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## **“The Changing Character of Customisation: Content Personalisation in the News”**

Google UK, London, 7 September 2011

**Neil Thurman**



http://www.google.com/ig

(0 unread) Yahoo! Mail, imti... Gmail - Inbox - imtimir@gma... orkut - home ScribeFire: Fire up your blo... iGoogle

# iGoogle

Google Search I'm Feeling Lucky

To rearrange your page, drag and drop the title bars.

Advanced Search  
Preferences  
Language Tools

Home Add a tab

Select theme Add stuff »

### Google Talk

Contacts Pop out

Manavendra Roy Choudhury  
I am a slow walker, but I never walk

Search, add, or invite

- Balasubramaniam Sridhar  
"To be successful in life .. follow one goal"
- Gaurav Gupta @ DigitalSprite.com  
www.gauravgupta.in
- Mumbai Rajdhani is now running late  
Potato Chips, Hot Black coffee and endless
- Padma Shree  
NEE ENGE - ILAYARAJA
- saurabh Baranwal with saurabh in new room
- Sudhanshu Baranwal  
Available
- Sumit Srivastava  
The irrationality of a thing is no argument

+ Add All contacts Feedback Help

### Cricinfo Live Scores

+ Sri Lanka 188/10 & 442/8 v England 22/2 & 281/10 \*

### Scraps

orkut BETA Home Scrapbook Friends Contacts



☐ Type in Hindi (Ctrl + G)  
enter text or paste

### Dictionary.com Word of the Day

+ profuse: Dictionary.com Word of the Day

### Indic Transliteration

Hindi Tamil Telugu Kannada Malayalam

अ Toggle between English and Hindi using Ctrl + g

### Wikipedia

Wen  Go Search

### Gmail

[Inbox](#) [Hide preview](#) [Compose Mail](#)

Alumni. NET - Birthday Greetings! - Dear	6:40am
-VveK ;) - heyaa!! Many Happy Return	12:45am
Gustakhi - New Hindi Jokes - Dear Frier	12:13am
Manavendra - hi - hi	Dec 4
support@wordpress.c. - [Pratibimb / प्रतिबिम्ब]	Dec 4

### The Economic Times- News- Economy- Finance

- + RBI vigilant on subprime: Reddy
- + Liquidity, exchange rate top RBI's concerns
- + Govt collects Rs 93,800 cr from oil firms in 2006-07

### Top Stories

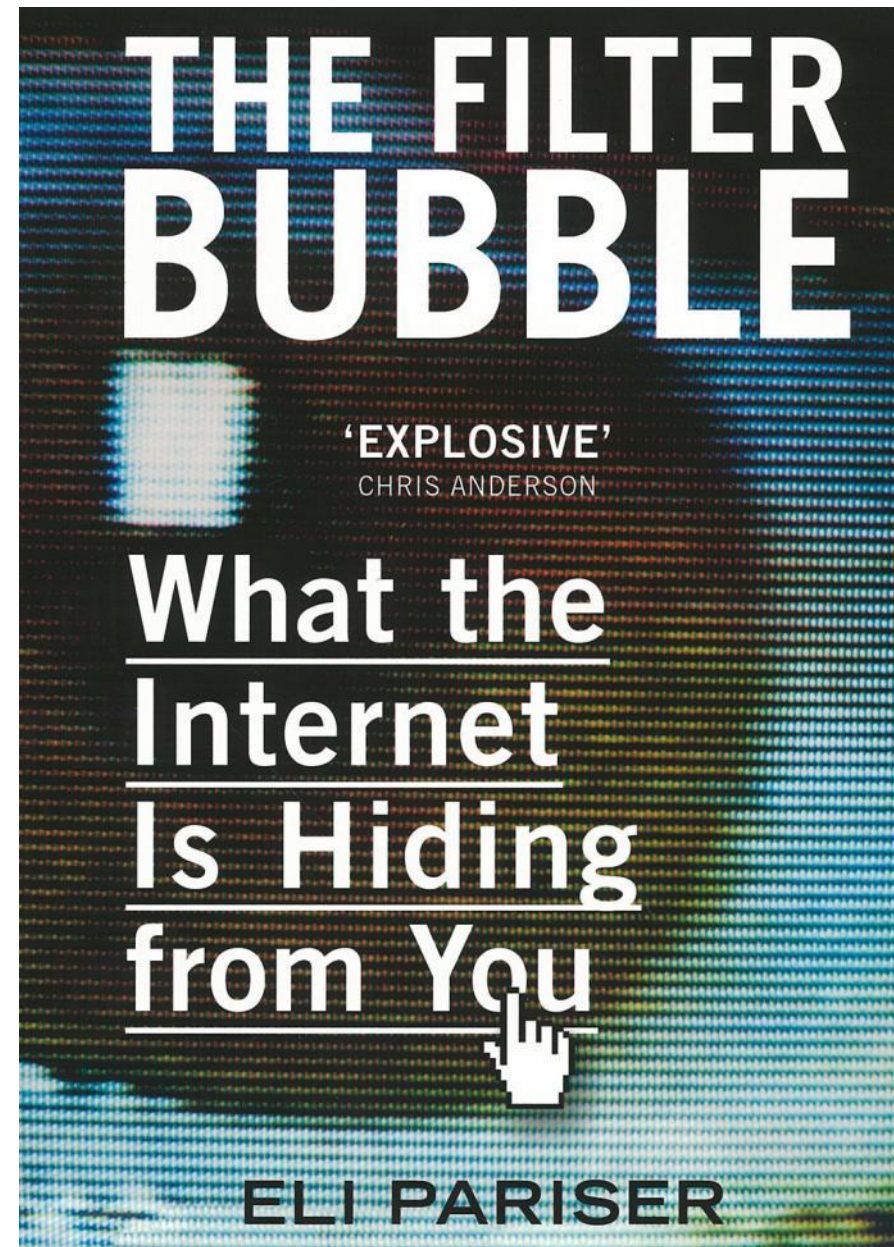
Time to Talk to Iran  
Washington Post - all 2721 related »





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“the era of  
personalization  
has begun”  
- **Eli Pariser.**





Insights from Googlers into our products, technology, and the Google culture.

