

# **News Tracker Application**

## **INTRODUCTION**

News Track is a news tracking or news aggregator website where users can share the content they find on Internet and give to it certain visibility. By using this feature the user is able to browse a given URL and choose an image, a title and some paragraphs that represent the news. At same time the user can relate this content to other content that is already on the system and tag it with the most representative words.

It's important to tag and relate to other existing content properly because the suggestion process algorithm uses this information in order to accomplish more accurate suggestions.

News Track News Track is a news tracking or news aggregator website where users can share the content they find on Internet and give to it certain visibility.

## **LITERATURE SURVEY :**

### **1. Implementing a Mobile Application News Tool for Disseminating Messages and Events of Al Bur Aimi University College**

The current mode of conveying any news or information to the staff and students in BUC are emails and circular. One of the important tools in the educational domain in this generation is mobile as shown in the result of gulf university study. It states that 99% of the student has their own mobiles and utilize it for learning . Moreover, BUC also incorporated smart board into their teaching and learning process. Now-a-days notification systems are widely used in telecommunication devices. It is becoming a very important and accepted trend in this generation.

The student's portals and students timetables and the limitation of BUC system to change in different environments is overcome in research[8]. In this, the students portal and available courses for each semesters that the student need to know was implemented in the application. Based on the literature review, preliminary finding shows that there is no technology for notifications process of news in BUC. In this research BUC portal is also accessible along with the news alerts and notification

**ADVANTAGE :** A specific amount of data can be collected from the application to understand customers' buying habits. It also helps get insights into the pain points that need to be rectified to boost productivity and improve operational activities.

**DISADVANTAGE :** Another drawback of mobile apps is that it is challenging to index the application's content by search engines because they are not fully optimized to boost organic traffic. For this, creating a marketing strategy is essential because it includes your ideal customers, business goals, and the complete blueprint to grow your business.

## References

- [1] N. and I. , "Development Techniques for Android Platform Mobile Device Application,"2012.
- [2] A. El Dow, M. Shakir, m. Yahya Abdu, S. Iqbal and A. K.H. Mutter, "Exploring the Extent of ICT Role as a teaching Tool in the Public Universities of Khartoum State," Journal of Engineering and Applied Science, vol. 13, no. 15, 2018.
- [3] A. El Dow, M. Shakir and m. Yahya Abdu, "Using Information Communication Technology as a Teaching tool in Sudanese Governmental Universities of Khartoum State," International Journal on Informatics Visualization, vol. 1, 2017.
- [4] T. R. M, R. A. B and b. A. AR shah, "Assessing the Impact of Technology Learning and Assessment Method on Academic Performance," (EURASIA) Journal of Mathematics, Science and Technology Education, vol. 14, no. 6, 2018.

## 2 . THE INNOVATIVE APPLICATION FOR NEWS MANAGEMENT SYSTEM

This paper aimed at developing an online news management system that is of information to either a college. The news management system is an internet based application that can be accessed throughout the college. There are features like email notifications, cancellation of posts, updating posts, comments section etc in this system. Online news management system provides a simple interface for maintenance of college information.

The creation and management of accurate, up-to-date information regarding to the college. It also facilitate us explore all the activities happening in the college, different reports and queries can be generated based on vast options related to sports, course, events, NCC, NSS, workshops, placements and even for the entire college.

The main objective for developing this project is provide all the functionality related to latest news and it tracks all the information about the college so all the news will be managed by the admin. Admin can see the list of all the entertainment news and filter it according to the user. This project can easily be configured on windows operating system for running this project on windows system, you will have to install app on your system.

**ADVANTAGE :** Work on an organization's functional proficiency, increase the value of existing items, cause advancement and new item improvement, and help the executives to improve decisions.

**DISADVANTAGE :** The main disadvantage OF Considering just subjective factors and disregards non-subjective variables like confidence of labour, demeanour of specialist and so on.

## REFERENCES :

- [1] Dr C K Gomathy, Article: A Semantic Quality of Web Service Information Retrieval Techniques Using Bin Rank A Cloud Monitoring Framework Perform in Web Services, International Journal of Scientific Research in Computer Science Engineering and Information Technology IJSRCSEIT 3(5) (2018) . ISSN: 2456-3307.

[2] Dr C K Gomathy, Article: A Web-Based Platform Comparison by an Exploratory Experiment Searching For Emergent Platform Properties, IAETSD Journal For Advanced Research In Applied Sciences, 5(3)213-220. ISSN NO: 2394-8442.

[3] C K Gomathy and V Geetha. Article: Evaluation on Ethernet-based Passive Optical Network Service Enhancement through Splitting of Architecture. International Journal of Computer Applications 138(2)(2016)14-17. Published by Foundation of Computer Science (FCS), NY, USA, ISSN No: 0975-8887.

### **3. RESEARCH ON DEVELOPMENT STRATEGY OF NEWS APP UNDER THE BACKGROUND OF ARTIFICIAL INTELLIGENCE**

With the continuous development of China 's mobile Internet, the level of people 's consumption has increased dramatically, and China 's mobile phone user base has continued to expand. In the 44th "Statistical Report on the Development of the Internet in China" released in August 2019, as of June 2019, the number of mobile Internet users in China reached 847 million, an increase of 29.84 million from the end of 2018.

The proportion of Internet users using mobile phones to access the Internet reached 99.1%, an increase of 0.5 percentage points from the end of 2018[1]. Internet penetration rate exceeds 60%, and mobile Internet use continues to deepen. The above data fully proves that with the advent of the smartphone era and the continuous improvement of communication technology, the mobile Internet era is the general trend. In the media field, because a large number of netizens have switched from PC to mobile clients, news media have aimed at the mobile network market and started to develop news Application (referred to as App).

In the market competition, traditional media Apps mainly meet different user needs with their rich news resources and high-quality original content. According to data analysis, among information App users, high-income groups prefer traditional media Apps, and high-income groups (average monthly income of more than 10,000 yuan) have a high proportion.

**ADVANTAGE :** One of the biggest advantages of Artificial Intelligence is that it can significantly reduce errors and increase accuracy and precision. The decisions taken by AI in every step is decided by information previously gathered and a certain set of algorithms. When programmed properly, these errors can be reduced to null.

**DISADVANTAGE :** A big disadvantage of AI is that it cannot learn to think outside the box. AI is capable of learning over time with pre-fed data and past experiences, but cannot be creative in its approach. A classic example is the bot Quill who can write Forbes earning reports. These reports only contain data and facts already provided to the bot. Although it is impressive that a bot can write an article on its own, it lacks the human touch present in other Forbes articles.

### **References**

[1] The 44th Statistical Report on Internet Development in China, CNNIC, [http://www.cnnic.cn/hlwfzyj/hlwxyzbg/hlwtjbg/201908/t20190830\\_70800.htm](http://www.cnnic.cn/hlwfzyj/hlwxyzbg/hlwtjbg/201908/t20190830_70800.htm)

[2] 2019Q1 China Mobile News APP Market Monitoring Report, media Research,  
<https://www.iimedia.cn/c400/64308.html>

[3] Aurora Big Data. <http://www.shujuju.cn/data/detail/36>

[4] Peng Gibing. (2017) A Discourse Study on Copyright Controversy in the "Touitou" Event——Concurrently Discussing the Path of the Reform of News Copyright Protection[J], Modern communication, 55-6