



**CITY UNIVERSITY  
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**“Making ‘The Daily Me’: Technology, economics and habit in the mainstream assimilation of personalized news”**

IAMCR Annual Conference, Portugal, 18-22 July 2010

**Neil Thurman**





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Photograph: **Berenice Abbott**



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## Definitions

“Adaptive interactivity”—**Deuze (2003)**

“Registrational interactivity”—**Jensen (1998)**





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## News Personalization: A Definition

“A form of user-to-system interactivity that uses a set of technological features to adapt the content, delivery, and arrangement of a communication to individual users’ explicitly registered and / or implicitly determined preferences”





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## ‘The Daily Me’: has its time come?

“The new heart of the homepage is something we call ‘News for you’: a stream of headlines automatically tailored to your interests.”  
—The Official Google Blog, June 2010

The screenshot shows the Google News homepage with a search bar at the top. On the left, there are navigation links for 'Top Stories', 'Starred', 'San Francisco Bay Area', 'U.S.', 'Health', 'Entertainment', 'Sci/Tech', 'World', 'Spotlight', and 'All news'. The main content area is divided into several sections. The 'Top Stories' section includes headlines about Russian spy ring suspects, Elena Kagan's confirmation, and record casualties in Afghanistan. The 'Recent' section shows news about BP's oil spill and the 2010 FIFA World Cup. The 'News for you - Edit personalization' section is highlighted with a red circle and an arrow pointing to it from the text 'News for you' in the adjacent block. This section displays a headline about BP's oil spill cleanup efforts, attributed to Henry Fountain of the New York Times, with a link to 'all 7,804 news articles'. Other headlines in this section include 'Eclipse' Fans Love Movie's Tent Scene, Faster Pace and 'Waves From Storm Hinder Spill Effort'.

Google news  Search News  
Advanced news search

U.S. edit

News for you - Edit personalization

BP »  
**Waves From Storm Hinder Spill Effort**  
New York Times - Henry Fountain - 2 hours ago  
Oil cleanup workers were evacuated from the beach in Port Fourchon, La., on Tuesday because of high winds and lightning. By HENRY FOUNTAIN The first major storm of the season in the Gulf of Mexico continued to disrupt oil spill cleanup and containment ...  
all 7,804 news articles »

Kristen Stewart »  
**'Eclipse' Fans Love Movie's Tent Scene, Faster Pace**  
MTV.com - Jocelyn Vena, James Luccina - 2 hours ago

San Francisco Bay Area - Edit

57°F Thu 75°F Fri 74°F  
San Francisco »  
Man charged in S.F. pride event shot longer, believed to be the gunman  
San Jose Mercury News - 3 hours ago  
all 720 articles »





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## 'The Daily Me': has its time come?

"World's First Individualised Newspaper to Launch"  
—MediaBizNet, October, 2009





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## Lack of scholarship

“work has yet to address fully the more contemporary trends towards .  
. . personalization”

**Barbie Zelizer, 2009**





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## Qualitative Interviews



The New York Times  
ON THE WEB



telegraph.co.uk

guardian.co.uk



The Washington Post







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## Two forms of personalization

1. **Explicit personalization**—readers register their own content preferences
2. **Implicit personalization**—readers' content preferences determined for them, by software





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## Explicit Personalization: RSS feeds

Feedreader 3.09  
File View Tools Help

Search

All news New

Politics: Labour + ...

Politics: Labour + Climate change | guardian.co.uk 14 unread

Next unread More

Title	Date
Older	
Three in four UK voters believe climate change is important problem – poll	17:02 15/12/2009
Ed Miliband attacks Tory climate 'saboteurs'	• 09:10 04/12/2...
Government gives go-ahead to smart meters	• 11:46 03/12/2...
Letters: Tory indecision and division over Europe	• 00:05 06/11/2...
Tories wobble on 10:10 at local level	• 14:11 21/10/2...
Letters: Climate needs to change before Copenhagen	• 23:05 20/10/2...
Cheers to the climate activists, it's been a week to remember	• 08:29 12/10/2...

### Three in four UK voters believe climate change is important problem – poll

★ 17:02 15/12/2009, Tom Clark, climate change, climate change scepticism, conservatives, copenhagen climate change conference 2009, david cameron, editorial, environment, global climate talks, gordon brown, green politics, labour, opinion polls, politics, the guardian, uk news, Politics: Labour + Climate change | guardian.co.uk

New Guardian/ICM survey shows Britons overwhelmingly reject view that Copenhagen conference is panicking about an exaggerated threat

Three in four British voters believe Gordon Brown and world leaders are on an important mission at the [climate change conference in Copenhagen](#), according to a new Guardian/ICM poll.

