The engagement of users is already a big part of Data Journalism\(^1\), so the best way of leading people to read news is to personalize them. Show every person exactly the current most interesting topics for him/her.

**EXCITING NEWS**
Here you learn how to use your iPad efficiently and in the meantime impress your friends with it!

**RELEVANT NEWS**
Your old biology teacher just received a Nobel Prize for his research on brains of his students.

**BORING NEWS**
This is some information about a guy, that you do not know and now definitely do not want to know.

**IRRELEVANT NEWS**
There was a car accident in roughly 100 miles distance.

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**Analysing user**
Find similar users according to locality and interest using Collaborative Filtering like a lot of networking tools like Xing are doing it\(^2\).

**Filter results, mutate them**
Use an advanced topic monitoring technology similar to the one by neofonie\(^3\).
In order to let the user develop, find similar topics to the ones he/she is interested in.

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**Based on Social Network Activities**
What information is needed to fit the news for one particular person?

**Allow mutations**
How to determine what articles are different, but only slightly?

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**Breakfast can be boring**
There are only general news displayed, you need to scroll a lot just to find nothing interesting.

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**Based on previous reads**
What clicks were intentional? How to avoid clickbait? How to determine the similarity between articles?