

## <https://www.yourate.news/> | Product Description

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### Introduction

With YouRate.news, users are able to rate online news articles and news video segments. Users anonymously rate the fakeness (authenticity), quality, and bias with a single selection using an easy-to-understand gage.

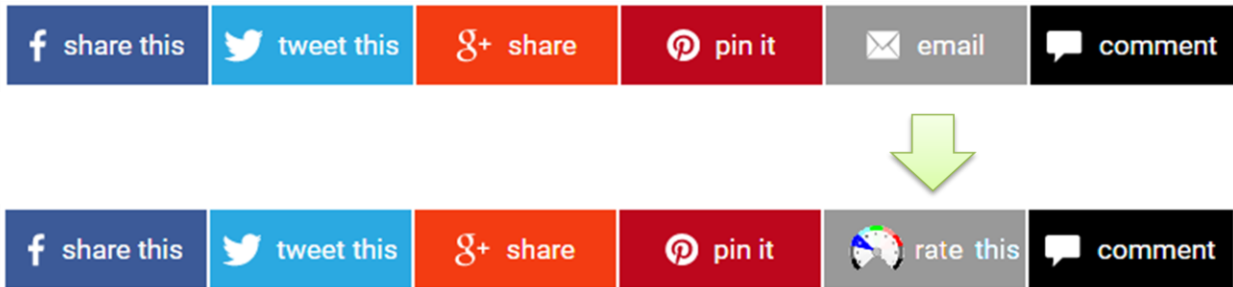
Through our product, we provide a news rating system that recognizes fake news, biased news and high quality news. The target audience consists of adult women and men who care about quality news coverage in today's heated political landscape.

By using anonymous ratings and a "no comments" format, this approach caters to users who normally stay away from posting comments on message boards. Users who actively comment on various sites are also certainly welcome. This goes against the status quo of the industry, which provides many time-consuming ways to blog via Twitter, Disqus, Facebook, LinkedIn, but no way to actually rate online news articles and news video segments.

At its core, the product provides a means for regular users to anonymously cast their vote. You can rate a restaurant where thousands of people go to eat, but right now, you can't rate a news article or segment that millions of people read or view. This product fills this gap. This product is visible right now on the Internet at <https://www.YouRate.news>.

## Product Vision

### The Status Quo: 6 Different Ways to Talk on Virtually Every News Site



### The YouRate News Vision: 5 Ways to Talk and One Way to Vote (Rate)

It's real simple. We believe a significant number of users will take the time to rate online news items. They won't rate all of them, but they'll certainly rate some. With the YouRate.news tool, users can anonymously call out any online news item for being excellent, fake, poor, or biased. Users would access the tool via web links on major news sites. For example, the modified screenshot above originates from foxnews.com.

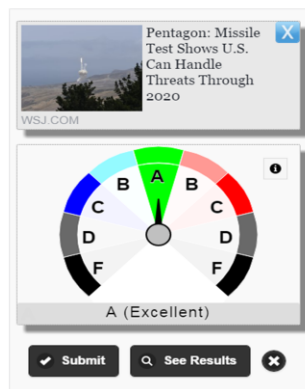
If you believe users will rate news items in today's extremely divisive political world, then you believe in the YouRate.news concept. And in terms of the time to rate articles, the incredibly easy rating process dwarfs the time needed to write and share even the briefest comment.

