

AI-Powered Personalized News Recommendation

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ABSTRACT

This research explores the implementation of an Artificial Intelligence (AI)-driven framework for personalized news recommendation. In the context of an information-saturated environment, traditional news delivery systems struggle to meet diverse user preferences. Our proposed system employs machine learning algorithms and natural language processing to analyze user behavior, historical interactions, and content features, dynamically tailoring news recommendations to individual preferences. Evaluation results demonstrate a significant improvement in user engagement and information relevance. Ethical considerations, including information diversity and algorithmic biases, are addressed

1. INTRODUCTION

Harnessing advanced machine learning algorithms and natural language processing techniques, AI-powered systems have the capacity to tailor news content to the unique preferences, behaviors, and interests of individual users. This research paper delves into the realm of AI-powered personalized news recommendations, motivated by the imperative to enhance user engagement, elevate information relevance, and optimize the overall news consumption experience. As technology continues to shape the way we access and consume information, this investigation seeks to contribute valuable insights to the evolving discourse on the integration of AI in news delivery, exploring its potential impact on user satisfaction and the future of journalism.

2. LITERATURE SURVEY

The research landscape in AI-powered personalized news recommendations has evolved significantly. Studies by Covington et al. (2016) and He et al. (2017) delve into the real-world application of deep learning, providing insights and improvements for recommendation accuracy. Wang et al. (2020) explores the integration of knowledge graphs to enhance user preference understanding. Fairness in recommendations is addressed by Kamishima et al. (2011), while Vaswani et al.'s (2017) Transformer model introduces attention mechanisms for potential improvements. Social aspects are considered by Wu et al. (2018) using implicit social experts. Lian et al. (2018) and Zhang et al. (2020) contribute to fairness discussions, introducing adversarial perspectives.

2.1 MOTIVATION

AI-powered personalized news recommendations present a promising solution to address these challenges. By harnessing advanced machine learning algorithms and natural language processing techniques, these systems have the potential to tailor news content to individual user preferences, behaviors, and interests. The motivation for exploring this area lies in the desire to enhance user engagement, increase information relevance, and provide a more satisfying and efficient news consumption experience.

3. PROPOSED SOLUTION

The system will analyze user behavior to create comprehensive profiles, employ contextual understanding for nuanced content recommendations, and dynamically adapt through a sophisticated recommendation engine. To address ethical concerns, transparency features will be implemented, and user feedback will be integrated for continual refinement. Evaluation metrics will assess user satisfaction, accuracy

3.1 Block Diagram:

Figure 1 shows general block diagram of recommendation system. The prediction model of personalized news recommendation system is below

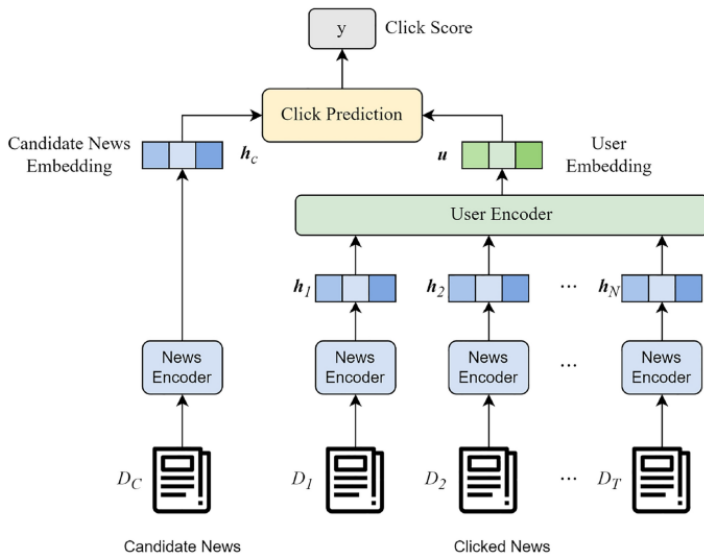


Figure 1: General block diagram

4. Framework Of Personalized News Recommendation:

The framework of personalized news recommendation comprises several key components. First, it involves the foundational task of news modeling, focusing on understanding the content and characteristics of news articles. Simultaneously, user modeling plays a critical role in comprehending individual user interests, demanding accurate inference from user profiles and behaviors. Once news and user representations are established, the subsequent step is the ranking of candidate news based on specific policies, such as relevance to user interests. Subsequent to the ranking, the recommendation model undergoes training with well-defined objectives to ensure high-quality news suggestions. Evaluating the ranking results is deemed a core problem, necessitating rigorous assessment. Additionally, the availability of datasets and benchmarks is crucial in designing effective personalized news recommendation models. Beyond model accuracy, recent emphasis has been placed on the responsibility of intelligent systems, making the development of responsible news recommender systems a spotlight problem. This framework provides a comprehensive structure for understanding and advancing personalized news recommendation techniques..

