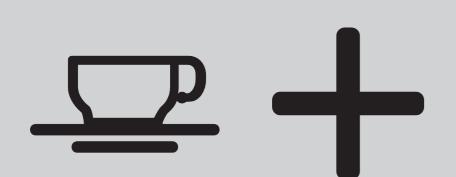
## News for You

Personalized news for your particular interests

The engagement of users is already a big part of Data Journalism<sup>1</sup>, 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.



#### **BORING NEWS**

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



There was a car accident in roughly 100miles distance.

# Breakfast can be boring

There are only general news displayed, you need to scroll a lot just to find nothing interesting.





## Analyse user

Find similar users according to locality and interest using Collaborative Filtering like a lot of networking tools like Xing are doing it<sup>2</sup>.



#### Filter results, mutate them

Use an advanched topic monitoring technology similar to the one by neofonie<sup>3</sup>.

In order to let the user develop, find similar topics to the ones he/she is interested in.

### Based on Social Network Activities

What information is needed to fit the news for one particular person?

#### **Allow mutations**

How to determine what artices are different, but only slightly?

#### **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.

# Based on previous reads

What clicks were intentional?
How to avoid clickbait?
How to determine the similarity between articles?





#### Sources

<sup>1</sup>07.11.2017, Stefan Wehrmeyer, free data journalist <sup>3</sup> 23.01.2018, Peter Adolphs, Neofonie

<sup>2</sup> 21.11.2017, Stefan Abel, Xing

Icons made by Roundicons from www.flaticon.com

Involved

IT-Systems Engineering | Data Engineering in practice Frederike Ramin, Master

Prof.-Dr.-Helmert-Str. 2–3 I D-14482 Potsdam

