



Matchmaking Audiences to Content

Lucy X. Wang, BuzzFeed

#AI8SAIS

BuzzFeed

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22 Explosive Investigations We Published In 2016

Match-fixing in tennis. Patients locked on the psych ward. Donald Trump walking into the dressing room of teenage beauty queens. A global supercourt bending entire nations to its will. From bankers destroying small businesses for profit, to detectives who didn't investigate reports of rape, to a woman freed from prison because of BuzzFeed News, here are our biggest 2016 investigations.

Posted on December 28, 2016, at 9:16 a.m.



Mark Schoofs

BuzzFeed News Investigations Editor



A bit of cuteness for the place where you do most of your deep thinking.



27 Impossibly Adorable Products For Your Bathroom You'll Want ASAP

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TRENDING
800,467 VIEWS

This Poor Mom Tried To Send A Sweet Message To Her Daughter And Instead Texted Her Something Very NSFW

Who did this to Grace's mom???????

Posted on October 20, 2016 at 8:48 a.m.

Stephanie McNeal
BuzzFeed News Reporter



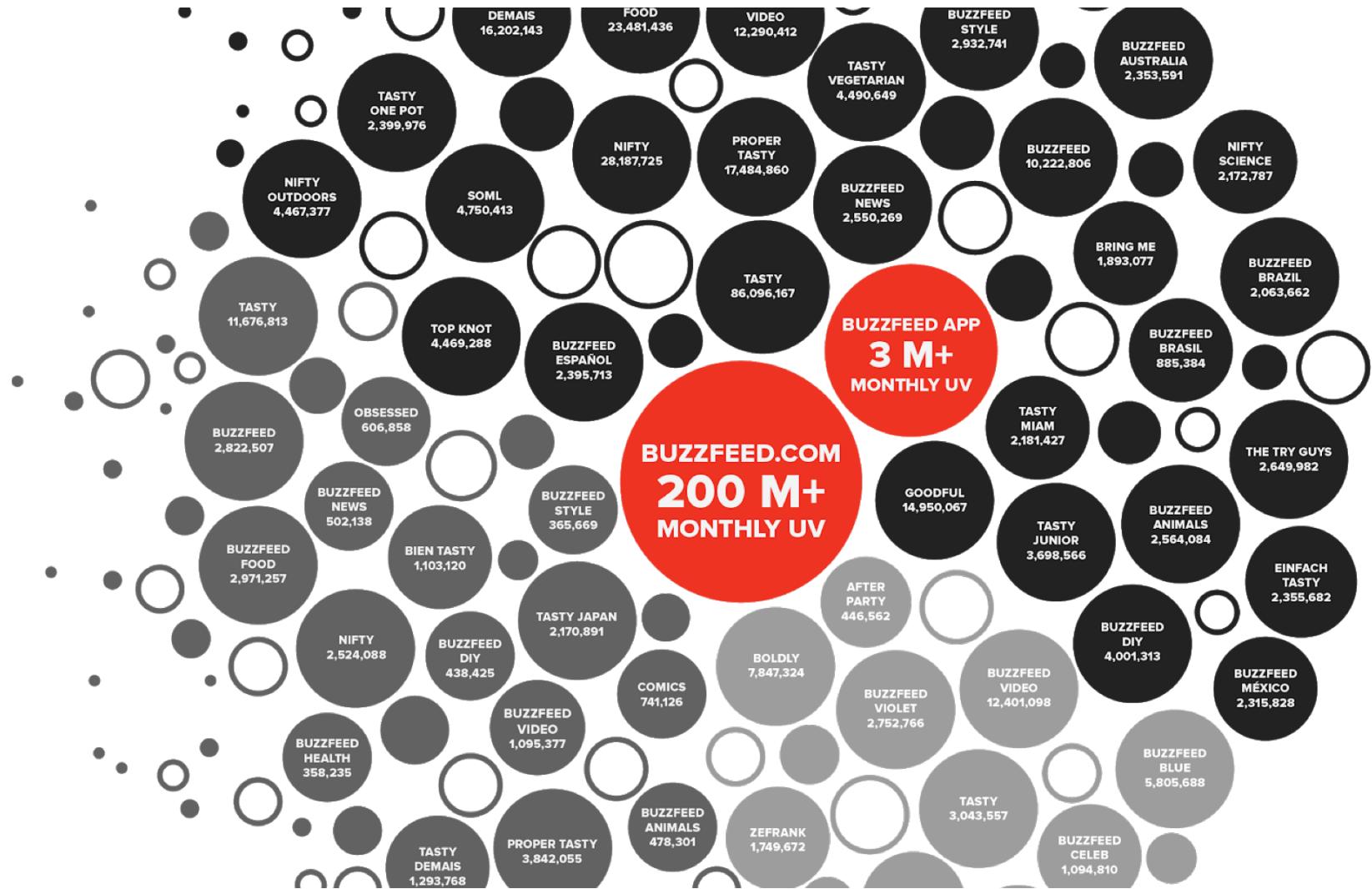
Grace is a 23-year-old working in advertising in the Boston area. She lives near her sweet mom, who is a nurse.



YouTube

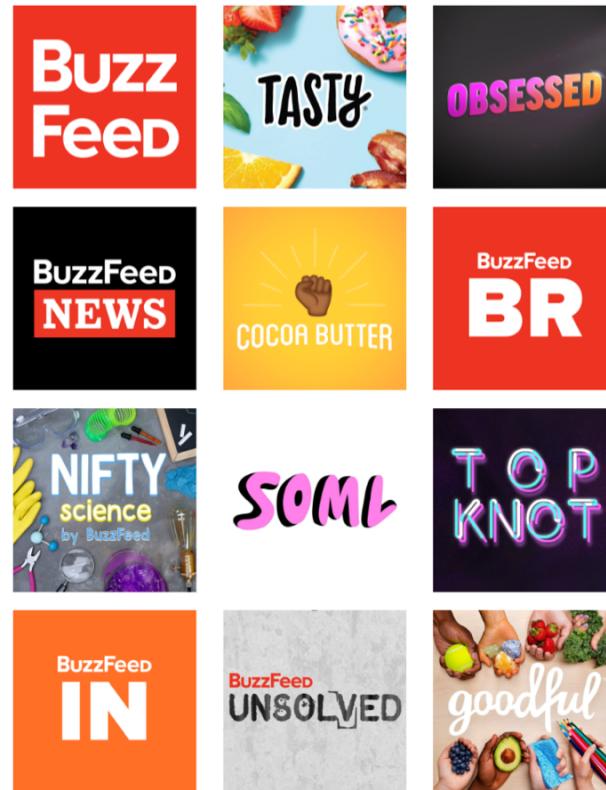
Search





A vast network of social channels

- 10+ platforms
- 400+ accounts
- 1200+ pieces of content published a week



But how do we scale our curation?

