

# **Literature Survey**

## **News Tracker Application**

What is news Tracker application?

**A bookmarking app for easily following multiple websites and blogs of any topic.**

### **Abstract**

As news is increasingly accessed on smartphones and tablets, the need for personalising 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 behaviours; 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 recognise 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**

Mobile app ecosystems are transforming patterns of news consumption. Until quite recently, reading the news was a niche use for smartphones [12], mostly for when users were 'on the go'; now however, two in every three users of mobile devices in the US regularly access news and as many as one in five read in-depth news articles daily [2]; a similar picture is found in the UK [1]. This growth in mobile news access continues the migration of news consumers to the Internet.

### **News Readers types**

We first run a hierarchical clustering technique using Ward's cluster method to identify groups of users with the same characteristics. Three clusters were identified within the total data set; 31% in group A (Trackers), 36% in group B (Reviewers) and 33% in group C (Dippers).

### **Tracker:**

A person who likes to be informed about the latest stories and any updates to stories he or she is following, usually reading the news for up to 10 minutes at a time and several times a day at intervals, for example, when travelling. Due to her limited time she prefers to extract the important bits of a story (i.e. reading by skimming).

## **CONCLUSION AND FUTURE WORK**

We explored the feasibility of recognising patterns of news reading interactions and evaluated three adaptive interface designs for different news reader types. We show that from their interaction log, a specific user can be recognised as one of three kinds. The reader types emerging from the online survey are well defined and distinct. The evaluation of the three variant interfaces suggests that different news reader types need different user interfaces. We have demonstrated a method for monitoring users' news reading behaviour and inferring news reader type from it. In the future we will further explore the design of adaptive interfaces, in order to be in a position to demonstrate a complete adaptive mobile news framework providing automatic personalisation of news apps.