Voters overwhelmingly reject the view of climate change sceptics that world leaders "are panicking about an exaggerated threat". But close to half of the electorate believes that the leaders – including Brown, who arrives at the summit today – need to worry about economic growth, too.

When ICM asked voters to say which of three statements most closely represented their view, 45% agreed that "world leaders are trying to tackle an important problem but they must not lose sight of the need to maintain human prosperity".



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## Explicit Personalization: RSS feeds

Drive **3%** of traffic at BBC News website

“Poor quality . . . lumpy feeds”, problems with the accuracy of publication times, some didn’t work—**Ed Roussel, Telegraph.co.uk**

“The heat and light has been created by consumers of vast amounts of information who want to keep track of 250 sites a day . . . Levels of consumption among normal people are completely different”  
—**Neil McIntosh, Guardian.co.uk**





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## Explicit Personalization: Email newsletters

Manage all alerts sent to you by the Financial Times in one place

Keyword alerts Company news & price alerts Portfolio & index alerts

Welcome to the Alerts Hub

Please confirm your [delivery preferences](#) before setting up alerts.


Keyword alerts [Create a keyword alert](#)

Alerting by keyword allows you to keep track of FT stories published about specific topics. Get notified via email when articles are published.

Description	Delivered	
"Green Stimulus" AND Obama	<input type="text" value="Immediately"/>	
Vodafone AND iPhone NOT AT&T	<input type="text" value="Immediately"/>	

Note: Alerts will be delivered within the hour of the requested time

Bids invited from £50



Interactive

Quick links

Video

Special reports

Blogs

Mergermarket

Podcasts

How to spend it

Interactive graphics

Services



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Paddy Allen, Jessica Aldred and Roger Tooth  
guardian.co.uk, Friday 29 January 2010 12.13 GMT



## Wren

The wren has a powerful voice for its tiny size - when it sings its whole body quivers with the effort. Individual songs and volumes vary, but generally the song begins with a few preliminary notes, then runs into a trill, slightly ascending, and ends in full clear notes or another trill  
Photograph: Getty



### Ads by Google

#### Watch bird box CCTV

Ideal gifts, save over 50% Colour kits from £45.95  
www.handykam.com





## Explicit Personalization: 'Non-linear interactives'

### BUDGET GAME

#### How Would You Cut \$591 Million From the D.C. Budget?

The District of Columbia is in the process of balancing its budget for fiscal 2010 in a year when, because of the poor economy, it will collect 13 percent less revenue than the \$5.8 billion necessary to keep spending on services at the current level. Mayor Adrian M. Fenty (D) recently proposed a budget of \$5.4 billion that combines spending reductions with increases of some taxes and fees to close the city's \$777 million revenue gap. So how would you handle the budget? Set your revenue and spending priorities below -- **balancing the budget to within \$50 million** -- then save it and compare it with other readers' decisions. (Note: Potential budget impacts are meant only as examples and may not reflect city budgeting priorities.)

SET REVENUES		SET EXPENDITURES	SAVE AND COMPARE
<b>Revenues</b> (in millions)			
<b>Income Taxes</b>	Proposed Budget \$1,486	Your Budget <b>\$1,412</b> (-\$74)	<b>Income Taxes</b> This includes taxes taken out of personal income, taxes on corporations, and the franchise tax on unincorporated businesses. It generally is the most progressive (or least flat) tax. 2009 Budget for this Area: \$1,487M   2010 Preliminary Budget: \$1,486M <b>\$1,412</b>
<b>Property Taxes</b>	\$1,854	\$1,854	
<b>Sales and Excise Taxes</b>	\$870	\$870	
<b>Other</b>	\$1,021	\$1,021	
<b>Total</b>	\$5,231	<b>\$5,157</b> (-\$74)	
			<b>MAJOR DECREASE</b> <b>Cut to \$1,263M</b> - City could drop the franchise tax entirely. - Alternately, if applied to personal and corporate taxes, it could encourage consumer spending and make the city more enticing as a place to locate a business.
			<b>MINOR DECREASE</b> <b>Cut to \$1,412M</b> - A 5 percent cut would require trimming another \$74 million from the budget, and might increase city layoffs. - It might also prevent some small businesses from closing and provide taxpayers with more spending money, stimulating the economy.
			<b>MINOR INCREASE</b> <b>Increase to \$1,560M</b> - An additional \$74 million would allow the city to retain more employees and programs currently facing cuts, such as health clinics in northeast Washington. - Higher income taxes could reduce consumer spending and cause more businesses to leave the District.
			<b>MAJOR INCREASE</b> <b>Increase to \$1,709M</b> - Increasing income taxes by 15 percent would cover more than a third of the District's budget gap. - Increasing the income tax burden significantly could negatively impact the city's middle-class residents.
			<b>CURRENT FUNDING: \$1,486M</b>
<b>REVENUES</b> <b>\$5,157M</b> (-\$74)			<b>EXPENDITURES</b> <b>\$5,822M</b>
			<b>BALANCE</b> <b>-\$665M</b> You have a deficit.