By mimicking human curation



BuzzFeed
Video [Posted on BuzzFeed](#) Mar 28, 2015
[Video](#) Sat 6:00 PM

BuzzFeed
Video [Posted on BuzzFeed](#) Aug 18, 2015
[Video](#) Tue 1:00 AM

SOML [Posted on SOML](#) May 18, 2017
[Video](#) Thu 4:30 PM 90
 Shared to BuzzFeed India May 19, 2017 Fri 8:30 AM
 Shared to BuzzFeed Video May 19, 2017 Fri 1:00 PM

SOML [Posted on SOML](#) Jan 14, 2018
[Video](#) Sun 6:00 PM

 Crossposted on BuzzFeed BFF May 11, 2018
[Video](#) Fri 12:00 PM

 Crossposted on BuzzFeed BFF May 15, 2018
[Video](#) Tue 10:22 PM

3 use cases for AI

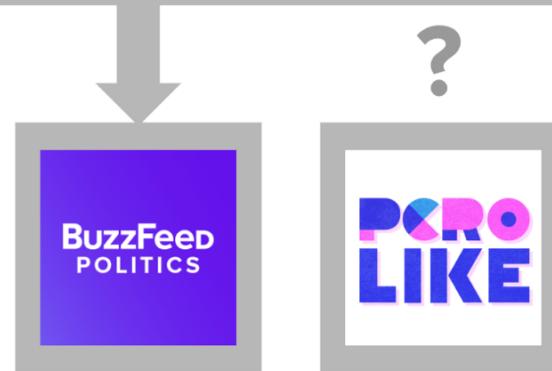
1. Surface relevant content for each channel
2. Surface evergreen content
3. Automate publishing

Case 1: How do we recommend relevant content for each channel?