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[Asia](#) (31)  
[books + book search](#) (44)  
[crisis response](#) (25)  
[developers](#) (111)  
[display advertising](#) (4)  
[diversity](#) (15)

## Personalized Search for everyone

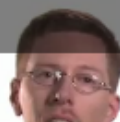
12/04/2009 03:01:00 PM

Today we're helping people get better search results by extending [Personalized Search](#) to signed-out users worldwide, and in more than forty languages. Now when you search using Google, we will be able to better provide you with the most relevant results possible. For example, since I always search for [recipes] and often click on results from [epicurious.com](#), Google might rank epicurious.com higher on the results page the next time I look for recipes. Other times, when I'm looking for news about Cornell University's sports teams, I search for [big red]. Because I frequently click on [www.cornellbigred.com](#), Google might show me this result first, instead of the Big Red soda company or others.

Previously, we only offered Personalized Search for signed-in users, and only when they had Web History enabled on their Google Accounts. What we're doing today is expanding Personalized Search so that we can provide it to signed-out users as well. This addition enables us to customize search results for you based upon 180 days of search activity linked to an anonymous cookie in your browser. It's completely separate from your Google Account and Web History (which are only available to signed-in users). You'll know when we customize results because a "View customizations" link will appear on the top right of the search results page. Clicking the link will let you see how we've customized your results and also let you turn off this type of customization.

Check out our help center for more details on [personalized search](#), how we [customize results](#) and how you can [turn off personalization](#). Learn more by watching our video:

Personalized Search  
by Google





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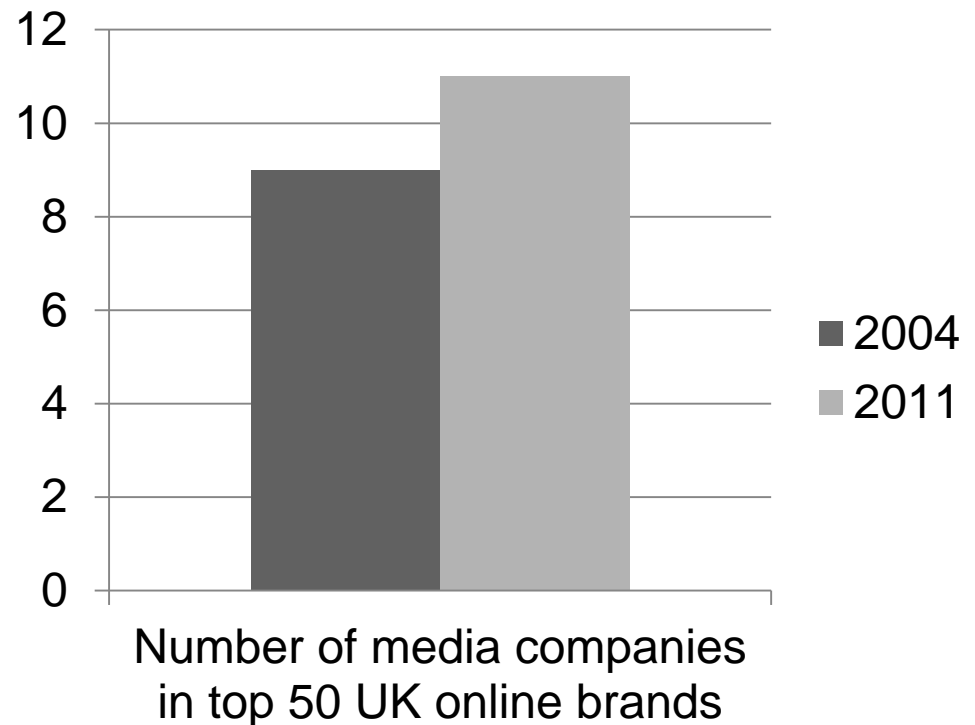
## Media Companies in UK's 50 most-popular brands online

Growth principally coming from **TV broadcasters:**

- ITV
- Channel 4
- Sky

and **national newspapers:**

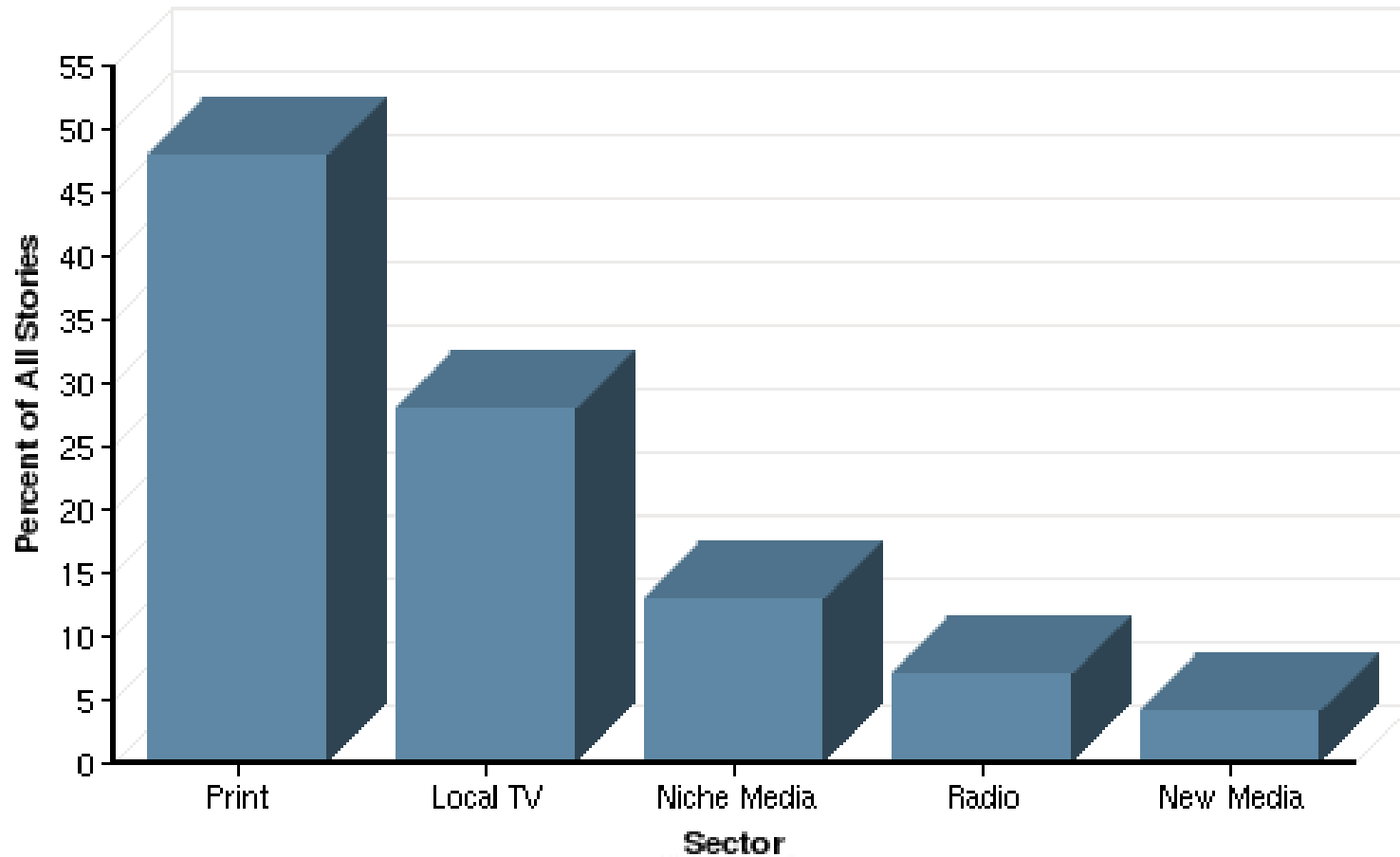
- Associated Newspapers
- News International
- The Telegraph