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## Explicit Personalization: ‘Non-linear interactives’

“Enormously popular”—**Steve Herrmann, BBC News website**

‘A priority’—**Guardian.co.uk, Sky News online**

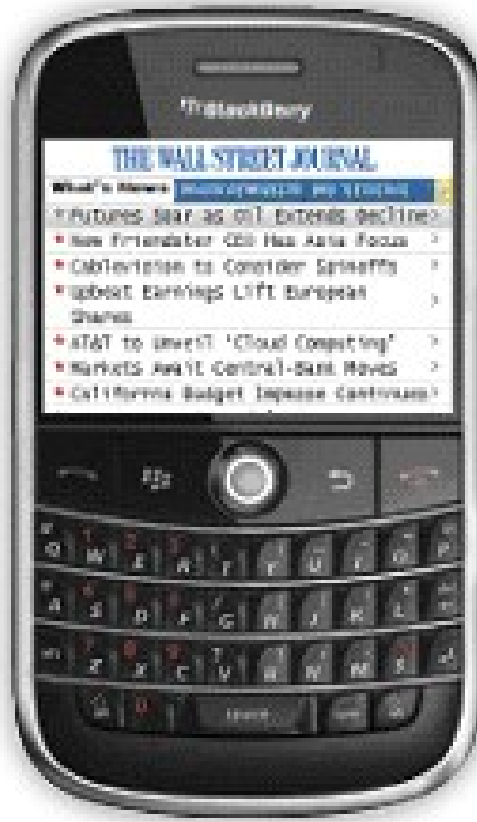
‘Flash skills in demand’—**Neil McIntosh, Guardian.co.uk**





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## Explicit Personalization: Personalizable mobile editions





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## Explicit Personalization: 'Widgets'



### Build Your Times Widget

**1 Select** from the list of options below.



FEED 1   FEED 2 ☒   FEED 3 ☒

☐ Browse  
Home Page

☒ Search 10,000+ NYTimes feeds

Show



**2 View** your widget.



BARACK OBAMA ...   LONDON SYMPHO...   ALASKA NEWS ...

- Recombobulate America
- Bringing Sexy Back
- In Speech, Obama to Admit Missteps in First Year
- Opposite of Bold
- Adults Only, Please
- Lawmakers Hunt for Ways to Rekindle Hiring
- Democrats Put Lower Priority on Health Bill
- Obama's Measures for Middle Class
- Bernanke Is Gaining Supporters
- Obama to Seek Spending Freeze to Trim Deficits



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## Explicit Personalization: 'SMS alerts'

MY ACCOUNT > CREATE AN ALERT > NEWS ALERT

### Create Keyword Alert



#### STEP 1: DEFINE YOUR ALERT

**WITH ALL** of the words or phrases

*Example: If you are interested in jazz music. Enter:  
Jazz*

**AND WITH ANY** of the words or  
phrases

*Example: Specifically, about live jazz  
performances. Enter Birdland, "Blue Note"*

**AND WITHOUT ANY** of the words or  
phrases

*Example: But you don't want any articles about the  
Utah Jazz: Enter basketball, Utah*

#### Narrow your topic to articles in one or more sections: (optional, but recommended):

If you do not select a section, your topic will be matched against all sections

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> International         | <input type="checkbox"/> Education          | <input type="checkbox"/> Dining & Wine              |
| <input type="checkbox"/> National / Washington | <input type="checkbox"/> Obituaries         | <input type="checkbox"/> Home & Garden              |
| <input type="checkbox"/> Business / Technology | <input type="checkbox"/> Editorials / Op-Ed | <input type="checkbox"/> Fashion & Style / Weddings |
| <input type="checkbox"/> Science               | <input type="checkbox"/> Letters            | <input type="checkbox"/> Magazine                   |
| <input type="checkbox"/> Health                | <input type="checkbox"/> Arts / Movies      | <input type="checkbox"/> Week in Review             |
| <input type="checkbox"/> Sports                | <input type="checkbox"/> Books              | <input type="checkbox"/> Automobiles                |
| <input type="checkbox"/> New York Region       | <input type="checkbox"/> Travel             | <input type="checkbox"/> Real Estate                |