Content too often slips through the cracks

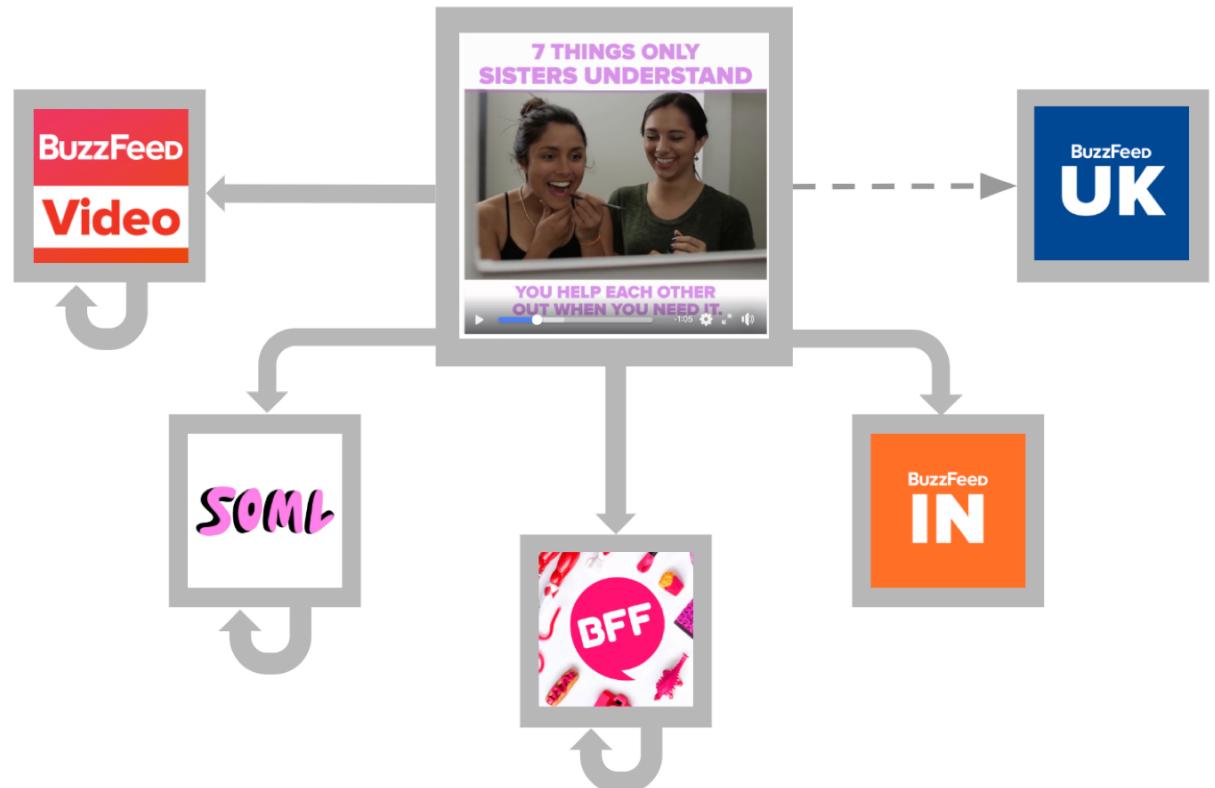


The Congressional Hispanic Caucus Won't Let A
Republican Join The Group

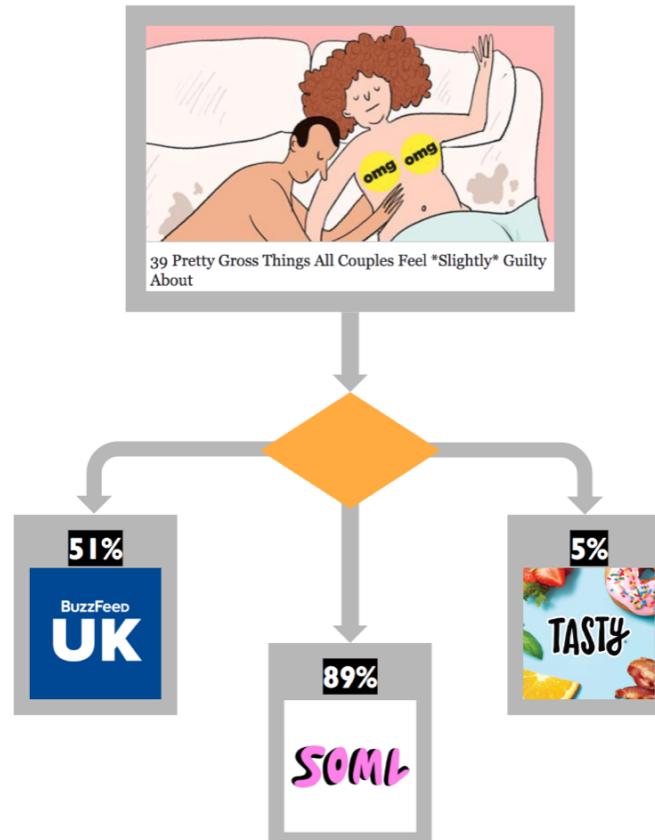


Training on human curation data

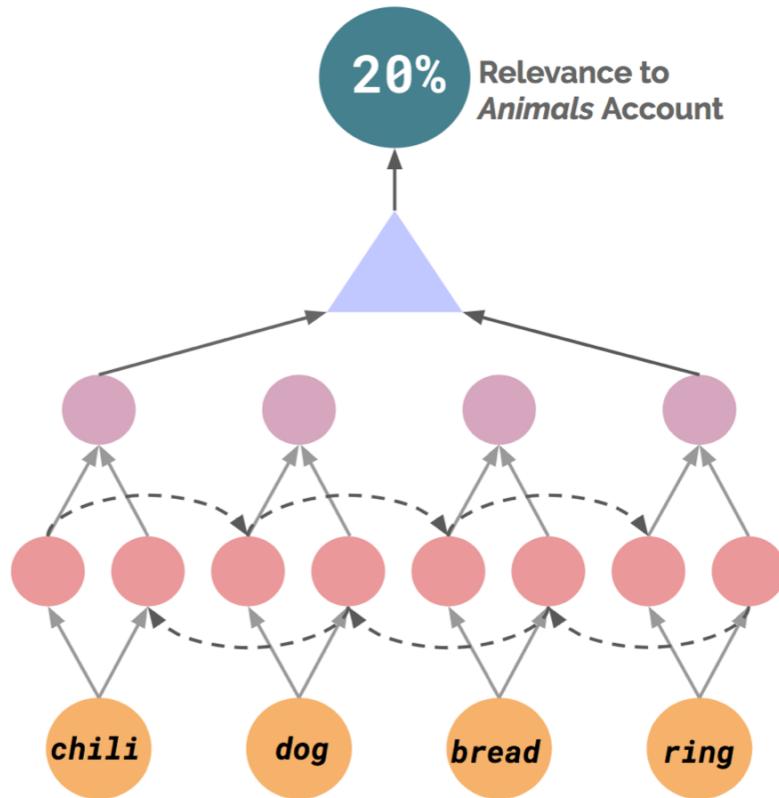
BuzzFeed Video	Posted on BuzzFeed Video	Mar 28, 2015 Sat 6:00 PM
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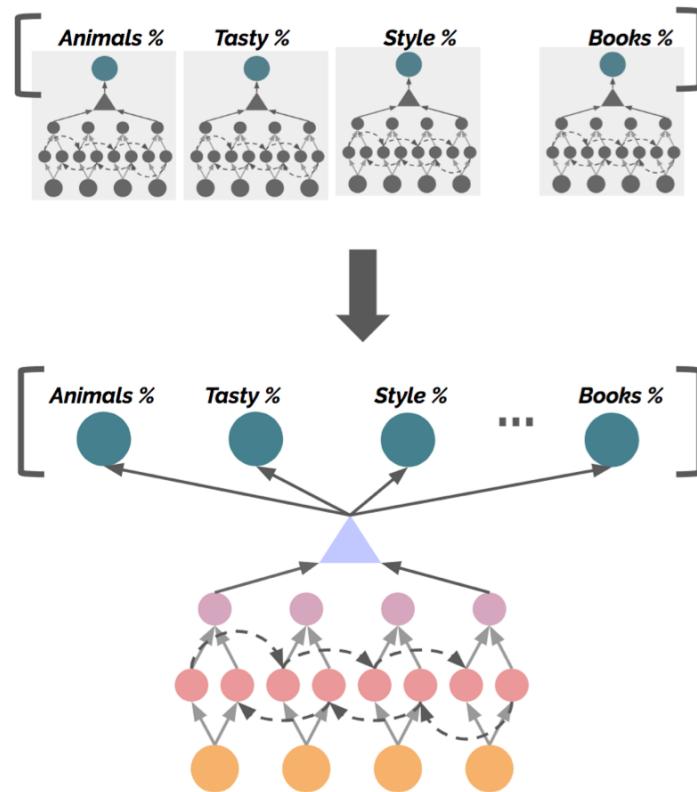
A language-based relevance model



Predicting relevance from titles



Consolidated into one model



Examples

Account

BuzzFeed Books

 Chelsey Pippin
I Honestly Can't Believe People Still Think Harry And Hermione Make A Good Couple

Total views Organic views Published
35.8K 87 11:51 am

 Chris Peña
23 Confessions From A Book Publicist

Total views Organic views Published
55.7K 409 11/26 6:16 pm

 Chelsey Pippin
Can You Make It Through This Post Without Starting A Bullet Journal?

