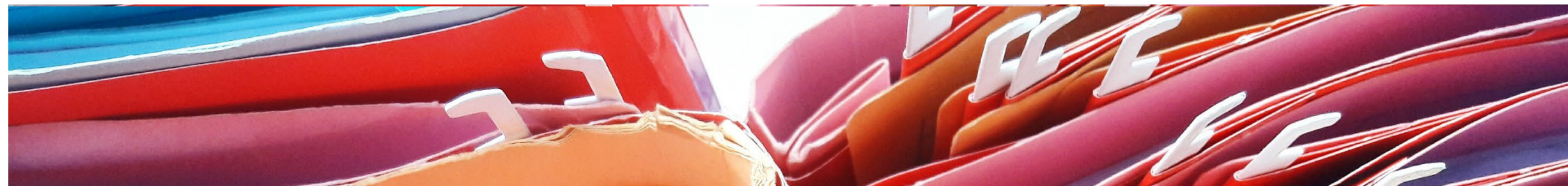




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# IDEA – Informfully Dataset with Enhanced Attributes

NORMALize 2024 Paper Presentation

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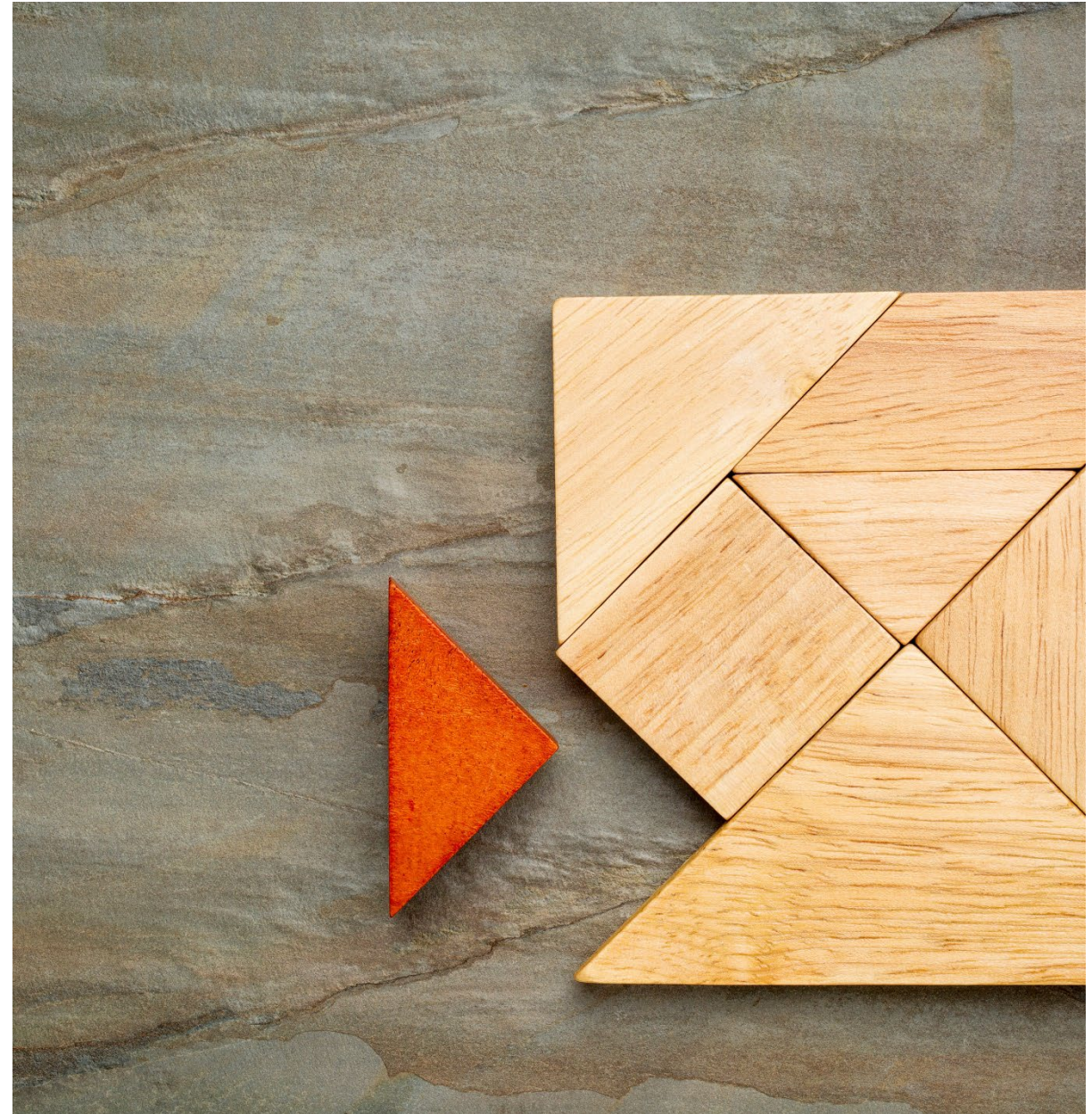
06 October 2025