Source: *Nielsen, Feb 2011*



*Who Reported New Information*  
(Six Key Storylines)



Note: For this and all related charts in this report, the sector includes the outlets' websites.



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## Qualitative Interviews



The New York Times  
ON THE WEB



telegraph.co.uk

guardian.co.uk



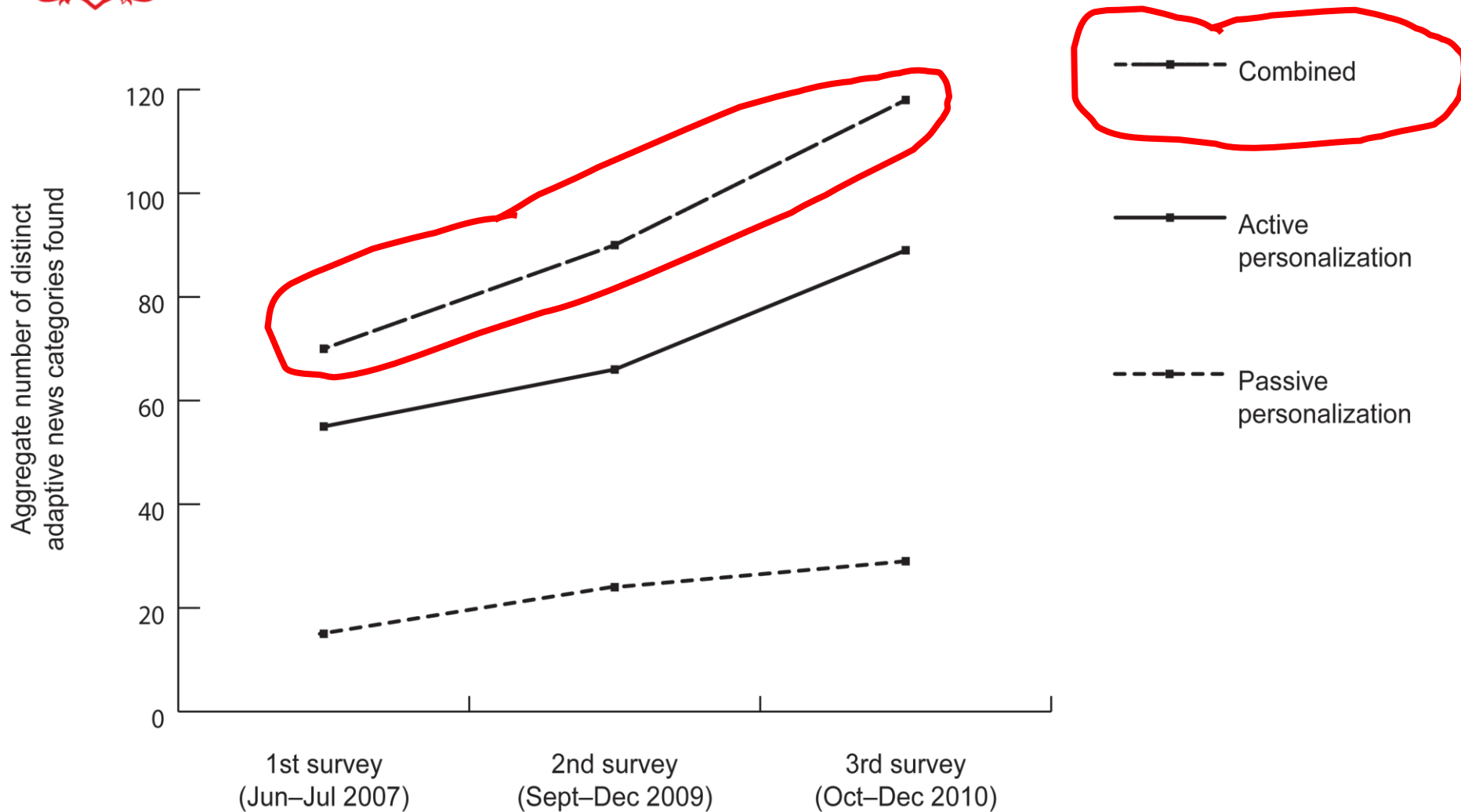
The Washington Post





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## Growth of adaptive news at eleven national US and UK websites, 2007-10