Total views Organic views Published

Account

BuzzFeed Style

 Sara Rubin
I Wore What I Hate Most In My Closet And It Was A Disaster

Total views Organic views Published
31K 5 2:07 pm

 AnaMaria Glavan
33 Amazing Things To Get At The Nordstrom Cyber Monday Sale

Total views Organic views Published
17.7K 18 12:35 pm

 Emma Cooke
Only A True Beauty Addict Can Get 100% On This Quiz

Total views Organic views Published
68.1K 283 10:41 am

Account

BuzzFeed Rewind

 Tabatha Leggett
This Is What The 11 Original "Pop Idol" Contestants Look Like Now

Total views Organic views Published
14.5K 13 12:01 pm

 Ben Henry
Did You Cry During These Super Emotional Moments In "Titanic"?

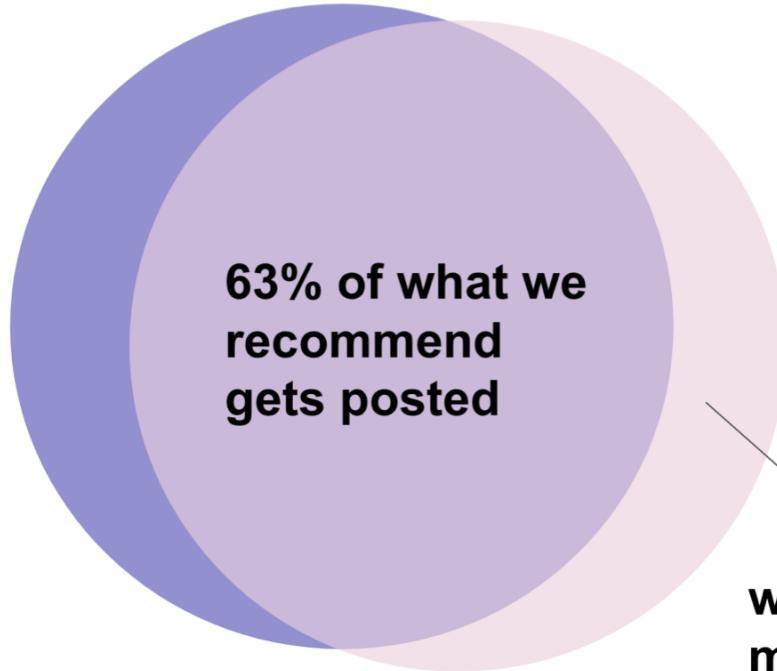
Total views Organic views
20.9K 60

+ Watchlist

 Gabriel Sukita
19 Cartoon Characters Every Black Kid Grew Up Admiring

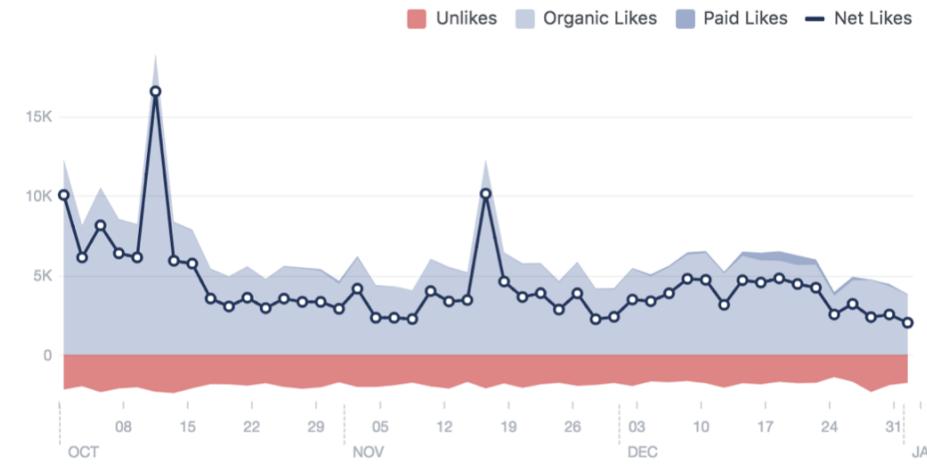
Total views Organic views Published
24.6K 205 11/26 9:01 am

Impact



we offer 16% more content to post

unlike rate remains stable



Case 2: How do we find evergreen content to re-circulate?

Taking advantage of evergreen posts



A screenshot of a BuzzFeed Quiz post from July 27, 2016. The post asks, "How do you get wet?" It features two options: a hand holding a white, soapy sponge, and a blue, bubbly liquid. The text "Do You Actually Have Terrible Shower Preferences?" is displayed below the options. The post includes standard social media interaction buttons: Like, Comment, Share, and a dropdown menu.