#### My Account FAQs

[How to Reset Your Password »](#)

[How to Change Your E-Mail Address »](#)

[How to Subscribe / Unsubscribe to E-Mail »](#)

[Order Home Delivery »](#)

[How to Update Your Personal Information »](#)

#### Contact Us

[NYTimes.com »](#)

[Home Delivery »](#)

#### Tips for Defining Your Alert

- Use quotes around phrases and names.
- Avoid common words like "and", "the" and "or".
- Commas are optional. (If you use commas with the quotation marks, put the comma outside the quotation marks).
- Any field you leave blank will be ignored.





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## Explicit Personalization: 'Homepage customization'

Radio 1 Newsbeat  
CBBC Newsround  
On This Day  
Editors' Blog

Languages  
**NEWYDDION**  
عربي  
**ESPAÑOL**  
**РУССКИЙ**  
中文

**Everybody Hurts**  
Now a charity single, but what is REM's song about?

**Pay gap quiz**  
On who earns the most and the least in Britain

**Sinking Titanic**  
Avatar overtakes Titanic to become highest earning film

**SPORT HEADLINES**  
Live - Djokovic v Tsonga  
▶ Mancini eyes historic final spot  
▶ Coyle dismisses Burnley chanting

**HAVE YOUR SAY**  
Your experiences of equality

**DEMOCRACY LIVE**  
House of Commons: Tory-led debate on dementia services  
**LIVE**

**FIND A REPRESENTATIVE**  
Enter the name of who you are looking for, a place or full postcode e.g. CF10 3NQ

**TV AND RADIO NEWS PROGRAMMES**  
**PM programme**  
In pictures: What life is really like in troubled Yemen

**YOUR LOCAL NEWS, WEATHER AND SPORT HERE**

**KENT**  
▶ M25 rapist quizzed on 1987 attack  
▶ Charity pays for cancer treatment  
▶ Firefighters rescue 82-year-old

**LONDON**  
▶ Mayor quits police authority role  
▶ M25 rapist quizzed on 1987 attack  
▶ Rail firm makes commuter payouts

**EXETER CITY FC**  
▶ Exeter 2-3 Carlisle  
▶ Yeovil 2-1 Exeter  
▶ Exeter 2-0 Leeds United

**EC1V OHB**  
**Wednesday:**  
  
**White Cloud**  
max 5°C  
min 3°C  
**Thursday:**  
  
**Sunny Intervals**  
max 6°C  
min 3°C  
▶ Local 5 day forecast  
▶ Weather for UK and World



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## Explicit Personalization: 'Homepage customization'

Radio 1 Newsbeat  
CBBC Newsround  
On This Day  
Editors' Blog

Languages  
NEWYDDION  
عربي  
ESPAÑOL  
ਪੰਜਾਬੀ  
中文

**Everybody Hurts**  
Now a charity single, but what is REM's song about?

**Pay gap quiz**  
On who earns the most and the least in Britain

**Sinking Titanic**  
Avatar overtakes Titanic to become highest earning film

**SPORT HEADLINES**  
Live - Djokovic v Tsonga  
► Mancini eyes historic final spot  
► Coyle dismisses Burnley chanting

**YOUR LOCAL NEWS, WEATHER AND SPORT HERE** HIDE

**LONDON**  
► M25 rapist quizzed on 1987 attack  
► Charity pays for cancer treatment  
► Firefighters rescue 82-year-old

**EXETER CITY FC**  
► Exeter 2-3 Carlisle  
► Yeovil 2-1 Exeter  
► Exeter 2-0 Leeds United

[Change selection](#)

**Wednesday:**  
White Cloud  
max 5°C  
min 3°C

**Thursday:**  
Sunny Intervals  
max 6°C  
min 3°C

► Local 5 day forecast  
► Weather for UK and World

**DEMOCRACY LIVE**

**House of Commons: Tory-led debate on dementia services**  
**LIVE**

**FIND A REPRESENTATIVE**  
Enter the name of who you are looking for, a place or full postcode e.g. CF10 3HQ

**TV AND RADIO NEWS PROGRAMMES**

**PM programme**  
In pictures: What life is really like in troubled Yemen





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## Explicit Personalization: 'My Page'

