how well the AI has been trained. Users might find that some summaries lack depth or miss important details, reducing the overall effectiveness of the app. |
| **Opportunities** | **Threats** |
| Introducing advanced analytics for users to track their reading habits and content preferences could add value to the user experience. Providing insights into how users interact with content could also help them optimize their news consumption.<br><br>Developing a more sophisticated AI recommendation engine could improve the app's ability to suggest relevant articles based on users' reading history. This would make the platform more engaging and tailored to individual preferences | News publishers increasingly putting content behind paywalls or restricting RSS access could limit the content available on NewsBlur. This could diminish the app's usefulness if users cannot access the full range of content they desire. |