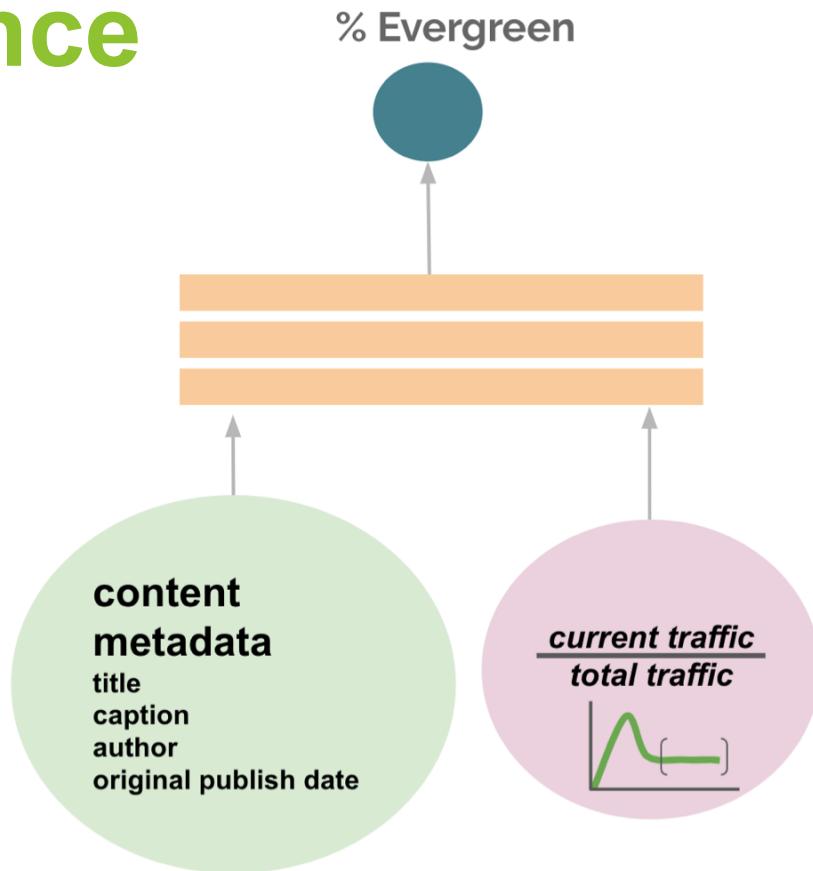
2016
55K clicks



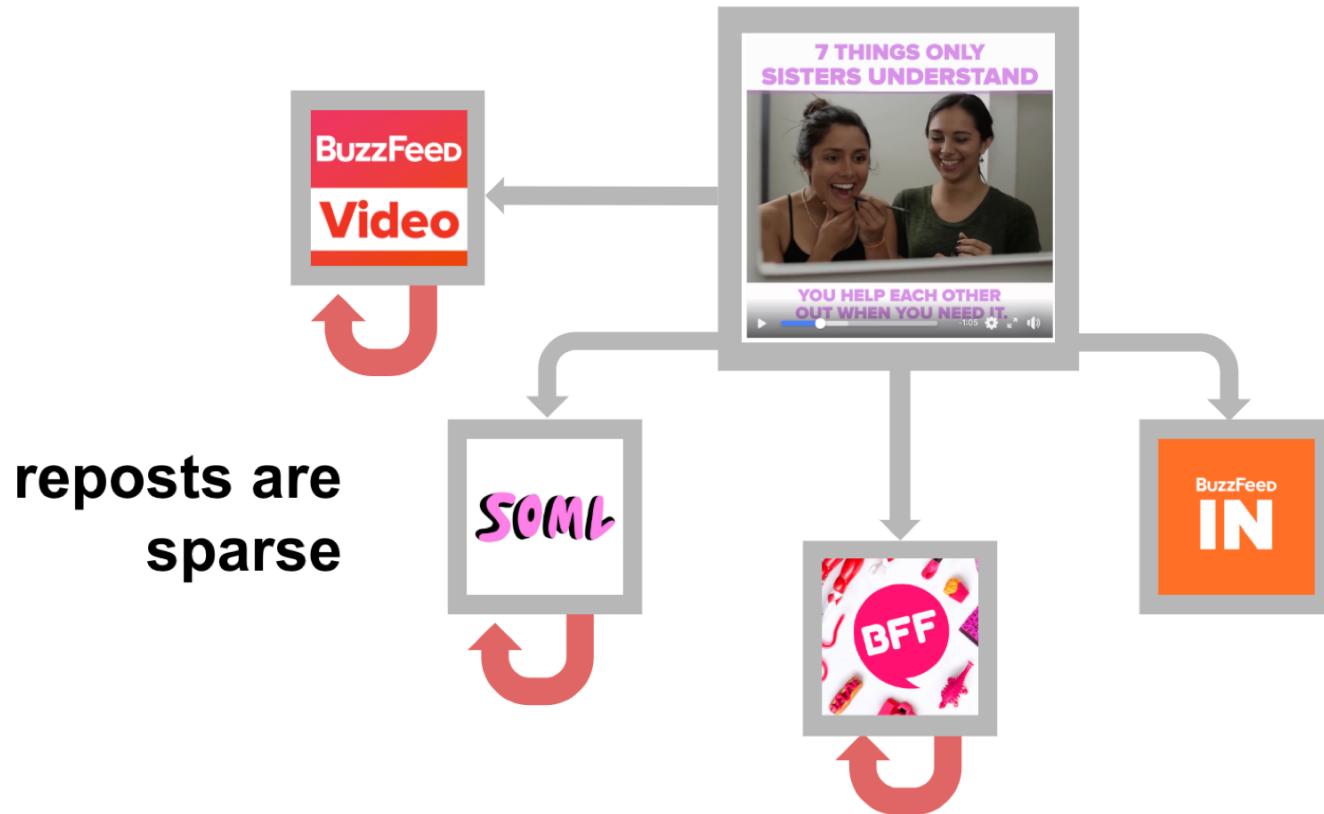
A screenshot of a BuzzFeed Quiz post from April 25 at 6:00pm. The post asks, "How do you get wet?" It features two options: a hand holding a white, soapy sponge, and a hand with red, foamy soap suds. The text "How Awful Are Your Shower Preferences?" is displayed below the options. The post includes standard social media interaction buttons: Like, Comment, Share, and a dropdown menu.

2018
36K clicks

A model based on content and traffic performance



Not much human curation data



Our labelling proxy



timely



Handling poorly-labeled data

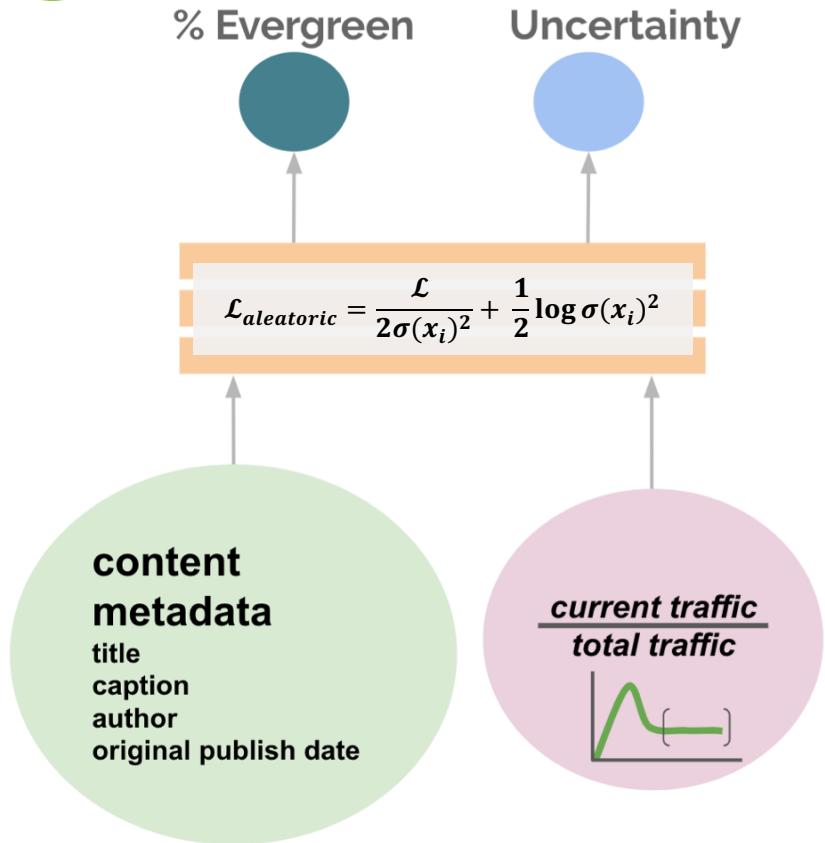
timely?