[HOME PAGE](#) [TODAY'S PAPER](#) [VIDEO](#) [MOST POPULAR](#) [TIMES TOPICS](#)

[My Account](#) | Welcome, **poitytr 11** | [Member Center](#) | [Log Out](#)

**The New York Times**  
Wednesday, January 27, 2010

**My Times Beta**

Search All NYTimes.com

[MY PAGE](#) [MY PAGE](#) [+ Add Page](#)

[Help](#) | [First Look Blog](#) | [Give Feedback](#) [A A A A A](#)

[+ Add Content](#) | [Journalists' Picks](#) | [Add RSS feed](#)

Search for sources

**NYT > Home Page** [Edit](#) [X](#)

- White House Memo: In Speech, Obama to Admit Missteps in First Year
- Toyota's Woes in America Raise Concern in Japan
- The Radiation Boom: While Technology Surges, Radiation Safeguards Lag
- Haiti's Children Adrift in World of Chaos
- U.S. Wrestling With Olive Branch for Taliban
- City Panel Approves Closing of 19 Schools

**NYT > N.Y. / Region** [Edit](#) [X](#)

- Offer to Take Over Ailing Hospital Stirs Outcry
- Hostile Grilling and Angry Witness Mark Officers' Trial in Abuse Case
- Amid Budget Worries, Mayor Finds Jobs for Campaign Staff
- City Panel Approves Closing of 19 Schools
- Judge Bars Youth Prisons From Routine Shackling
- 1,500 Workers in L.I. Diocese Will Receive Buyout Offers
- An Underdog Who Isn't Daunted by a New Try for the Senate
- Pro-Wall Street Democrat Takes On a House Veteran

**Guardian Unlimited Arts** [Edit](#) [X](#)

**Question time with Hannah Pool: Stephen Merchant**  
Comedy: The Office and Extras' second string Stephen Merchant on Ricky Gervais, his 'obscene' wealth, and teenagers shouting 'Oi, Office!' at him in the street.

**NYT > Most E-Mailed** [Edit](#) [X](#)

- Vital Signs: Exercise: In Women, Training for a Sharper Mind
- Op-Ed Columnist: Obama's Credibility Gap
- Op-Ed Columnist: The Populist Addiction
- With Apple Tablet, Print Media Hope for a Payday
- Colleges Market Easy, No-Fee Sell to Applicants
- Sidebar: After 34 Years, a Plainspoken Justice Gets Louder
- Toyota Halts Sales of 8 Models in U.S. for Pedal Flaw
- Wide Fallout in Failed Deal for Stuyvesant Town
- Cases: An Ill Father, a Life-or-Death Decision
- Questions Over Fixing Torn Picasso

**BBC News | News Front Page | World Edition** [Edit](#) [X](#)

**Sri Lanka poll victory challenged**  
President Mahinda Rajapaksa is declared winner of Sri Lanka's presidential poll, but the outcome is rejected by his challenger.

**NYT > Middle East** [Edit](#) [X](#)

- Rivalries in Iraq Keep G.I.s in the Field
- Latest Bombings Add New Layer of Anxiety and Suspicion in Baghdad
- U.S. to Join Talks on Helping Yemen
- Dubai Memo: Entrenched Monarchy Thwarts Aspirations for Modernity
- How an Inflammatory Term, Baathist, Bars Candidates in Iraq
- At Yemen College, Scholarship and Jihadist Ideas
- Deir Mar Mousa Journal: Modern-Day Pilgrims Find Interfaith Bond in Ancient Syrian Monastery
- Baghdad Blasts Shatter Sense of Security in Capital
- Hussein Aide 'Chemical' Ali Executed in Iraq
- Oil Company Near Settling Over Contract in Kurdistan



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## Implicit Personalization: 'Aggregated collaborative filtering'

# NEWS

**LIVE** BBC NEWS CHANNEL

News Front Page

- World
- UK
- England
- Northern Ireland
- Scotland
- Wales
- Business
- Politics
- Health
- Education
- Science & Environment
- Technology
- Entertainment
- Also in the news

