

# Frontier **i**

Personalized Information Curation  
Services

# Introduction

In the age of the internet, **information overload** is a common problem faced by individuals with sophisticated informational needs. Highly specific news and media coverage is **time consuming** and is often missed by popular news websites and sources, which tend to primarily report on mainstream stories.

Frontier offers bespoke information curation services, provided by **human curators**. We believe that automated systems and algorithms can only do so much in terms of truly customized information.

# Information Curation

A distinguishing factor of information curation at Frontier i, is our usage of human curators. We strongly believe that humans understand client requirements better and so the end product is much more tailored to client needs.

Though we place emphasis on human curators, we do begin each project by using automated systems to gather information. There are endless means by which information gathering is possible. Here we seek to provide a review of selected tools and platforms available in relation to information curation services. This is merely a review of our experiences.

- ❖ Ability to set frequency of alerts and sync with services for RSS Feeds (Eg: feedly)
- ❖ Mailbox could get a bit cluttered as there may be multiple emails for the same topic
- ❖ Chance of an overlap occurring when multiple search criteria used for the same topic

- ❖ Personalized content discovery application, with strong emphasis on sharing content across social media.
- ❖ Sources the web on a continuous basis and allocates articles into Traps for each topic of interest. Provides a daily digest of the articles collected as well.
- ❖ Limited to certain sites only, and does not provide a comprehensive coverage of all topics as a result of this.
- ❖ Also, information is not recent enough to make it a one-stop-shop for information needs.

- ❖ Ability to create a newspaper on preferred frequency containing all topics of interest.
- ❖ User friendly, more adapted to emergent news.
- ❖ Limited to social media publications of news items.

- ❖ Once topic and keywords are provided, ability to create a Scoop on preferred frequency containing all topics of interest.
- ❖ Advanced filtering function
- ❖ Picks up news items not found immediately in Google searches or regional newspapers in certain circumstances.
- ❖ When search criteria is not highly specified, it generates a lot of irrelevant news items - around 70% - 80% are irrelevant
- ❖ From our experience, the articles were exclusively related to American news and though keywords and instructions were provided to incorporate other geographical areas, it was unable to do so, limiting its uses.

- ❖ Invitational community of people who collect, share and discuss information with one another on various common topics.
- ❖ Voting of the community determines the top 5 essential reading.
- ❖ Limited potential for finding local business content on a daily basis.



- ❖ Creates newswires on interested topics by scanning newspapers and blogs.
- ❖ Limited to UK, US and France
- ❖ Highly useful for news related to these geographical segments. Customizable as per keywords and related fields.
- ❖ However, there is no indication of how frequently information is refreshed. Responses were relatively slower compared to peers.

- ❖ Content of RSS feeds, blogs and news sites are aggregated and presented in the form of cards which enable easy browsing and faster loading. (limited to news sites with RSS feeds)
- ❖ Remarkable curation of articles, unfortunately limited to sources sited. Initial difficulty in citing and automatically differentiating between articles of interest and others.
- ❖ Once this is overcome, the content can be accessed on request (apps included) across the day.
- ❖ Multiple Google alerts on the same topic (Eg: Thai Automobile) can be grouped together under a single heading for ease of use.
- ❖ Useful customization options such as sort, dates, search and share.

- ❖ Dedicated pages for Macro news & Political news - Not available for a limited number of countries
- ❖ No RSS feeds for specific search terms
- ❖ Search results are up-to-date and very relevant – Almost no irrelevant news

- ❖ Features of the Customized Daily News Briefing Service:
  - Contains that day's 'important stories', compiled from the top national or international news sources and your own custom list of journals and government sites, resulting in a news briefing customized for your specific needs.
  - Articles for news brief selected and summarized by seasoned journalists.
  - Delivered before start of business every business day via e-mail or automated posting to your intranet.

- ❖ BrightWire uncovers information on companies, industries, and topics published in foreign language sources and delivers concise English-language summaries of key information in near real-time.
- ❖ It scours tens of thousands of unique sources 24/7 in over 30 languages to access news in the mainstream media.
- ❖ The company delivers their summaries through real-time alerts, customized newsletters, daily summaries, and a client portal for businesspeople.

- ❖ Highly customizable website offering news bulletins at predetermined times 8-9EST or 12-13 EST, daily, on selected topics, as per designated fields, and with customizable focus on companies.
- ❖ No apparent geographical limit, though most listings are US.

- ❖ CEOExpress.com is designed to be the executive's interface to the Internet.
- ❖ CEOExpress takes all available information, and by employing expert human editors and "mind ergonomics," pares it down to the 20% that is most critical and useful.

- ❖ You can attach Tags, Notes and Ratings to individual customized results and they will stay with your results when you email them or export them into a spreadsheet.
- ❖ Ability to create a Newsletter to distribute your daily or weekly report.
- ❖ You can export your results from the system into a Spreadsheet, as an RSS feed or even as a PDF document.



- ❖ It provides a thorough digest of all the major breaking stories affecting the Telecoms, Media and Technology sector, emailed to recipients' inboxes by 8.30am every weekday.
- ❖ In addition to the daily briefing, a weekend round-up detailing the key developments from the weekend's TMT news is distributed every Monday by 7.30am.

# Research Findings – Europe Media Monitor Frontier i

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- ❖ Research and development efforts at the Joint Research Centre produced novel and unique software that gathers reports from news portals world-wide in 43 languages, classifies the articles, analyses the news texts by extracting information from them, aggregates the information, issues alerts and produces intuitive visual presentations of the information found.
- ❖ Users can customise their view of the news by filtering the news by language and by selecting specific news sources.
- ❖ Registered organisations can produce their own newsletters by grouping news items and by dragging and dropping them in an easy-to-use interface.

The platforms for information curation are endless but vary based on mode of delivery, coverage universe, accessibility etc.

For example, Zite and Flipboard which have gained acceptance and popularity remain an App, which limits the scope of its reach and convenience. There are also others such as Link.ly and Newspin which are limited to social content monitoring and again, that limits the coverage of information.

At Frontier i we use a combination of such news curation platforms as that enables us to capture all relevant information, before the human curators start working with it. This we believe sets us apart.

# Appendices

❖ Other systems used by us include,

- Faveous
- iFlow
- Bundlr
- Prismatic
- Flipboard
- News360
- Zite
- YourVersion
- Lynk.ly
- Newspin
- Pinterest
- Pearltrees

- Lingospot
- Swayy
- Delve
- Kuratur
- Google Currents
- Socl
- Compendium
- Curata
- Mailchimp
- Flashissue
- Toddle
- Icurrent

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