**30 Powerful Pictures That Defined
American History**

A look back at the iconic images of *Life* magazine, presented by Getty Images.

BuzzFeed
NEWS

Modeling with uncertainty

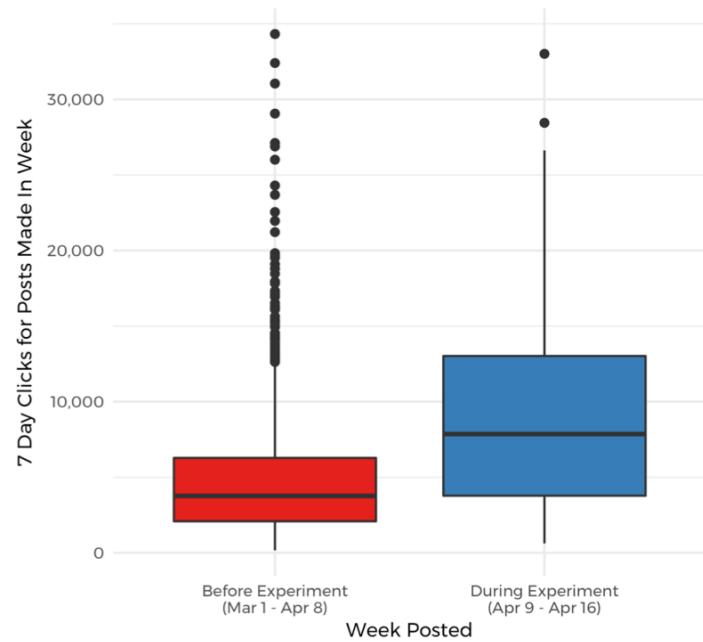


Examples

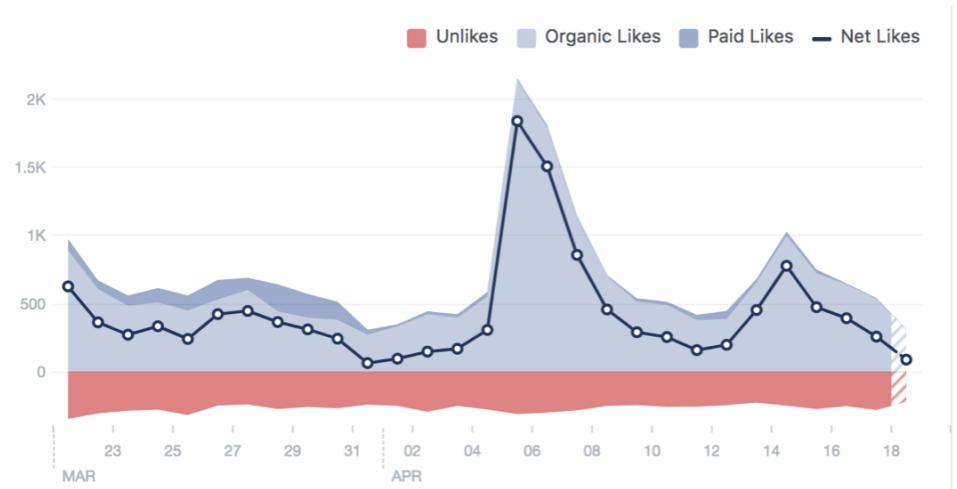
title	prediction
Here Are All of This Year's Oscar Winners	<i>timely</i>
This Woman Uses Her Hijab And Makeup To Transform Into Disney Characters	<i>evergreen</i>
Cosmopolitan Is Defending Itself After Walmart Banned The Magazine From Its Checkout Lines	<i>timely</i>
Here's What To Do If You Can't Afford Therapy	<i>evergreen</i>

