Group 9
MGMT 635852
Data Mining and Analysis for Managers
Group Project 2 Proposal

Project Title: Online News Popularity

There are numerous amount of news that are produced all over the internet from the media and individuals posted for reader's eyes. We read numerous kinds of news on regular basis in view of our interest and news fame not only through the news blogs but also through the social media which is a popular way to share news and interesting articles.Notwithstanding, we never inquired about the genuine elements which makes those news well known and to share more. Identifying an article that may become popular is can be useful strategic and financial interest to websites. For example the most likely viewed article can be set on top of the homepage so as to increase revenue and traffic to the website.

The data set for the analysis is taken from the UCI repository. The data set can be analysed in different ways to get various solutions. In this project, focus is predominantly centered around factors affecting news done for the purpose of finding out what elements that make an article popular. The impact of attributes on weekend and weekdays news is analyzed. For example, calculating the average number of images, videos, positive polarity, sentiment polarity on weekend and weekday news will give the people's response on weekend and weekdays news respectively. We also have a curiosity to find if the number news sharing count also differs on weekday and weekends.Subsequently,   make a forecast of the popularity of online news. The leaning from the data set is supervised. The analysis of the data set would be done by a classification,clustering and regression analysis. Different models like decision trees, neural networks, random forest, regression models can be used. The decision on the implementation of the models will be decided once we are into the project.

We trust that our project can be useful for news organizations to make methodologies for pulling in more watchers. For instance, examining the effect of components like number of pictures, recordings, news released per day, news area, news subjectivity, popularity, can help the news distributing organization to change their news covering technique to fulfill their customer and to attract more customers.

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