Hi all,
For this discussion I picked Twittter timeline's algorithm :

You can describe this algorithm as :" individual integration of past relevant contents and real time information"

Last February, Twitter rolled out arguably the most fundamental change it has ever made: a major tweak to the timeline, the feature's meant to dramatically increase the number of tweets you see that you actually care about. According to Twitter's research team, users in the past felt like they were missing all the good tweets and the goal of the team was to change that feeling ,the company decided to bring this new algorithm . Here is a small description of how it works When you open Twitter after being away from Twitter for a bit, the first tweets at the top of your timeline won't necessarily be the latest ones, they'll be the tweets the service's algorithm determines most relevant to you, based on a variety of factors. Rather than show you the tweets from 10 seconds before you opened the app, it will now attempt to catch you up on the most important content since you left. In most ways this is no different from the existing "While You Were Away" feature, except it won't be highlighted in any way. There's no limit to how many tweets will be out of order at the top. As for how often the catch-up feature will trigger? "This is going to vary by user," If you follow 1,000 accounts, and I follow 20 accounts… it might happen for you more often than it happens for me. Users

also have the option to turn off the new timeline feature, but the goal here is make sure you don't miss any important tweet and is more tailored to the user personally.

It's a very intelligent recommender system that uses ranking to evaluate the importance of a tweet ,it take into consideration the time spend away by the user and his personal interests .

From the user perspective the system is customized to their needs it gives them a better session, being able to interact with the system in real time with integration of past relevant contents

From the company perspective, to be able to deliver customized service to large clients base by taking into consideration each individual need can help generate more users in the long term.

Other companies can make use of this technique on their website specially news websites ,instead of delivering generic recommendation news or information to all users ,depending on the user activities, they can show only relevant news that they have missed and only shows current news that applied to their interest and updating everything on the continue basis .

Thank you