Online News Popularity Prediction

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MOTIVATION

Online news articles that have a high popularity score are more likely to be shared and commented on by the readers. The popularity of online news articles depends on many factors, such as the topic, the headline, the keywords, the images, and the text quality. A model that can predict the popularity of an article before it is published can be very useful for media professionals who want to create engaging and relevant content for their audience.

RELATED WORK

[1] Shuo Zhang, Online News Popularity Prediction
This paper talks about how to identify and classify an online news using three layer neural network and bimodal distribution removal based on popularity

[2] Feras Namous, Ali Rodan, Yasir Javed, Online News Popularity Prediction
This paper talks about studying online news using random forests, bagging and multilayer perception in order to have an insight of reader's preference and behavioral patterns.

[3] Ijraset, Online News Articles Popularity Prediction System
This paper talks about studying multiple online news using regression and SVM in order to have an insight of a blueprint of a popular news.

TIMELINE

Week 1-2: Exploratory Data Analysis
Week 3-4: Feature Engineering
Week 5: Pre-processing
Week 6-7: Model Generation & Hyperparameter Tuning
Week 8-9: Model Evaluation & Ensembling Methods.
Week 10: Comparisons & Conclusions

INDIVIDUAL TASKS

Data Analysis: Shrey & Vinayak Sharma.
Feature Engineering: Shrey & Vasu Kapoor.
Pre-processing: Aditya Jain & Vinayak Sharma.
Model Generation: Vasu Kapoor & Vinayak Sharma.
Hyperparameter Tuning: Aditya Jain & Shrey.
Evaluation: Vasu Kapoor & Aditya Jain.
Report & Presentation: Shrey, Vasu Kapoor, Aditya Jain & Vinayak Sharma.

FINAL OUTCOME

Our contribution to this idea is a tool for writers who want to improve their articles and increase their chances of getting more readers. It analyzes the article draft and assigns a popularity score based on various factors. It also provides feedback and suggestions on how to enhance the article quality and appeal. For example, it may suggest changing the headline, using different keywords, selecting more attractive images, or revising some parts of the text to make it more clear and concise.