

SURVEY ON PAPERS RELATED TO NEWS TRACKER APPLICATION

NAME : Exploring Mobile News Reading Interactions for News app Personalization

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BASIC DESCRIPTION : 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.

HIGHLIGHTS OF THIS PROJECT :

Mobile news access perfectly complements the continuously updating, 24-hour nature of digital news services. But if users are now never out of range of the news, they need more than ever for that access to be adaptive and personalised. Personalised news services are already able to help people find news that is relevant to them, to recommend the right news to the right users, and to help users keep abreast of news by aggregation over multiple sources.

This adaptively is achieved through several methods [5] including: news content personalisation by pushing filtered articles predicted to match the user's interests;

adaptive news browsing by changing the order of

news categories; contextual news access by offering users access to additional information related to the news they are reading; and news aggregation, by automatically identifying main news topics emerging from multiple sources.

This previous work on adaptively in digital news access has focused on recommendation of news content.

OVERVIEW OF THE PROJECT: The 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).

User: A person who likes to catch up on the day's news, preferably at home.

He likes an in-depth analysis of

The stories he reads and will read at length to fully understand the story (i.e. a detailed reading).

He usually reads the news once a day, spending more than 10 minutes to get through all the stories of interest and likes being informed on a variety of topics.

Personalized news recommendations systems, recommend news from enormous collection of news articles based user preferences and Interest that help to optimize the user reading ability in the targeted news.

RESULT :

User interests and preferences can be identified in various ways, e.g. using social networks [71], [93] (section V-A), mobile apps [3], [15] (section V-C), Google's news personalization [16], [75], constructing user profiles by click behavior or history logs [30], [75], mobility based news personalization [114] etc. Existing personalized news recommendation (PNR) systems proposed in a number of research articles for effective recommendations of news as per user's need, can broadly be classified based on approaches adopted.

CONCLUSION :

We Explore the feasibility of recognizing 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 recognized 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 behavior 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 Personalization Of the News App.

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