Video and Audio

- Have Your Say
- Magazine
- In Pictures
- Country Profiles
- Special Reports

### BBC News Most Popular Now

Thursday, 28 January 2010

News Feeds |

**Most popular stories now** | Most popular around the site | Most popular, day so far

#### Worldwide, most popular stories now

This page updates automatically

Last updated 1 seconds ago

**MOST POPULAR** | MOST E-MAILED

- 1 Tesco ban on shoppers in pyjamas
- 2 Woman held as children found dead
- 3 Workers die in rail bridge falls
- 5 Toyota recalls another 1.1m cars
- 4 In pictures: Apple's iPad device
- 6 Apple unveils iPad tablet device
- 7 Two activists 'executed in Iran'
- 8 Haiti girl rescued after 15 days
- 9 Top 10 consumer gripes revealed
- 10 Sky launches 3D channel in pubs

Click on the map for a regional view

Site usage  
Light  
Normal  
Heavy

Return to most popular stories **worldwide**

**TRAFFIC MONITOR**

Worldwide traffic to the site is 15% below normal.

Low graphics/accessible version

About this information



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## Implicit Personalization: Contextual recommendations—from links to...

### FROM OTHER NEWS SITES

- ▶ [Globe Investor China's economy soars](#) - 3 hrs ago
- ▶ [People's Daily Online Economy soars, sets stage for more tightening](#) - 5 hrs ago
- ▶ [Yahoo! News China economy soars, sets stage for policy tightening](#) - 7 hrs ago
- ▶ [South China Morning Post China GDP growth hits 8.7pc, becomes world's second largest economy](#) - 8 hrs ago
- ▶ [Sydney Morning Herald China's turbo growth fans inflation fears](#) - 9 hrs ago
- ▶ [About these results](#)

moreover technologies ● ● ●  
more news more social more often



The screenshot shows the BBC News website with the article "China economy sees strong growth". On the right side, there is a section titled "FROM OTHER NEWS SITES" which lists several news links. A red circle is drawn around this section, highlighting the links to "Globe Investor China's economy soars", "People's Daily Online Economy soars", "Yahoo! News China economy soars", "South China Morning Post China GDP growth hits 8.7pc", "Sydney Morning Herald China's turbo growth fans inflation fears", and "About these results".



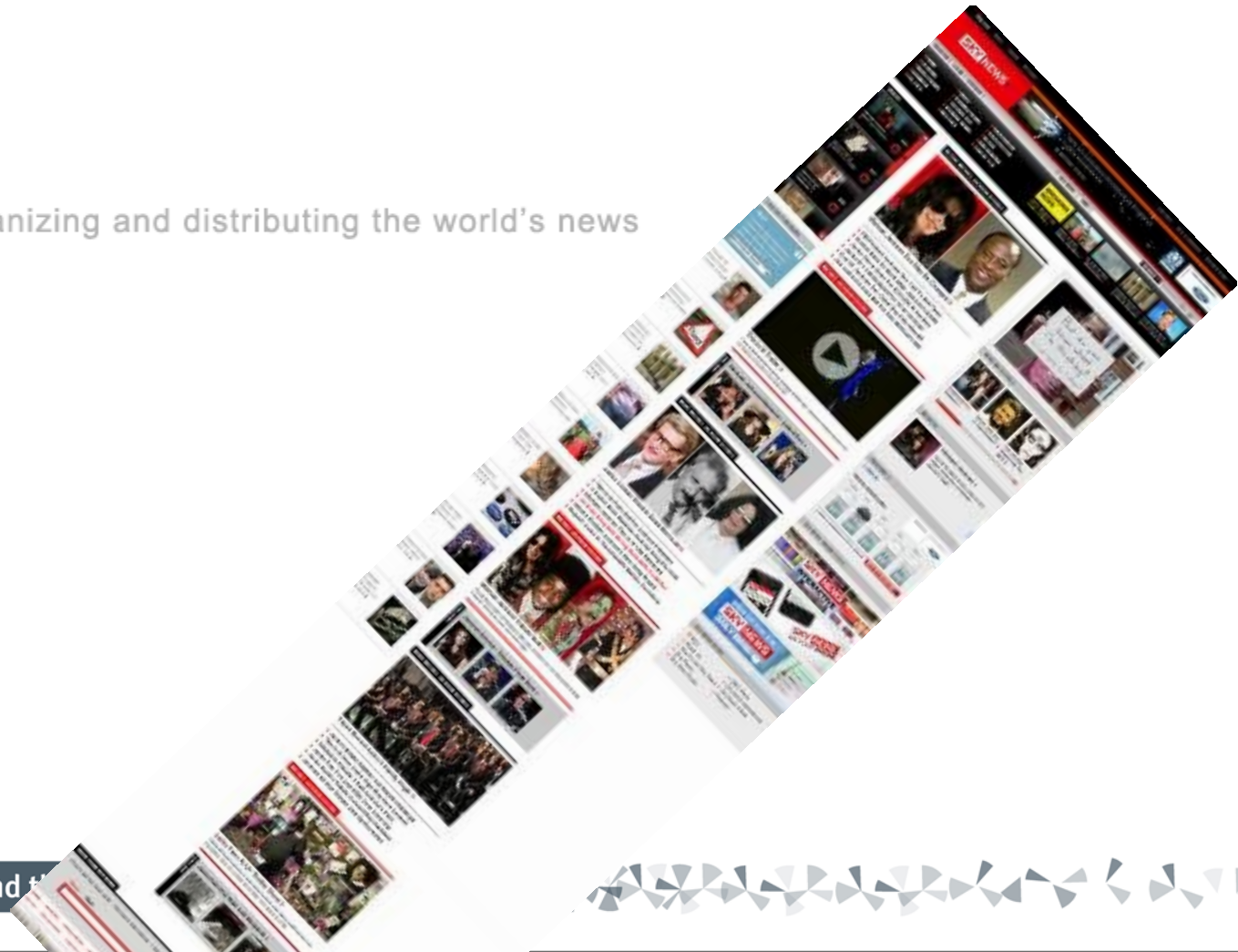
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## Implicit Personalization: Contextual recommendations