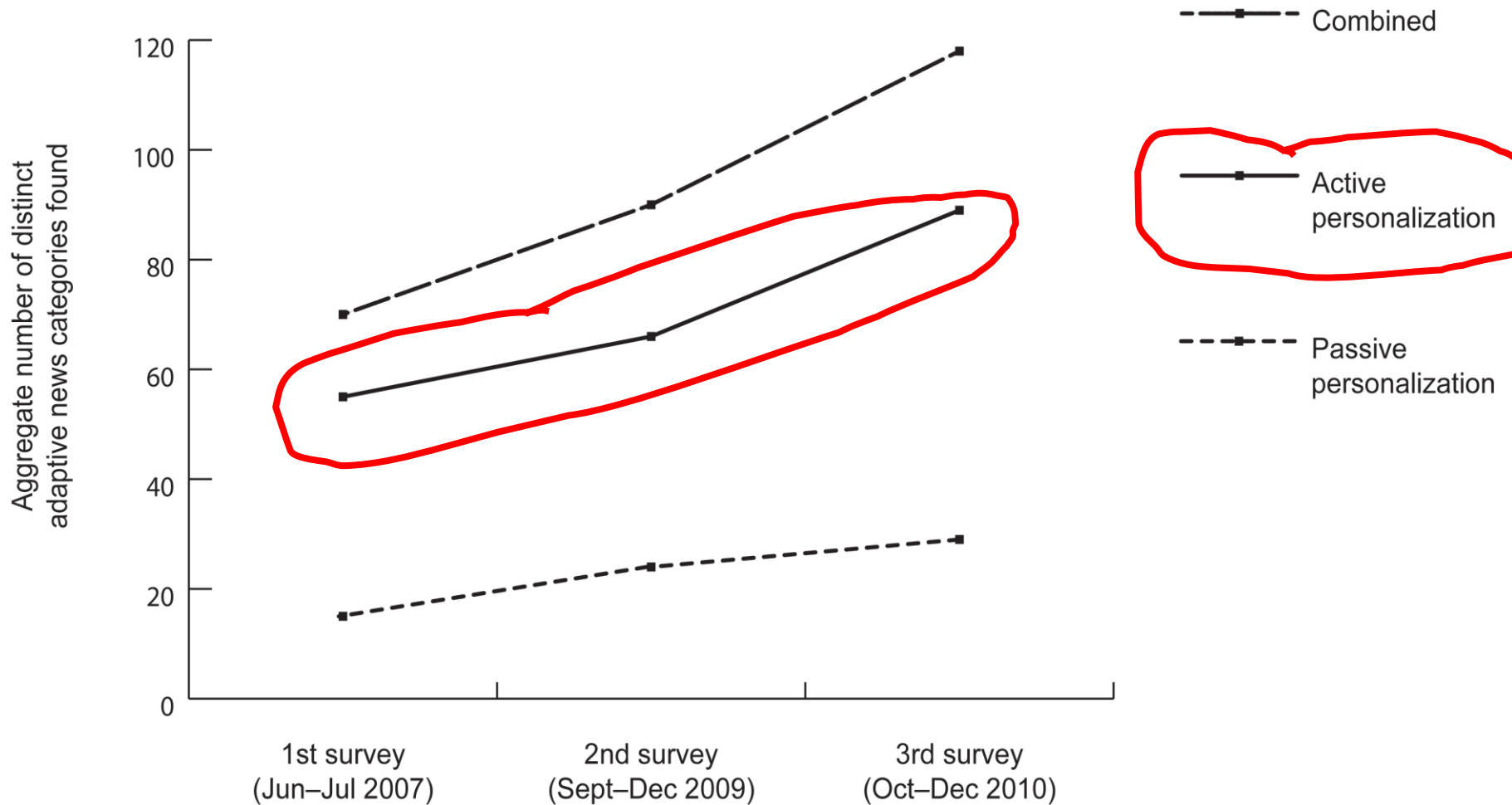






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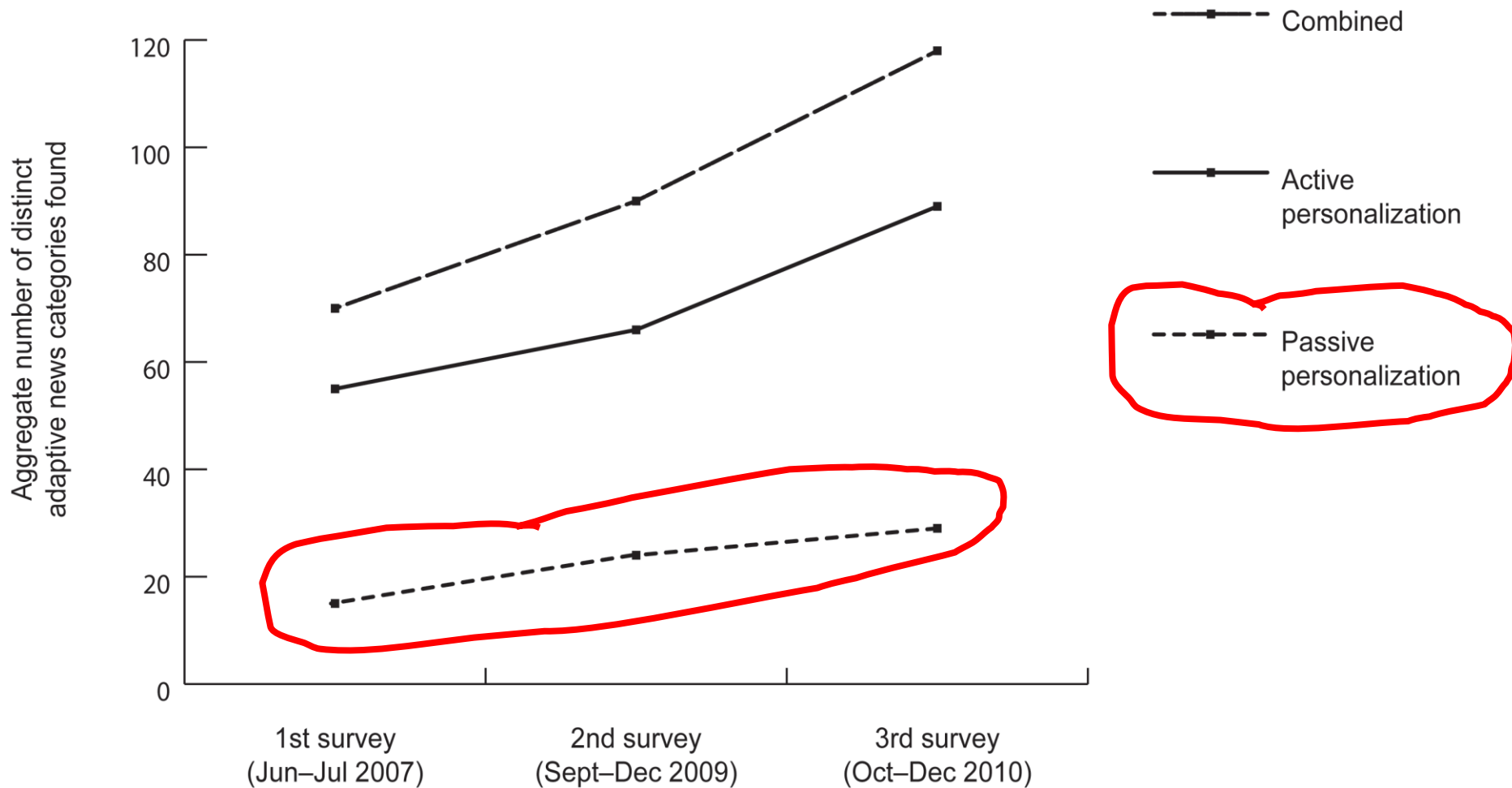
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## Growth of adaptive news at eleven national US and UK websites, 2007-10