User can rate a news article or video segment inside of 10 seconds

1. You Click on The Icon



2. You Rate the Article



3. You See the Results

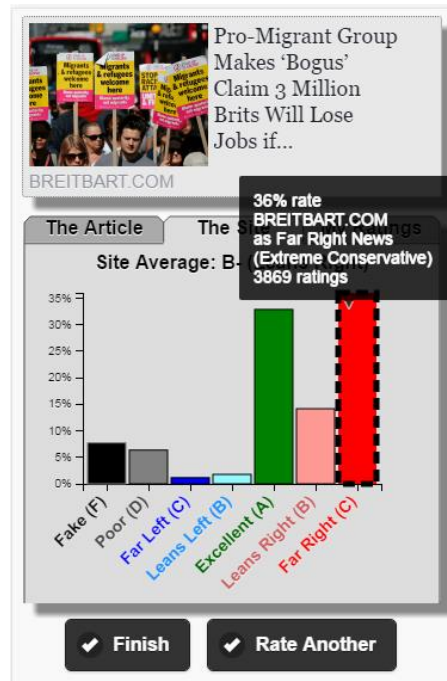


The product should be considered as an add-on, not as a stand-alone website. Ultimately, we want to empower the millions of users that visit major news sites daily with a means to rate the content they are reading and viewing.

## Business Vision

The return on investment will come via strategic partnerships with news organizations and via business analytics. The product is highly-configurable to support strategic partnerships. That is, it can act as a “semi-closed” rating system customized for a single news organization that manages one or more news sites. In this single news organization model, the news organization would pay for hosting and professional services in return for a product customized for their news site(s).

In the fully open model where many sites link to the main YouRate.news add-on site, the business value will be realized in terms of data analytics. Millions of anonymous news item ratings represent extremely valuable business information. Compare this to Nielsen. Nielsen has hardware monitoring the TV viewing in 40,000 homes and recently reported Q1 2017 earnings of \$1,526 million. Getting this product linked up to major news sites will enable the site to quickly surpass the Nielsen user base. Selling the raw anonymous rating data and professional services for analyzing this raw data both represent significant revenue potential. The screenshot below shows just a taste of the political data analytics potential.



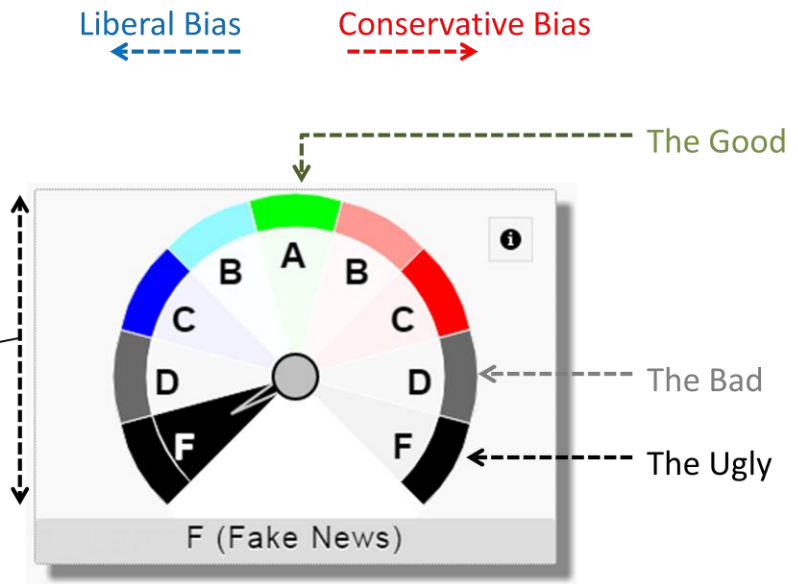
## Product Vision

### The Rating Gage

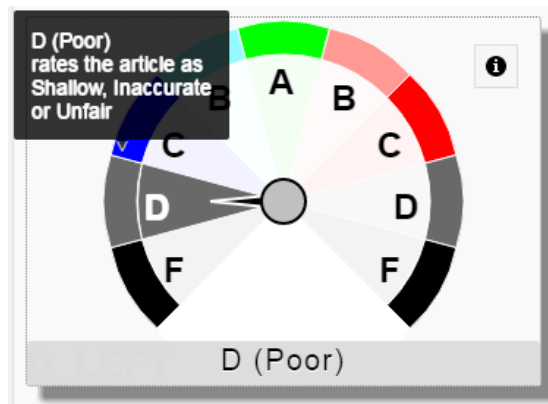
In a politically divided world where fake news, shallow news, biased news, and excellent news all flow from the same sources, a simple 5-star rating system just won't do. The YouRate.news Rating Gage allows a user to rate an article in many ways with a single tap or click. The gage below might look just a little scary below with all the explanatory texts surrounding it – but most will intuitively understand it in under a minute. People may be lazy – but they aren't dumb.

