**Literature Survey**

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| Team ID | PNT2022TMID37427 |
| Project Name | News Tracker Application |
| College Name | Mohammed Sathak AJ College of Engineering |
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**Abstract :**

As news is increasingly accessed on smartphones and tablets, the need for personalizing news app interactions is apparent. We report a series of three studies addressing key issues in the development of adaptive news app interfaces. We first surveyed users’ news reading preferences and behaviors; analysis revealed three primary types of reader. We then implemented and deployed an Android news app that logs users’ interactions with the app. We used the logs to train a classifier and showed that it is able to reliably recognize a user according to their reader type. Finally, we evaluated alternative, adaptive user interfaces for each reader type. The evaluation demonstrates the differential benefit of the adaptation for different users of the news app and the feasibility of adaptive interfaces for news apps.

**Introduction :**

News is one of the primary source of gaining information about the actions and events that happen all around. It may be an event that happened in the past, happening now or going to happen in the future. In the present days where there is a rapid increase in the development and adaptability of technologies throughout all the demographic of people, it is necessary to provide news in such a way that it is interconnected with the current technological trends. 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.

**Advantages:**

* User Interface.
* Filter Content.
* Social Media Integration.
* Portability.
* Security.
* No Ads.
* Easier, Simpler, Requires less time, resources and capacity.
* Meets widest set of stakeholder needs.
* Provides flexibility to use the most appropriate method for various impacts.

**Disadvantages:**

* Internet and power connectivity dependents.
* Implemented only for android Phones.

**Reference:**

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