# Challenges of Datasets

- ✓ User-item interactions
- ✓ User data (e.g., logins)
- ✓ Item data (e.g., text)
- × User background information
- × Item ratings/reading progress
- × Presentation reference/masks
- × Recommendations/impressions



# Comparison of Dataset Attributes

Dataset	User Data	Survey Data	Article Text	Article Images	Inter- actions	Article Ratings	Recom. List	Presen- tation
Adressa	×	×	✓	×	✓	×	×	×
Globo	×	×	×	×	✓	×	×	×
MIND	×	×	✓ (URL)	×	✓	×	✓	×
NeMig	✓	✓	✓	×	✓	×	×	×
NPR	✓	×	✓	✓	✓	×	×	×
Plista	✓	×	✓	×	✓	×	✓	×
IDEA	✓	✓	✓ (URL)	✓ (URL)	✓	✓	✓	✓

# Enhanced Attributes



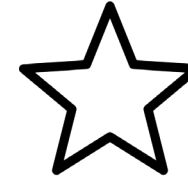
## Articles

Entries: 10,9k



## Bookmarks

Entries: 2,4k



## Favorites

Entries: 3,1k



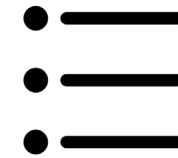
## Interactions

Entries: 34,8k



## Ratings

Entries: 28,3k



## Recommendations

Entries: 202,7k



## Quiz Answers

Entries: 43k



## Survey Data

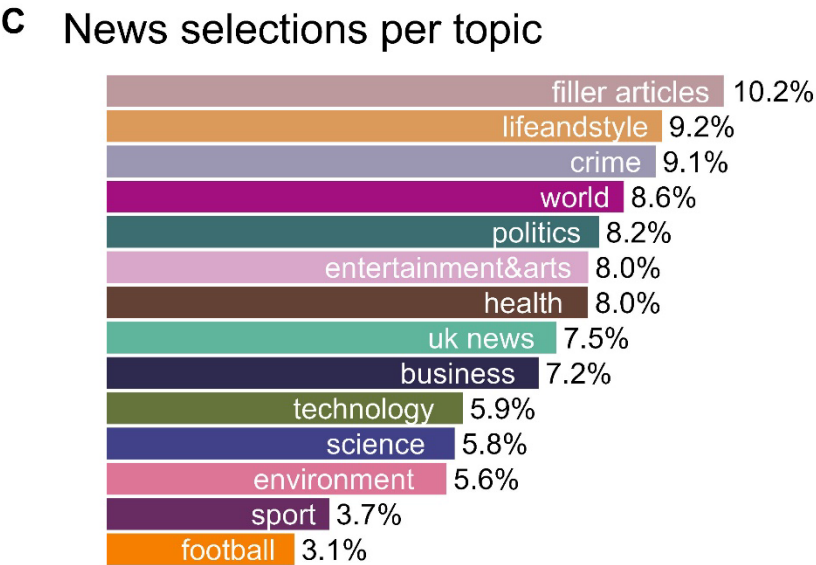
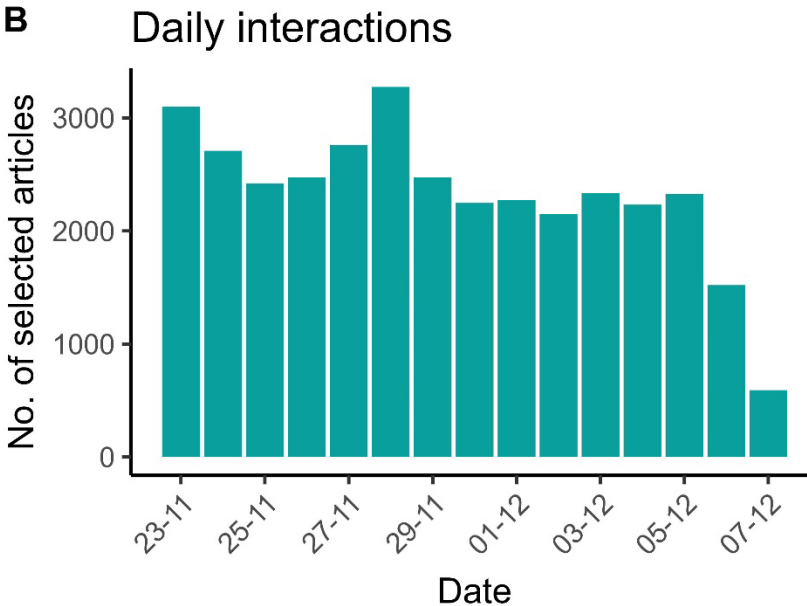
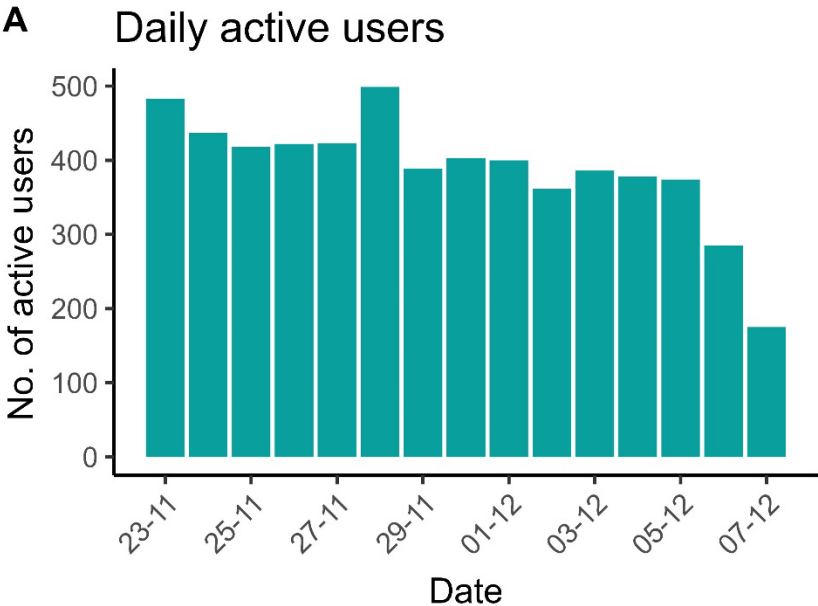
Entries: 593 Users, 14 Q&A