4.1 News Modelling:

In the news modeling is a pivotal component. This involves the in-depth understanding of the content and characteristics of news articles. The process includes methods to analyze and represent news pieces effectively, considering factors such as the topic, tone, and context.

Techniques like semantic analysis, contextual bandit-based methods, and deep learning approaches fall under this category. The goal is to create robust representations of news content that can be used to match user preferences and interests. The effectiveness of personalized news recommendations heavily relies on the accuracy and richness of these news models, forming the backbone of the entire recommendation system..

4.2 User Modeling :

In user modeling is a fundamental aspect. This involves the creation of models to understand the personal interests of individual users based on their behavior and profiles. User modeling aims to capture and represent the unique preferences, reading habits, and engagement patterns of users. Techniques such as collaborative filtering, content-based analysis, and deep learning methods are often employed to infer and update user preferences. The accuracy of these user models is crucial as it directly influences the relevance and personalization of the news recommendations provided to users. By continuously refining and adapting user models, personalized news recommendation systems strive to enhance the overall user experience by delivering content that aligns with individual interests.

4.3 Model Training :

In the framework of personalized news recommendation, model training is a critical stage in developing an effective recommendation system. After establishing representations for both news and users through news modeling and user modeling, the recommendation model undergoes training with specific objectives. This process typically involves using a dataset containing historical interactions between users and news articles.

During model training, the system learns to predict user preferences and interests based on past behavior and interactions. Common techniques include collaborative filtering, content-based analysis, or hybrid approaches that combine various methods. The training aims to optimize the model parameters to maximize its ability to accurately predict which news articles a user is likely to find interesting.

The quality of the training process directly impacts the system's ability to provide relevant and personalized news recommendations. Effective model training contributes to the system's capacity to adapt to changing user preferences and deliver high-quality suggestions, enhancing the overall user experience in personalized news consumption.

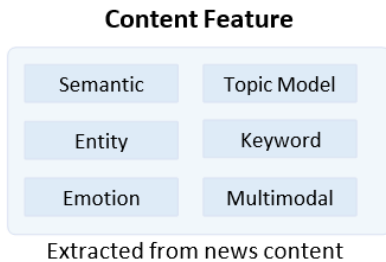
5. News Modeling :

In News modeling is a critical step in personalized news recommendation methods to capture the characteristics of news articles and understand their content. The techniques for news modeling can be roughly divided into two categories, i.e., feature-based and deep learning-based. For feature-based methods, news articles are mainly represented by handcrafted features, while deep learning-based methods mainly aim to learn hidden news representations from the raw inputs.

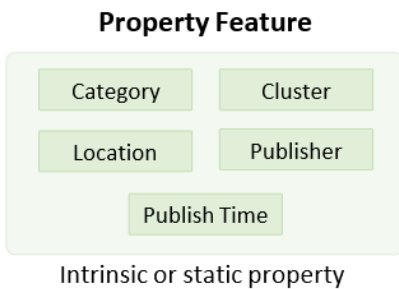
5.1 Types Of News Features :

Features are:

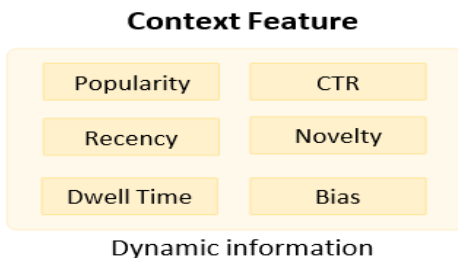
- 1.Content Feature(Fig(2))
- 2.Property Features(Fig(3))
- 3.Context Features(Fig(4))
- 4.CF Features(Fig(5))