Impact

**median clicks per post doubled
(+108%) with addition of
evergreen recommendations**

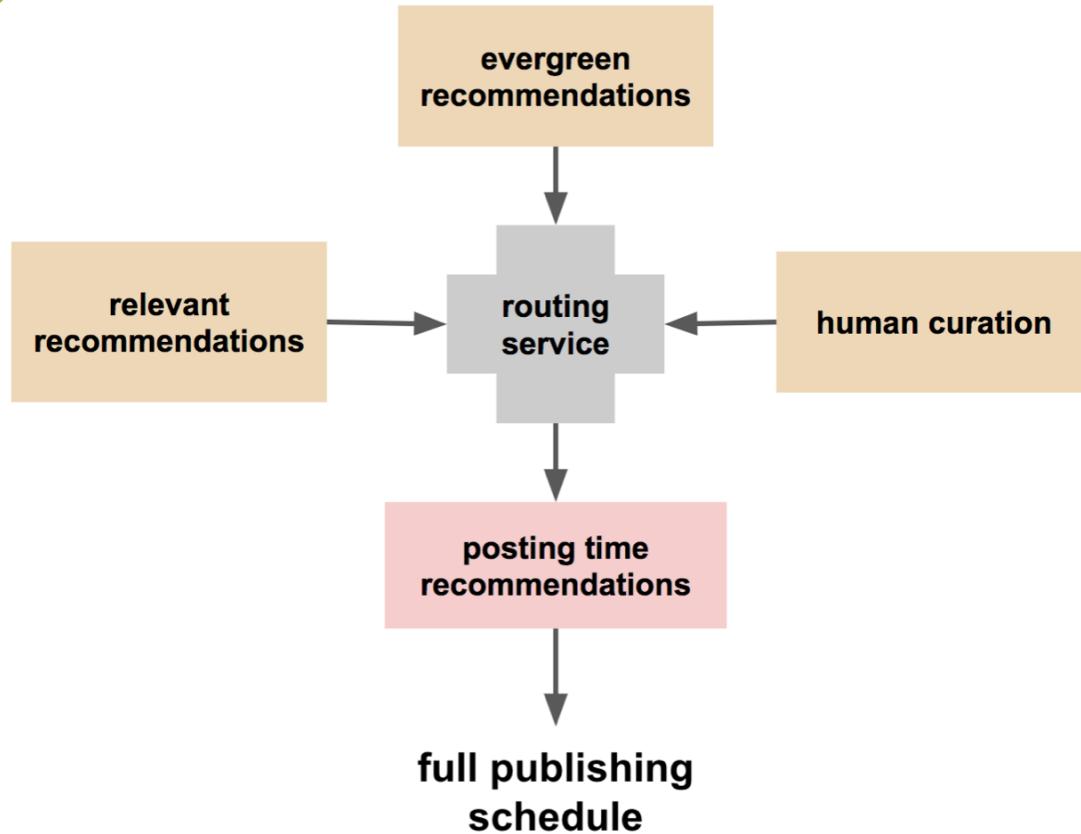


unlike rate remains stable

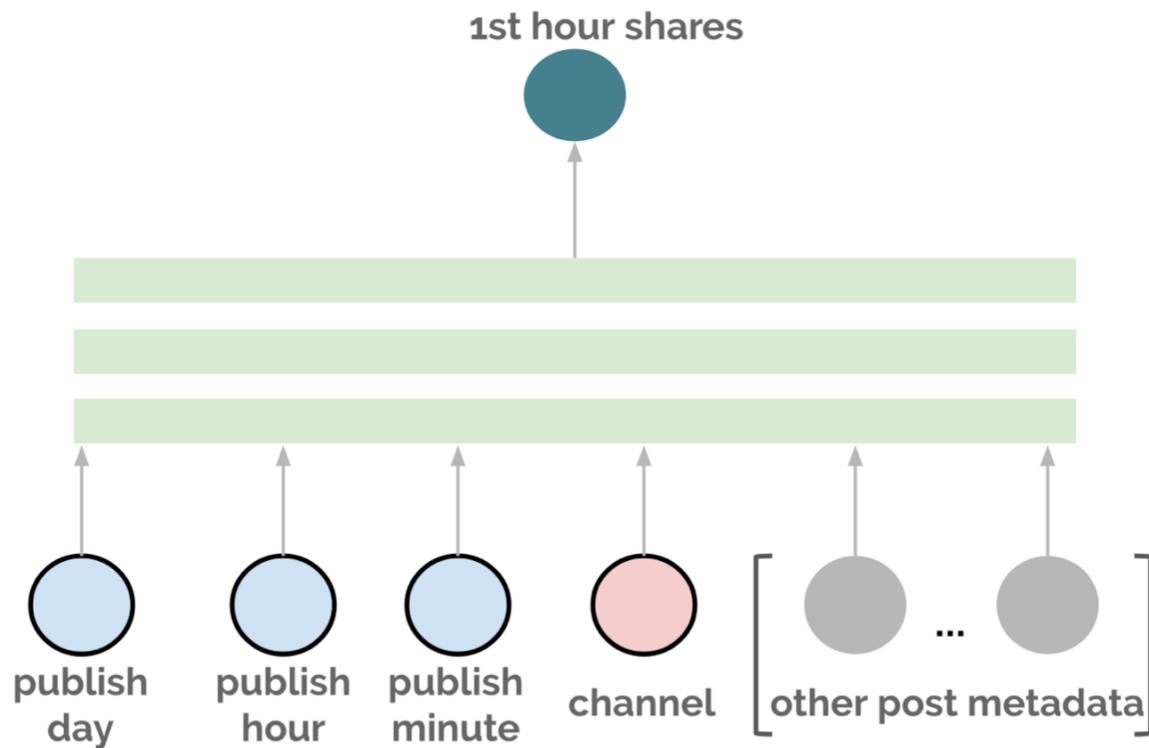


Case 3: How do we automate publishing?