## User Data

Entries: 84,7k

# Data Insights



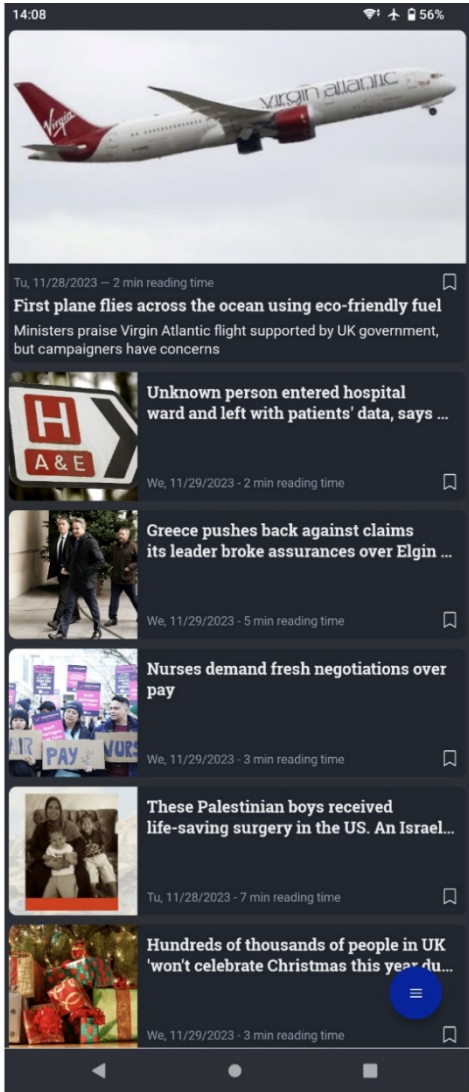


# Creating a New Dataset

- User study set in the UK
- 12 recommender groups
- Aggregation of six outlets
- Mapping of 13 categories
- Environmental news nudge
- Weekly knowledge quiz