A single rating actually covers a lot of ground.

And if the Gage seems just too complicated just think in terms of what most people understand by the 3<sup>rd</sup> Grade - "A" thru "F"



Still confused? No worries, each rating has its own tooltip.



And don't forget to actually check out the site [YouRate.news](https://www.YouRate.news/) – the Rating Gage is assembled on the fly with a neat Scalable Vector Graphics animation.

## Information Architecture

The site has the following page structure:

- Trending – shows news items from many sites. It contains links to rate these items.
- Rating – where the user submits a rating or chooses to just view results
- Rating Results – where the user sees the rating results for news item, site, and user
- Search and Add – where the user adds articles to rate or searches for existing ratings
- User Entrance
  - User Sign up
  - User Log In
  - Forgot Password
  - Change Password
- About – the page containing links and information about the product and organization

## Trending

Before this work gains traction on major news sites, the YouRate.news app needs a simple way to feed articles to users for rating. It does this through the home trending page. The trending page is an engine that continuously updates content from 15 major news sites. Trending news items originate from larger sites, smaller sites, liberal, conservative, and centrist sites. Trending article may also incorporate content from lesser-known sources as long as the content has been recognized as “trusted.”



## Rating New Content

The content is not limited to the news articles in the Trending section. The product enables anyone to rate any online item. The rating gage has a political tilt (pun intended) but the content on the site is not

limited to political news. As an example, a family member asked me if the product could rate people as fake on dating sites. The answer is yes. The product can rate anything provided that the URL is publicly accessible.

The screenshot below shows how the product loaded an article from Germany's Yahoo Finance section dynamically. Adding a completely unknown article to the site takes a bit longer (between 10 and 15 seconds), but once it's in, then it's in. Only the first time loading is noticeable.