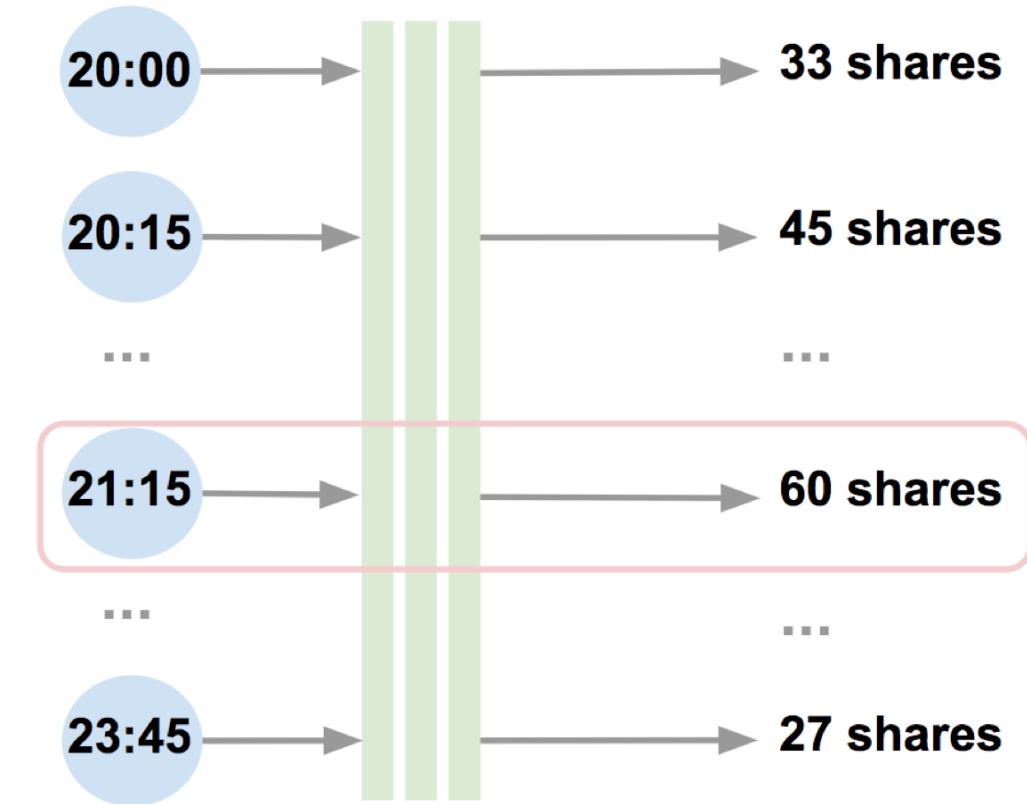
Mixing human and AI curation



Optimal scheduling model



Trying all scheduling times



How do we validate these models?

Limits of AI validation

	title	prediction	validation
relevance model	People Are Hysterical Because Cats Are Now Allowed In The Westminster Dog Show	BuzzFeed ANIMALS	✗
	Build A House For You And Your BFF To Live In And We'll Reveal Which "Parks And Rec" Duo You Are	QUIZ	✗
	Get Your Mouth Hole Around These Bacon Pancake Doughnuts	BuzzFeed FOOD	✗
evergreen model	Chance the Rapper Has Apologized For Publicly Supporting Kanye After His Trump Tweets	<i>timely</i>	✗
	Here's Why Alcohol Messes With Your Poop	<i>evergreen</i>	✗

The loop isn't complete without humans

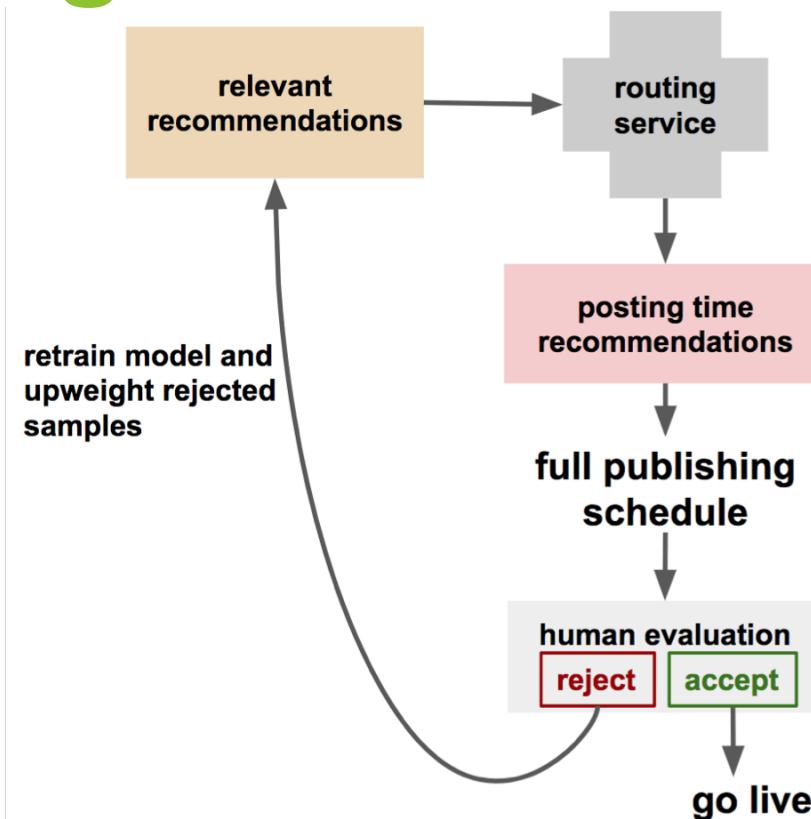
Gathering user feedback

The screenshot shows a user profile for 'recky'. The top navigation bar includes links for 'Messages' and 'About', along with a search bar containing 'pupusa in:amigo' and various account settings icons. Below the header, there are two posts listed under the heading 'Today':

- 19 Funny Tumblr Posts That'll Momentarily Make You Forget About The World**
Relevance 91%
Created at 2017-08-26 on BuzzFeed Geeky
Feedback buttons: **Awesome!** (highlighted) and **Not great**
- 21 Tweets That'll Make You Laugh And Forget That It's Monday**
Relevance 90%
Created at 2017-08-21 on BuzzFeed Video
Feedback buttons: **Awesome!** (highlighted) and **Not great**

At the bottom of the profile page, there is a text input field with the placeholder '@recky w|' and a smiley face icon. A toolbar below the input field contains icons for bold, italic, strike, code, preformatted, quote, and other text styling options.

Adapting to feedback



Human decisions will always be key

Create new brands

Break into new platforms

Adapt to changes in platforms

Discover new memes and formats

Experiment

Human decisions will always be key

19M views

· Are you sure you did that? · But what time did you do that? · What does this text mean? · Who were you texting? · When did you urinate? · Where did you urinate? · With whom did you urinate outside? · Was your phone on silent when your sister called? · Do you remember silencing it? · Really because on page 53 I'd like to point out that you said it was set to ring. · Did you drink in college? · You said you were a party animal? · How many times did you black out? · Did you party at frats? · Are you serious with your boyfriend? · Are you sexually active with him? · When did you start dating? · Would you ever cheat? · Do you have a history of cheating? · What do you mean when you said you wanted to reward him? · Do you remember what time you woke up? · Were you wearing your cardigan? · What color was your cardigan? · Do you remember any more from that night? · No? · Okay, well, we'll let Brock fill it in.

Here Is The Powerful Letter The Stanford Victim Read Aloud To Her Attacker

A former Stanford swimmer who sexually assaulted an unconscious woman was sentenced to six months in jail because a longer sentence would have "a severe impact on him," according to a judge. At his sentencing Thursday, his victim read him a letter describing the "severe impact" the assault had on her.

**800,000
simultaneous
viewers**



33M views



What Colors Are This Dress?

There's a lot of debate on Tumblr about this right now, and we need to settle it. This is important because I think I'm going insane.

Thank you!