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HOME PAGE TODAY'S PAPER VIDEO MOST POPULAR TIMES TOPICS

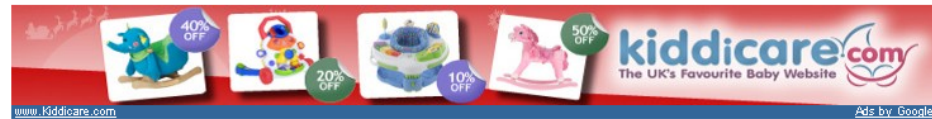
My Account | Welcome, **poityr11** | Member Center | Log Out

The New York Times

Wednesday, January 27, 2010

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Search All NYTimes.com



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Help | First Look Blog | Give Feedback A A A A A

+ Add Content | Journalists' Picks | Add RSS feed

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- 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

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- 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
- Gillibrand Lashes Out at Remarks From Ford
- M.T.A. Short on Security System Cash

NYT > Obituaries

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Guardian Unlimited Arts

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### 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

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- 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

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### 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

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- 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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updated 12:24 p.m. EDT, Thu April 22, 2010

[Feedback](#)

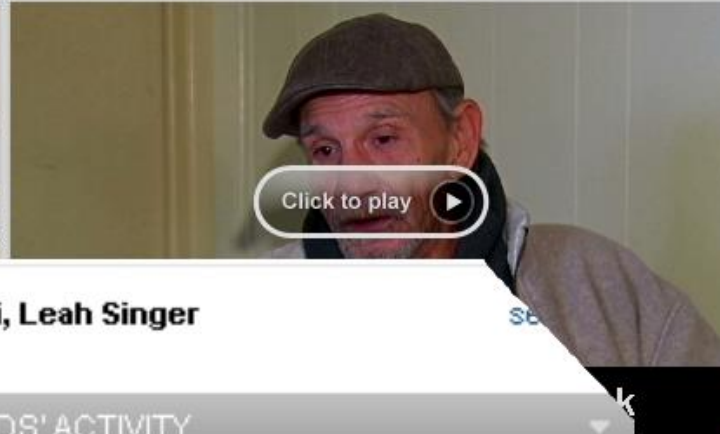
## Obama: Wall Street, Washington share blame

President Obama said today the Street reform is to ensure that they have to pay for bailing out a firm "too big to fail." [FULL STORY](#)

- [Wall Street to abandon Derivatives](#)
- [Fed profits from bailout](#) | [CNNMoney.com](#)
- [Opinion: No bailout](#) | [The Daily Beast](#)

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Hi, Leah Singer

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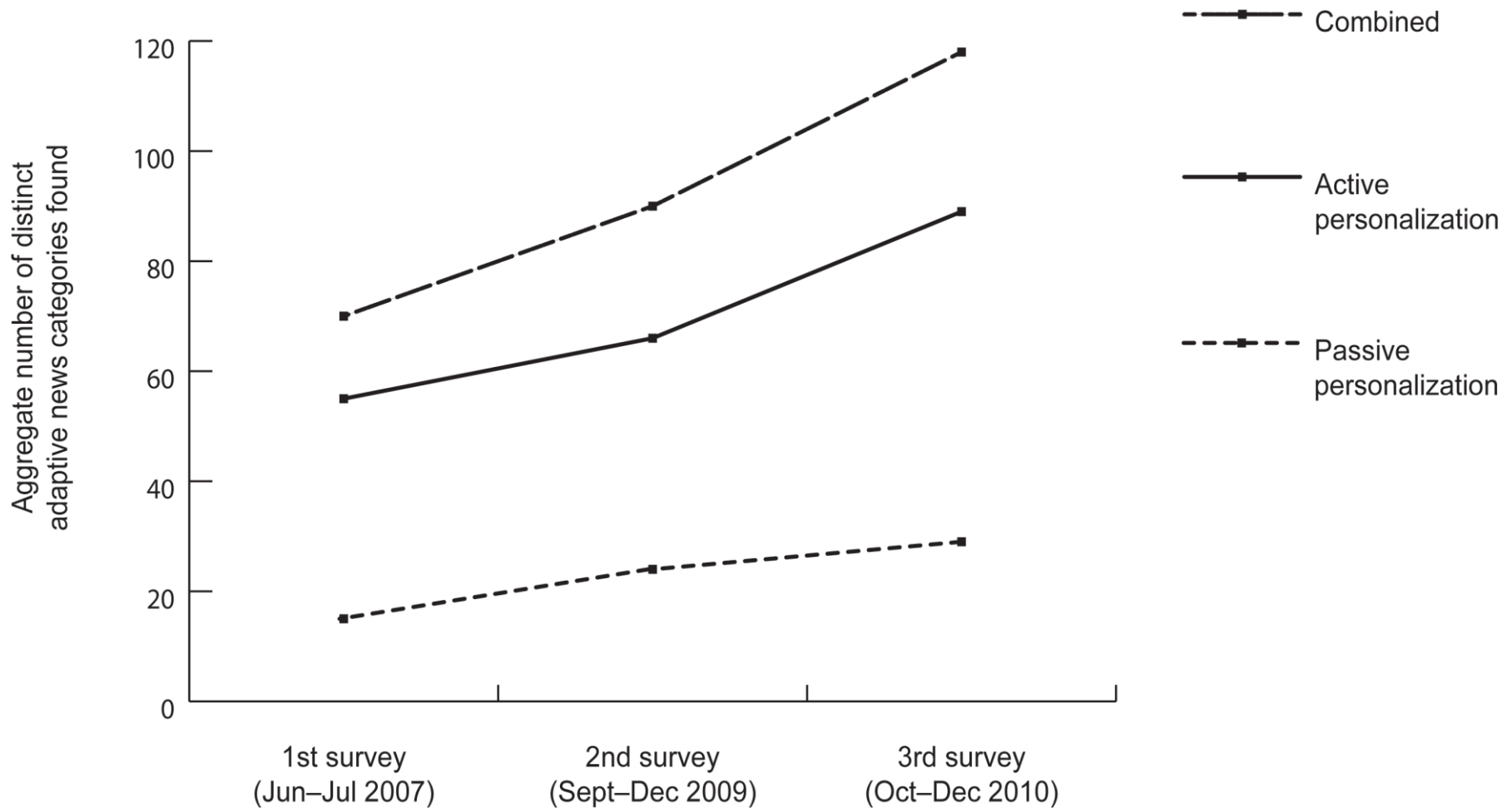