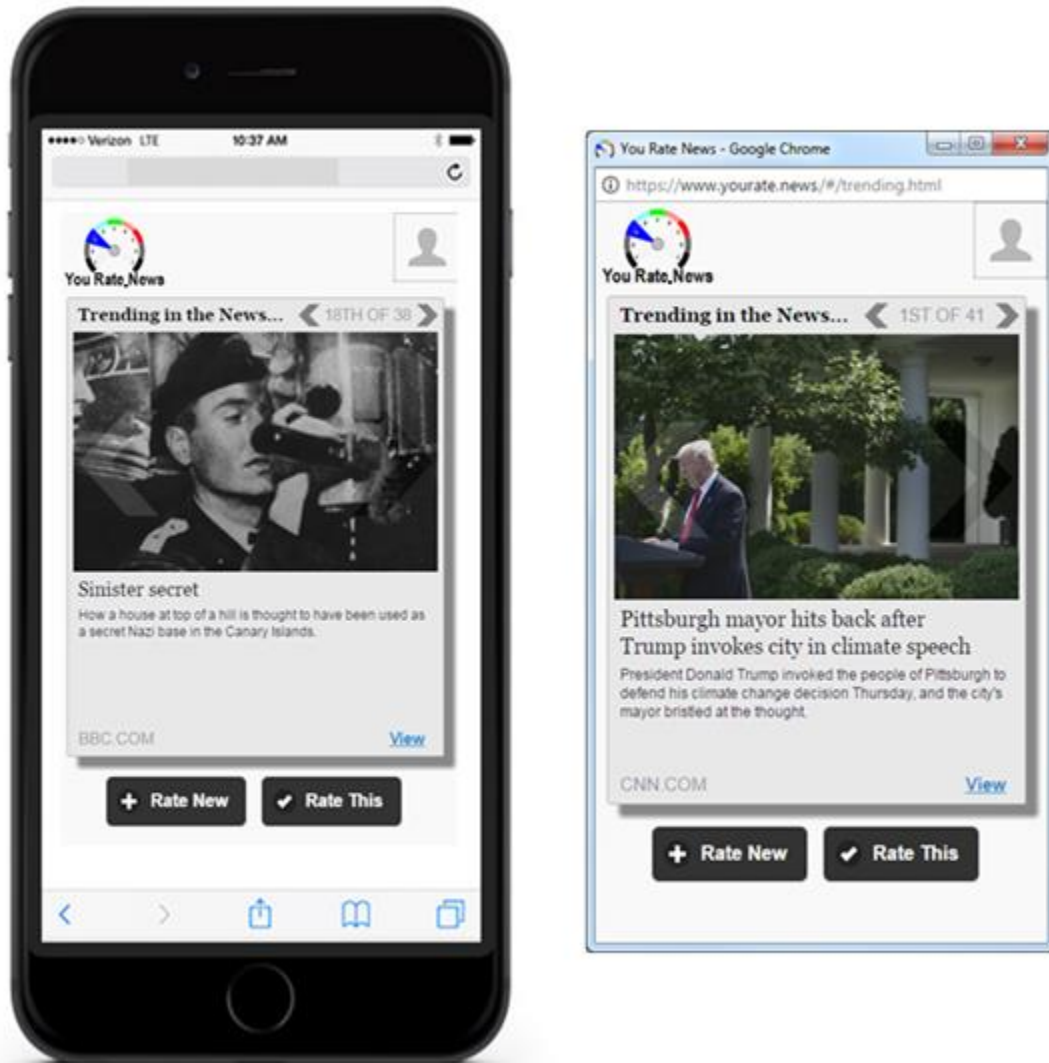
### Behind-the-scenes Security

Because the product allows news URLs to be added from any source, the site opens itself up to malicious use. To combat this, the product has a pre-loaded list of trusted sites. This trusted list may expand and contract via administration page action. If a malicious user attempts to add obscene content, then the site administrator immediately gets a notification that content from an unknown site has been added. The administrator may then decide to block the site and user. Likewise, if a user adds content from a legitimate news source, then the product administrator may decide to trust the news item and content from previously unknown site.

## Mobile and Popup Support

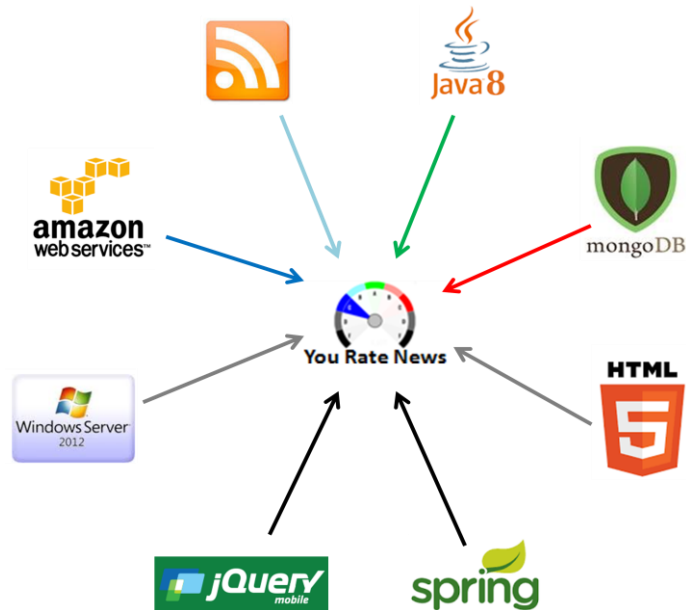
Every page on the site is very small. Every page fits in an iPhone6 screen without the need to scroll. These small pages have a dual purpose. Linking to the site from news sites will be doable via a popup window. Using the popup window approach, a user might not notice that he/she has temporarily switched over to a different site during the 10-20 second rating process.

### The Site as a Mobile App or as a Popup Window



## Technical Architecture

The cutting edge, open source technology stack focuses on mobile support and a visual user experience.