...full 'topic pages'



**daylife** Organizing and distributing the world's news



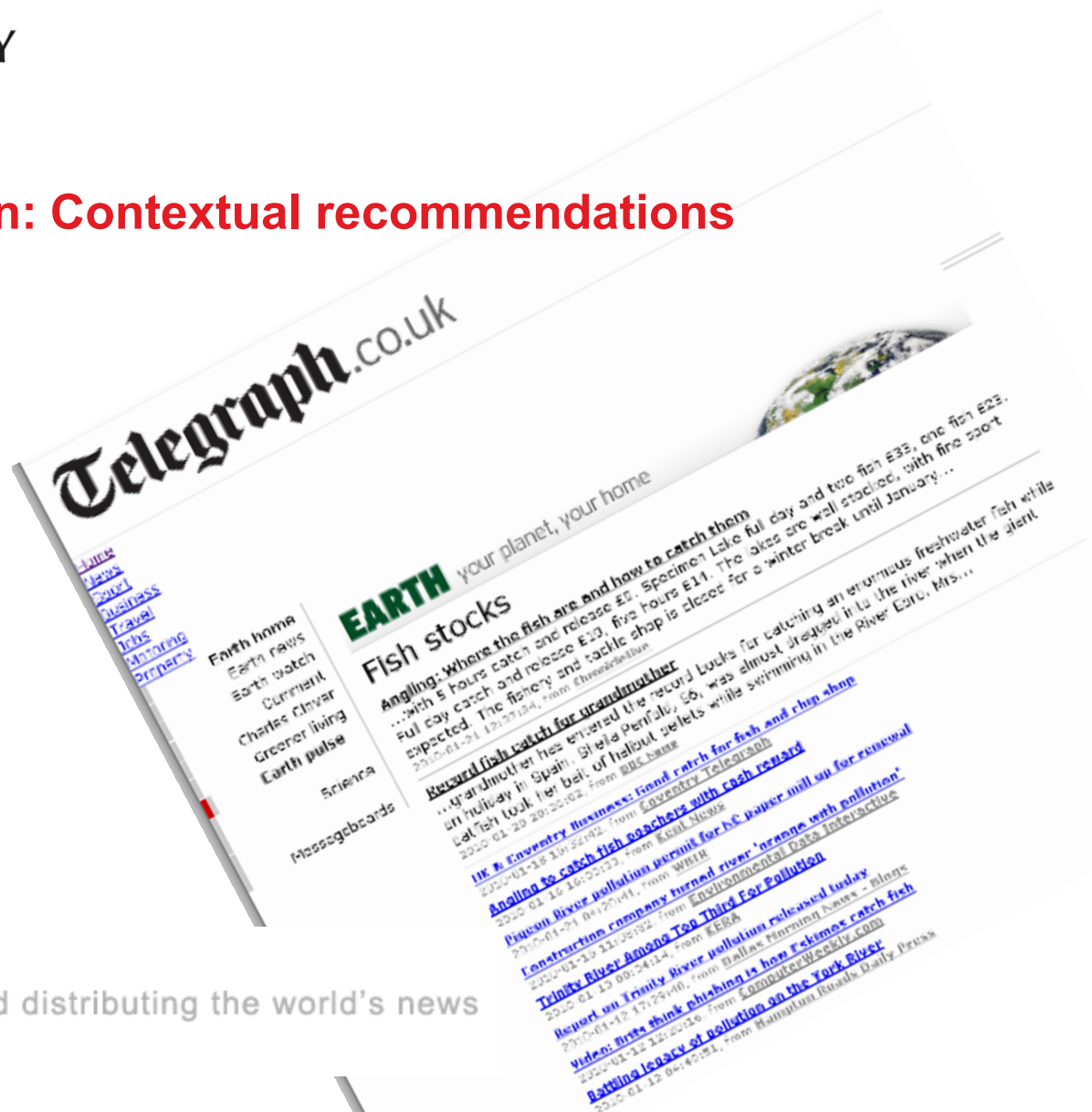




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## Implicit Personalization: Contextual recommendations

Full 'topic pages'



daylife

Organizing and distributing the world's news



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## Implicit Personalization: Contextual recommendations



**daylife**

Organizing and distributing the world's news



moreover technologies

more news more social more often







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## Qualitative research interviews

Uptake of explicit personalization:

“Single digit take-up”—**Guardian.co.uk**

“Hard to quantify”—**Telegraph.co.uk**

“Very, very little update”—**WashingtonPost.com & NYTimes.com**





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## Qualitative research interviews

Uptake of explicit personalization:

“deeply ingrained habits of passive, half-attentive media use”  
—**Neuman (1991)**

Implicit personalization is “more likely to be used and . . . Perform as well or better than those that require . . . explicit feedback to be collected”—**Gauch (2007)**





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## Qualitative research interviews

Readers' ability to predict their content preferences :

“If you determine in advance who ‘The Daily Me’ is . . . Then you may miss some of the important things that you didn’t know you were”

—**Rich Meislin, NYTimes.com**

Because news topics emerge continuously, readers' interests change frequently, therefore explicit profiles tend not to work well

—**Billsus & Pazzani (2007)**





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## Qualitative research interviews

### Journalists' editing function

“Readers want someone to do some of the filtering work for them”

—**Neil McIntosh, Guardian.co.uk**

“If there’s anything we have its our judgement about what people are interested in”

—**Anne Spackman, TimesOnline.co.uk**





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## Qualitative research interviews

Personalization: positive attitudes

“Extremely important”

—**Steve Bennedik, Sky News; Almar Latour, WSJ.com**