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## Growth of adaptive news at eleven national US and UK websites, 2007-10







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**Table 1: Passive Personalization  
Formats:**

- 'Contextual Recommendations / Aggregations'
- 'Geo-targeted Editions'
- 'Aggregated Collaborative Filtering'
- 'Multiple Metrics'
- 'Social Collaborative Filtering'

**Table 2: Active Personalization  
Formats:**

- 'Email Newsletters'
- 'One-to-one Collaborative Filtering'
- 'Homepage Customization'
- 'Homepage Editions'
- 'Mobile Editions and Apps'
- 'My Page'
- 'My Stories'
- 'Non-linear Interactives'
- 'Other Explicit'
- 'RSS Feeds'
- 'SMS Alerts'
- 'Twitter Feeds'
- 'Widgets'



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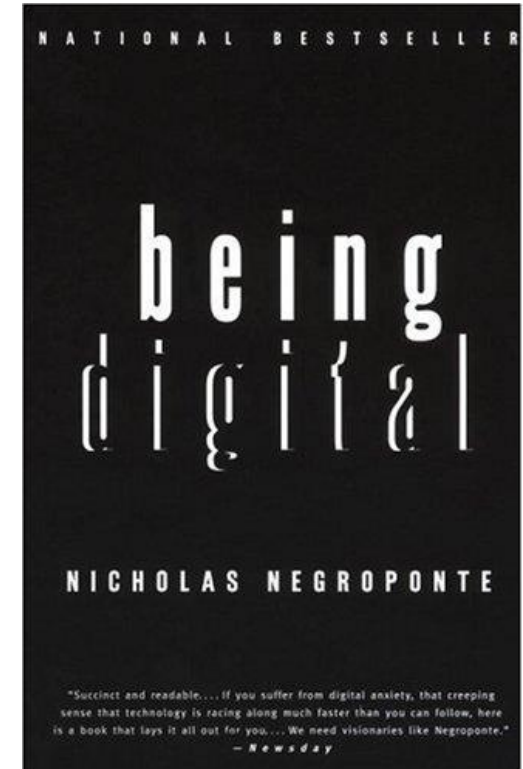
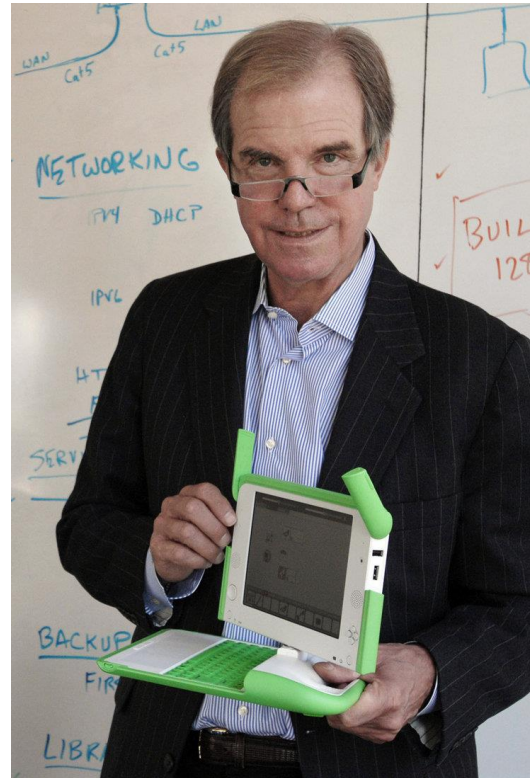
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“Imagine a future in which your interface agent can [read / view / listen to everything], and construct a personalized summary. This kind of newspaper is printed in an edition of one. . . . Call it *The Daily Me*.”

