Nalaya Thiran

Professional Readiness for Innovation & Entrepreneurship

Team Members:

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Team Mentor: **Mr. R Mohan Kumar** -*Training & placement Officer*

Domain: Cloud Computing

Project:News Tracker Application

NARASU'S SARATHYINSTITUTE OF TECHNOLOGY

Approved by AICTE New Delhi & Affiliated to Anna University Chennai

Accredited by NAAC, Recognized by UGC

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Literature Survey

As news is increasingly accessed on smart phones and tablets, the need for personalising news app interactions is apparent. We report a series of three studies addressing key issues in the development of adaptive news app interfaces. We first surveyed users' news reading preferences and behaviours; analysis revealed three primary types of reader. We then implemented and deployed an Android news app that logs users' interactions with the app. We used the logs to train a classifier and showed that it is able to reliably recognize a user according to their reader type. Finally we evaluated alternative, adaptive user interfaces for each reader type. The evaluation demonstrates the differential benefit of the adaptation for different users of the news app and the feasibility of adaptive interfaces for news apps.

Mobile app ecosystems are transforming patterns of news consumption. Until quite recently, reading the news was a niche use for smartphones [12], mostly for when users were ‘on the go’; now however, two in every three users of mobile devices in the US regularly access news and as many as one in five read in-depth news articles daily [2]; a similar picture is found in the UK [1]. This growth in mobile news access continues the migration of news consumers to the Internet.

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Mobile news access perfectly complements the continuously updating, 24-hour nature of digital news services. But if users are now never out of range of the news, they need more than ever for that access to be adaptive and personalised. Personalised news services are already able to help people find news that is relevant tothem, to recommend the right news to the right users, and to help users keep abreast of news by aggregation over multiple sources. This adaptivity is achieved through several methods [5] including: news content personalisation by pushing filtered articles predicted to match the user's interests; adaptive news browsing by changing the orderof news categories; contextual news access by offering users access to additional information related to the news they are reading; and news aggregation, by automatically identifying main news topics emerging from multiple sources. This previous work on adaptivity in digital news access has focused on recommendation of news content. But, adaptation of the way people interact with news services has not been investigated

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Problem statement

- Jaikumar is an Manager who need to update all information to the people because he is a social worker**.**

- Harish kumar is an Application developer who need to update different information about the world because he wish update more information.

- Sanjay is a Businessman who need to collect wide business information because he want to next level of his business.

- Mahalakshmi is a common people who need to get the news anywhere and anytime because even busy schedule to get the news.