Will become “as big as blogging”

—**Ed Roussel, Telegraph.co.uk**

“Exploratory endeavors”? —**Boczkowski (2004)**





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## Personalization: commercial drivers

“The Daylife platform offers unlimited, high-quality, and advertiser-friendly news and content for your website . . . all with little or no staffing.”

—**Daylife**

“We will deliver the best campaign . . . and the most relevant content individualised to the tastes and needs of every consumer”

—**Aggregate Knowledge**







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## **Implicit Personalization**

**Data on individual user behaviour**

**Story content**

**User profiles**

**User demographics**

**User location**

**Data on aggregated user behaviour**

**Classification / indexing decisions**

Algorithms

Web  
page  
display



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## Implicit personalization: increasing content diversity?

The collage displays a variety of digital media and news sources, demonstrating implicit personalization through diverse content. Key elements include:

- Grist:** A website focused on environmental and social issues, featuring articles like "Apple's new iPad is..." and "The Day that gadget-lovers have been with held breath for months if not armed."
- Newsvine:** A news aggregator with sections for "What is Newsvine?", "Voters more", and "Creative Commons". It includes a "Get a Free Account" button and a "Help: How Do I...?" link.
- Ground Report:** A news outlet with a "get news post watch tv" interface. It features a prominent article titled "Brazil's National Program for Human Rights" with a sub-headline "Global Voices: 53 minutes ago" and a "Region: Brazil" tag. Another article, "Iran's Morality Police Vanish as More Protests Loom", is also visible.
- Supreme Court Justice Sam Alito's Criticism of Obama:** A large article snippet from Newsvine, dated Thursday, Jan 20, 2010, featuring a photo of Justice Alito.
- Other elements:** A "Search" bar with "Google Custom Search", a "Check out" section with links to "groups", "reports", "regions", and "logs", and a "More Popular" section with "Reporters" and "Regions".



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