### List of APIs and Technologies

- Amazon AWS EC2
- Windows Server 2012
- Spring Boot
- Java 8 and Spring REST, AOP, data and web services
- Mongo NoSQL database
- LinkPreview.net
- Custom RSS Feed Processors linked to 15 major news organizations
- Javamail
- HTML5
- CSS3
- SVG (Scalable Vector Graphics) Animation
- JQuery and JQuery Mobile
- HTTPS/Secure Socket Layer and multiple data encryption APIs
- Secure Cross Site Scripting



## **Features Listing**

### **Rate an Article**

Users rate online news articles and video segments via the rating page. The rating page consists of a miniaturized link preview along with a rating gage. This gage is a custom SVG component enabling users to rate news items fakeness (authenticity), bias, and quality. The gage uses an A through F grading system. Tooltips explain each rating. The gage ranges from A (excellent) through F (fake news). Users rate an article and submit that rating with just two taps or clicks.

### **Instant Feedback**

There is no lag time between the user submitted a rating and the results being compiled. The user instantly sees the results for the news item and the summary results for the site where the news item resides. Furthermore, the results instantly present the user with their own rating profile. With three views of the same rating, users see what the public is thinking, and also where his political views lie.

### **Fake News Feed**

The product allows consuming applications to send a news' items URL in and get a response that states whether the news item is fake or not.

### **An anonymous experience**

The rating itself is completely anonymous. Users cannot see how other users rated an online news item. The process is similar to voting.

### **A no-typing experience**

The product does not permit text comments to accompany ratings. Many products like Twitter, Facebook, Disqus, LinkedIn, etc. give active bloggers the ability to express opinions. Not allowing text comments minimizes the time the user spends on the product. The product strives to do one thing well – enable users to rate the news – and that's it.

### **Easy and Minimalistic Signup and Login**

To rate news items, the product only requests an email address, a password, and the input of a verification code. As long as the user has enabled browser cookies, the user can sign up once and stay logged in on any given device forever.

### **Trending**

The trending page is a compilation of trending stories gathered from 15 major news sites. Trending articles (30-50) are continuously updated so that content always stays fresh. Trending articles may also come from smaller, lesser known sites that are “trusted” by the system. The trending page contains links to read news items, rate these items and create new items.

## **Add New**

The site enables every user to add online news articles and video segments from any news source. To add a news item from a source not listed in the trending section, a user simply copies and pastes the item's URL. The product software discovers the news item's title, description, and image information on the fly. A ten to fifteen second delay occurs when an article is entered for the first time. Follow on users, however, can see and rate this news item almost instantaneously. When an article is discovered, the user is immediately transferred to the rating page.

## **Search**

A user need not rate an article to see the rating results. For example, if a user wants to see how CNN is being rated, then he need only follow the rating process on any CNN article. Instead of submitting a rating, the user just selects the "See Results" button. This enables users to see how their rated items and sites are doing after the fact.

## **Mobile**

The product is mobile friendly. Each page fits in an iPhone 6 window without the need to scroll. The page size also fulfills the product's role as a small popup window add-on for major news sites.

## **External Links**

The product has many capabilities, but none more powerful in simplifying the user experience than its external links capability. Any news site may add "YouRate.news" links to its news articles and video segments. Users on major news sites can then click on a link, see a popup window appear, rate the news item, then return to the major news site – all within 10 seconds.

The product is not designed to be sticky – we would much rather have users use the product quickly then be gone. Repeat business is what we are after. Success as a standalone website might be defined as having 500 fully-engaged news "junkies". Success defined as getting product links on all the major US news sites could mean 100,000+ regular users. This latter success is what we are after.

## Product Roadmap

One of the possible next routes for the product would be to add more site customization capabilities to support single media organizations wanting to self-host the product.

Another direction is to build near-real-time reporting into the system for enterprise clients. Doing this requires the guidance supplied by enterprise client needs. Building this will require Big Data processing techniques and technologies.

And of course, the main product goal is to get news organizations, big and small, to link to the site.



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