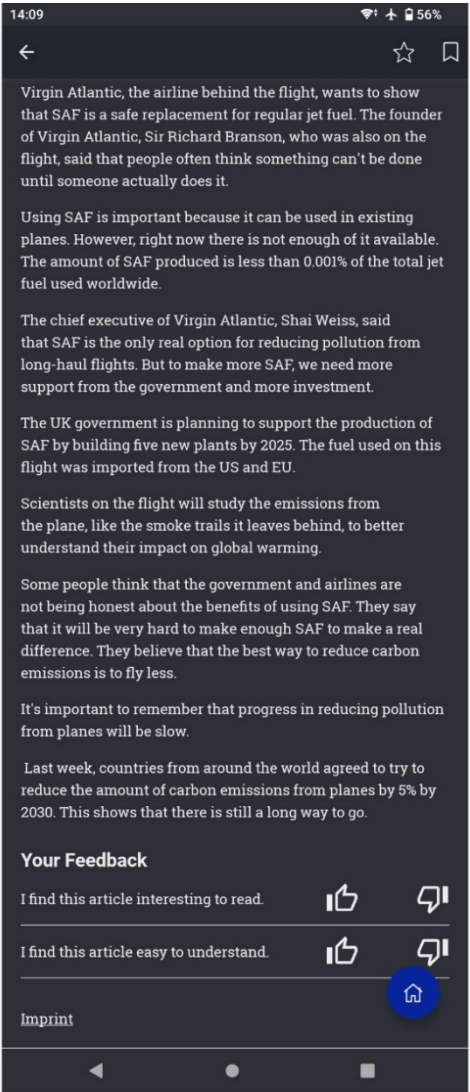
# User Interface



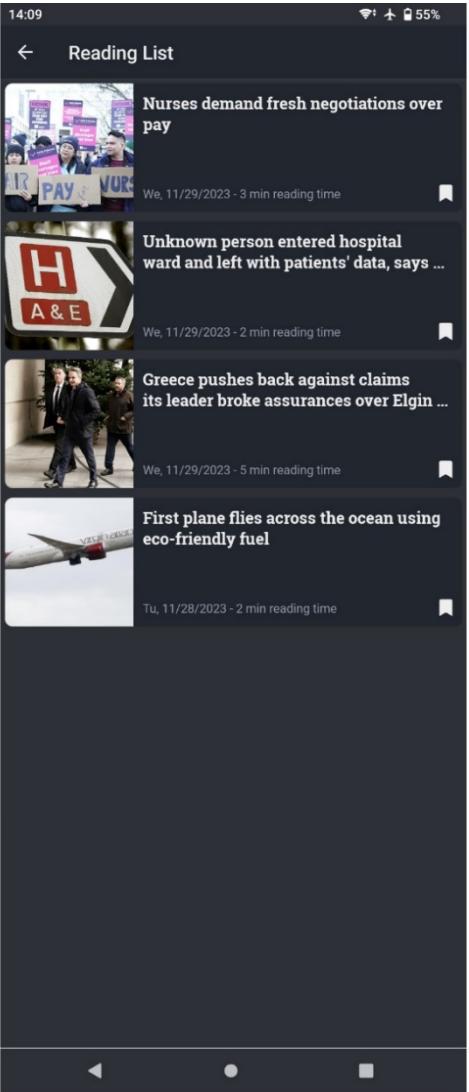
A



B

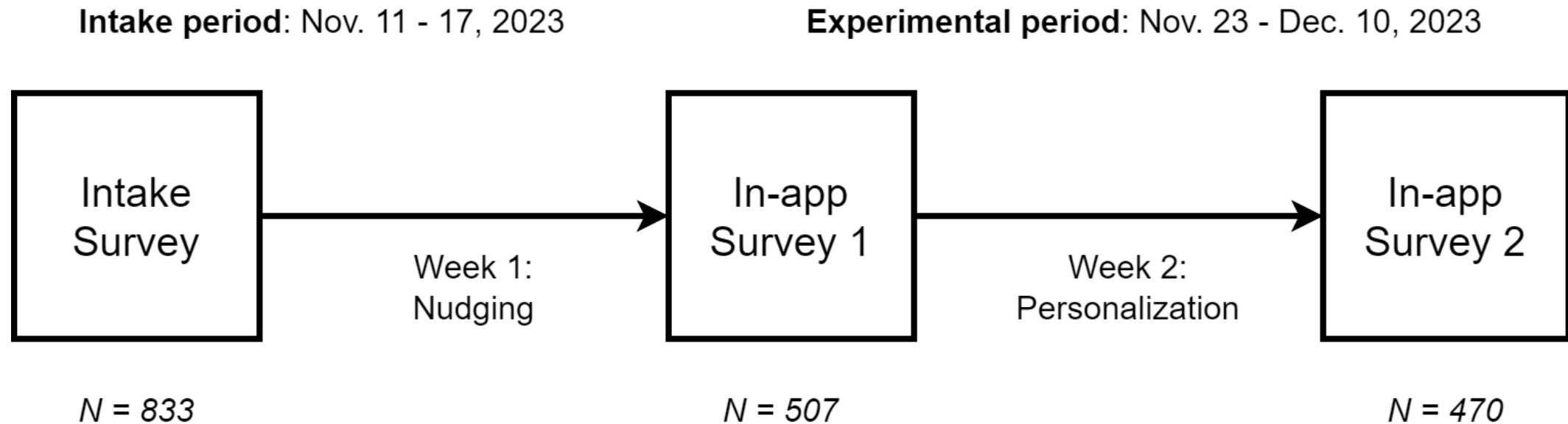


C



D

# Experiment Timeline





# Conclusion

- IDEA presents a rich dataset
- Diversity of content and users
- Surveys for normative aspects
- Inspiration for future work

## Contact

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**Paper, code, and more:**



**[informfully.ch/recsys-24.html](https://informfully.ch/recsys-24.html)**