NEWS TRACKER APPLICATION:

Problem statement:

As our lives are very busy these days, we often feel we need more than 24 hrs. a day to cope up with everything we have in our schedule. Well, that's not possible but reducing the time by changing the conventional method of reading news can help. Just tell us what market news you're interested in and get a quick peek for the day. Only read what you feel is relevant and save your time. This app helps you to query for all information about Indices, Commodities, Currencies, Future Rates, Bonds, etc.… as on official websites.

Existing problem solutions:

Personalisation of news access clearly needs to extend beyond ‘what’ content users access to ‘how’ they access it, as evident in the abundance of mobile news apps offering personalisation features. For example, Inside.com – Breaking News allows users to select news topics to follow and then provides 300-character summaries of relevant stories along with links to the original sources. Another

example is Newsbeat, again an aggregator but one that creates ‘personalised radio news bulletins’. Users select their preferred text news sources from which stories are pulled each day, summaries created, then news podcasts created using text-to-voice technology. A third example is Flipboard, which uses the metaphor of a ‘personal magazine’ to present articles from conventional news

providers as well as social media updates, and RSS feeds.

Users curate and share their own mini-magazines within the

app, drawing in stories on their preferred topics. The personalisation of news app interaction in these examples is achieved through making the interface adaptable. Adaptive news interfaces that ‘automatically’ adapt to the way the user reads the news in particular contexts are not found, other than in re-ordering menus of headlines to take account of previous reading choices. This adaptation could be far more extensive, for example, to take

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Adaptive personalisation relies on constructing and

exploiting an individual user profile to deliver a tailored

version of the user interface [9]. A user profile is a model of

the user that the system learns through interaction with the

user. The construction of a user profile can be based on

explicit or implicit information gathering approaches. The

former consists of information provided directly by the user

such as by forms and questionnaires; although data captured

this way will have a greater reliability, the disruption to the

user can be significant. Recent studies attempting to

compare both methods have found implicit data capture to

be preferred by users

Key findings:

The key findings of these three studies are:

(1) mobile news readers can be characterised within three types; (2) it is possible to detect a user’s news reader type from analysis of

their interactions with a news app, and;

(3) different reader types benefit from different forms of news app interface.