Political News Group

Target Audience: Our intended audience is comprised of college students who are interested in reading the news, but view this activity as being extremely time intensive. These individuals want to avoid the laborious process of sifting through multiple sources in order to receive their news. Our target audience wants to become informed in the most efficient, seamless manner possible.

Current Tasks:

1. **Socializing with Friends, Both Online and Offline**
    Jack is an out-of-state freshman student enrolled in NYU. He doesn't currently devote a lot of time to reading political news, but he is now in an environment where he is surrounded by many people, including his roommate, who are very interested in politics. Because he is new to New York, Jack feels lonely and wants to quickly make new friends, and he believes that expanding his political knowledge will help him bond with his roommate. Jack wants a way to follow political news, particularly the news relevant to conversations he expects to have with his new friends. Jack wants an easy way to keep track of what news his friends care most about so that he can have meaningful discussions with them about these topics of interest.

2. **Tracking the Development of News Stories**
    Zach is a 22-year-old college senior in the Computer Science department at his university. Zach is well-educated and understands the value of being informed about the world around him. Currently, his social media feeds provide him with some political information, but this information is dependent upon what his friends choose to share and discuss, and he wants to learn more. However, his schedule is hectic and he feels like he has to expend too much effort to keep up with the issues that matter to him; referencing multiple disparate news outlets is an annoyance. He wants all of the news that interests him consolidated in a single place.

3. **Comparing Different Perspectives to Synthesize an Opinion**
    Karen is a graduate student at the University of Washington who occasionally follows the news. She reads about current political issues online, but mainly leans towards liberal perspectives. Karen wants a way to discover and read news stories which highlight opposing opinions, but she is frequently overwhelmed by the difficult task of parsing through the torrent of information available online. Because it is time consuming to find these counterbalancing viewpoints, she has difficulty forming an educated opinion on a given topic.

New Tasks:

1. **Maintaining Privacy**
    Jill is a college student who comes from a very conservative family that looks unfavorably upon individuals who hold conflicting political opinions. Jill follows

left-leaning news stories shared by her friends on social media outlets, including Facebook and Tumblr, but she is afraid that her relatives will confront her for sharing her opposing views. Nevertheless, she doesn't want to block or decline friend requests from her relatives on social media platforms like Facebook. However, she finds it tedious to keep track of her privacy settings when she wants to share political news with her friends and not with her family. She wants a simpler way to control the privacy of her actions in researching political topics.

2. **Personalizing News Consumption**

   Devon is a very busy college sophomore who is very politically aware and active. He scours the Internet on a daily basis to research the issues that matter to him. While Devon is passionate about these issues, he still finds the process of parsing through all of this data on a daily basis to be cumbersome and inefficient. Devon's challenge is that he lacks a way to easily receive personally relevant news items in a single endpoint.

3. **Gauging the General Opinion of a Region on a Particular Topic**

   Joe is a freshman from Michigan attending the University of Washington. He is interested in keeping up to date on political news. He regularly visits online news outlets to learn about current issues, as well as to form his own opinions on these topics. However, because he is not from the Pacific Northwest, he is not familiar with the overall political climate of the city of Seattle. It is difficult for him to learn about the widely held political opinions of the residents of Seattle because he does not know how to identify which news sources are providing reliable information specific to Seattle. Joe wants a method for quickly gauging what the general consensus of the surrounding population is on a particular political topic