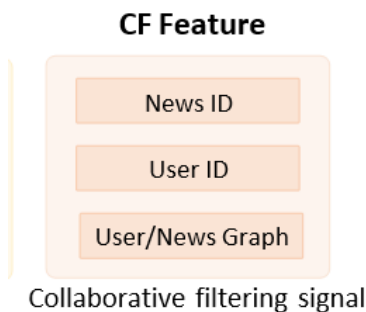
Fig(2)



Fig(3)



Fig(4)



Fig(5)

6. Responsible Personalized News Recommendation:

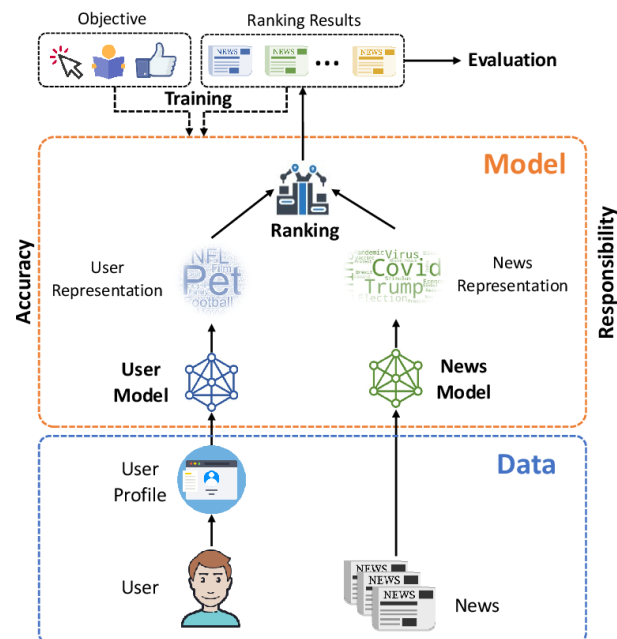
While personalised news suggestion algorithms have been quite successful in identifying user interests, there are still a number of difficulties that could negatively impact the user experience and potentially have bad social effects. The next sections address privacy protection, diversity, fairness and debiasing, content quality, and other important issues in the development of more responsible personalised news recommender systems.

6.1 Privacy Protection:

Privacy concerns in news recommender systems led to innovations like FedRec, which uses federated learning and local differential privacy. Uni-FedRec improves on both training and serving privacy, addressing communication costs. Efficient-FedRec reduces costs further by separating heavy news models on servers and lightweight user models on clients. Challenges remain, including performance sacrifices with differential privacy, incorporating context features, and deploying federated systems in the real world.

6.2 Fairness:

Ensuring fairness in news recommendation is a crucial challenge in responsible AI. Researchers have explored issues like provider-side and consumer-side fairness. In personalized news recommendation, biases tied to sensitive user attributes, such as gender, can result in unfairness. For instance, if the model associates fashion news with female users, it may unfairly recommend such content exclusively to them. FairRec addresses this by employing a decomposed adversarial learning framework, generating bias-aware and bias-free user embeddings. The bias-free embedding, designed to capture unbiased user interest, helps mitigate unfairness by being agnostic to sensitive attributes. However, adversarial learning methods can be delicate to hyperparameter tuning, and various fairness aspects, like provider-side fairness, remain less explored in news recommendation. Achieving both fairness and accuracy in news recommendations proves challenging due to the diverse nature of fairness concerns.



7. CONCLUSION:

The development of AI-powered personalized news recommendation systems represents a significant stride towards enhancing user experience and engagement in the ever-evolving digital landscape. These systems leverage advanced algorithms to analyze user behavior, preferences, and patterns, providing tailored content that aligns with individual interests. The innovation of federated learning, as seen in models like FedRec and its successors, addresses privacy concerns by decentralizing data storage, while FairRec tackles fairness issues related to sensitive attributes. Despite notable advancements, challenges persist, including optimizing for both fairness and accuracy, addressing biases, and navigating the complexities of real-world deployment. As technology continues to evolve, the future of AI-powered personalized news recommendation holds promise, offering users a more personalized, privacy-aware, and equitable news consumption experience. Continuous research and

development in this field will be crucial to overcoming existing challenges and unlocking the full potential of AI in reshaping how individuals access and engage with news content.

8. REFERENCES:

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