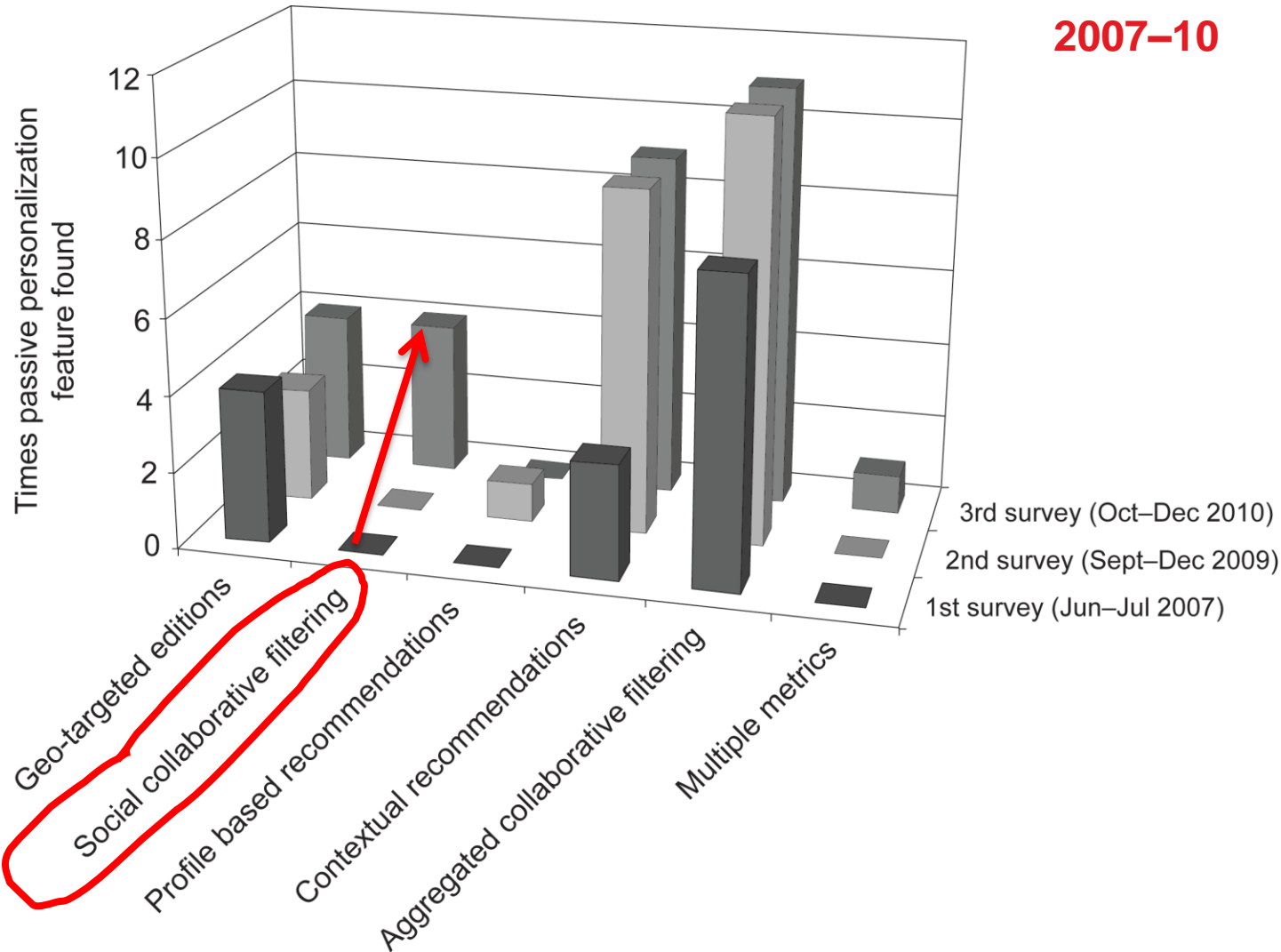
**Nicholas Negroponte, *Being Digital*, 1995**





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## Changes in deployment of passive personalization features at eleven national US and UK websites, 2007–10





## My news

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f FRIENDS'

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# Friends' activity on CNN



Faraz J Karamat shared Steve Jobs: From  
visionary. • last Thursday



Patricia Fonseca shared <http://www.cnn.com>  
about 2 weeks ago



Faraz J Karamat shared Gadhafi threaten  
2 months ago



Adam Blackwell shared AARP movie on So  
train wreck. • about 2 months ago



Merja Myllyaho shared EN Facebooker D  
with everyone. • about 3 months ago

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HI 18° LO 12°

NN International

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[www.facebook.com](http://www.facebook.com)

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Up-to-the-minute news  
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## My news

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d 1301 GMT, Aug 31



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The New York Times

Wednesday, January 27, 2010

My Times Beta

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- The Radiation Boom: While Technology Surges, Radiation Safeguards Lag
- Haiti's Children Adrift in World of Chaos
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- City Panel Approves Closing of 19 Schools

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- Questions Over Fixing Torn Picasso

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- 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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**Libyans celebrate their freedom**  
Libyans celebrated their new-found freedom with prayers and joyous chants in...  
*About an hour ago*

**David Cameron voices hope over Yvonne Fletcher case**  
Prime Minister David Cameron said today he was

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Harvester Restaurants  
[view website](#)

**Food to go from £5.95**  
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**10% discount**  
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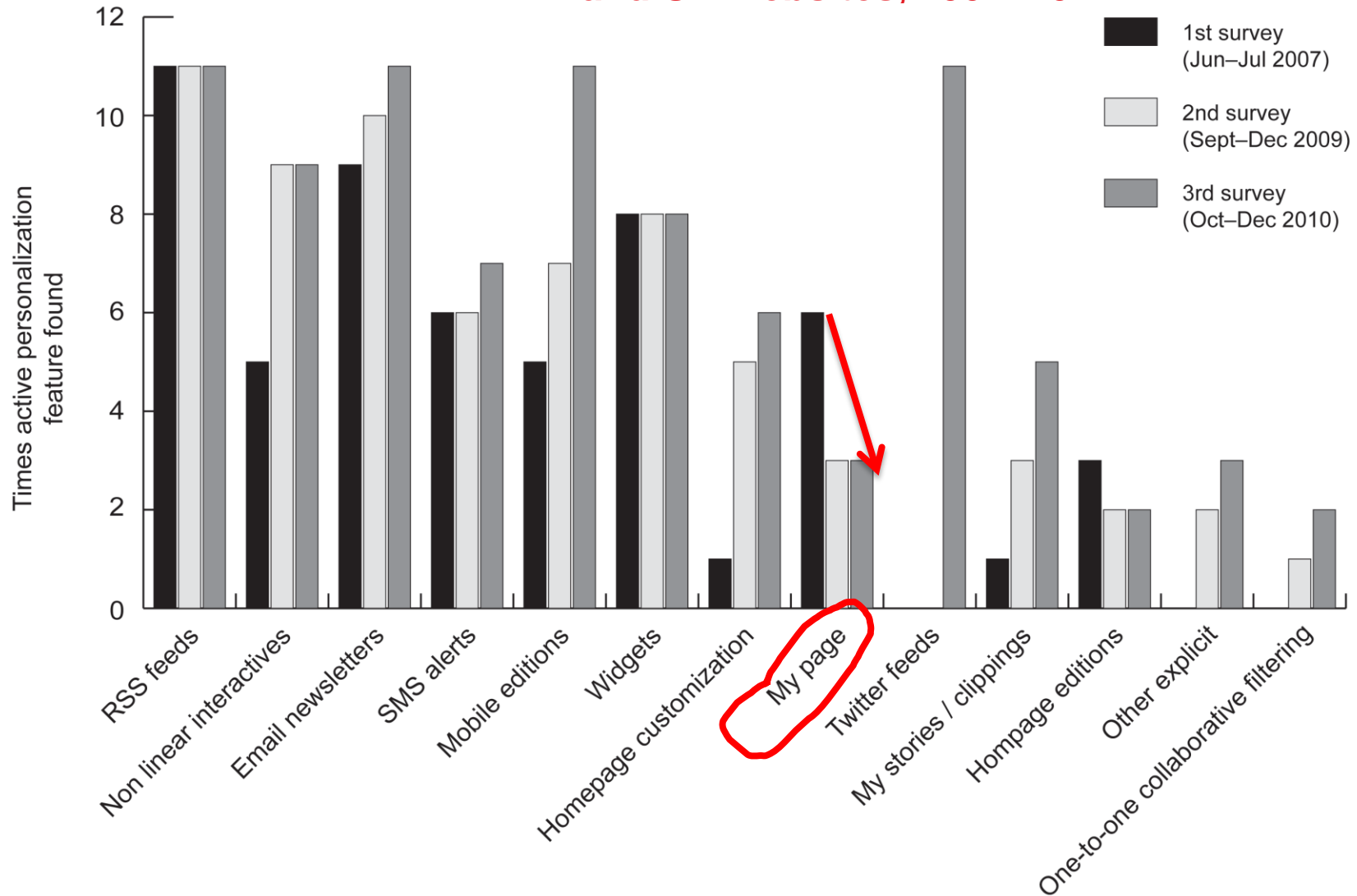
Google





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## Changes in deployment of active personalization features at eleven national US and UK websites, 2007–10





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## What the editors said:

“the time and effort to personalize something” would put off all but a  
“relatively small number of people”

—**Steve Herrmann, editor, BBC News website**

“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”

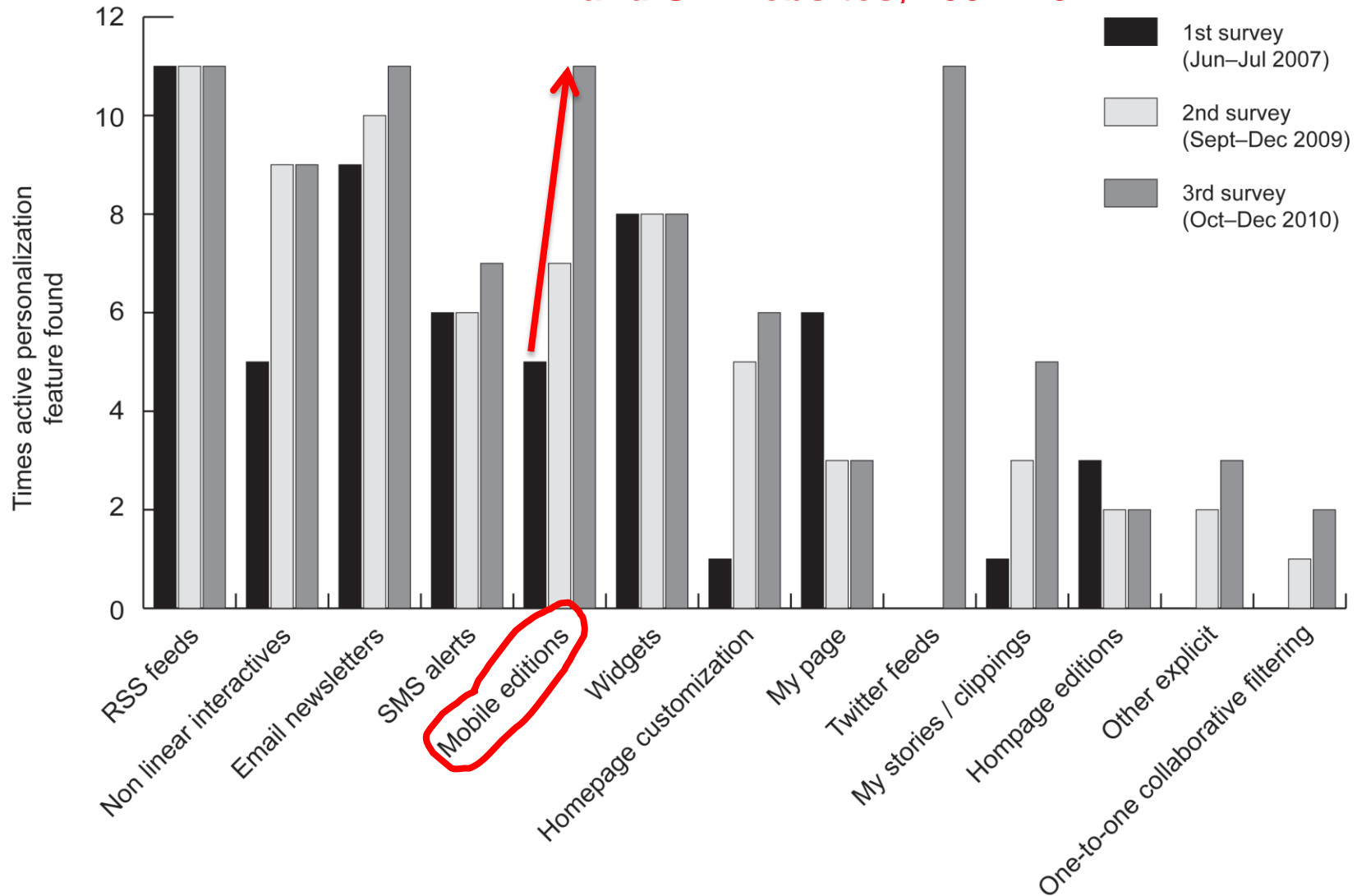
—**Rich Meislin, NYTimes.com**





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“fat  
finger  
problem”



*iPod  
touch  
nano*



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**Table 3: Adaptive interactivity on different platforms compared.**

	<b>Mobile editions and 'apps'</b>	<b>Full web editions</b>
Forms of personalization	<b>1.7</b>	<b>22.54</b>

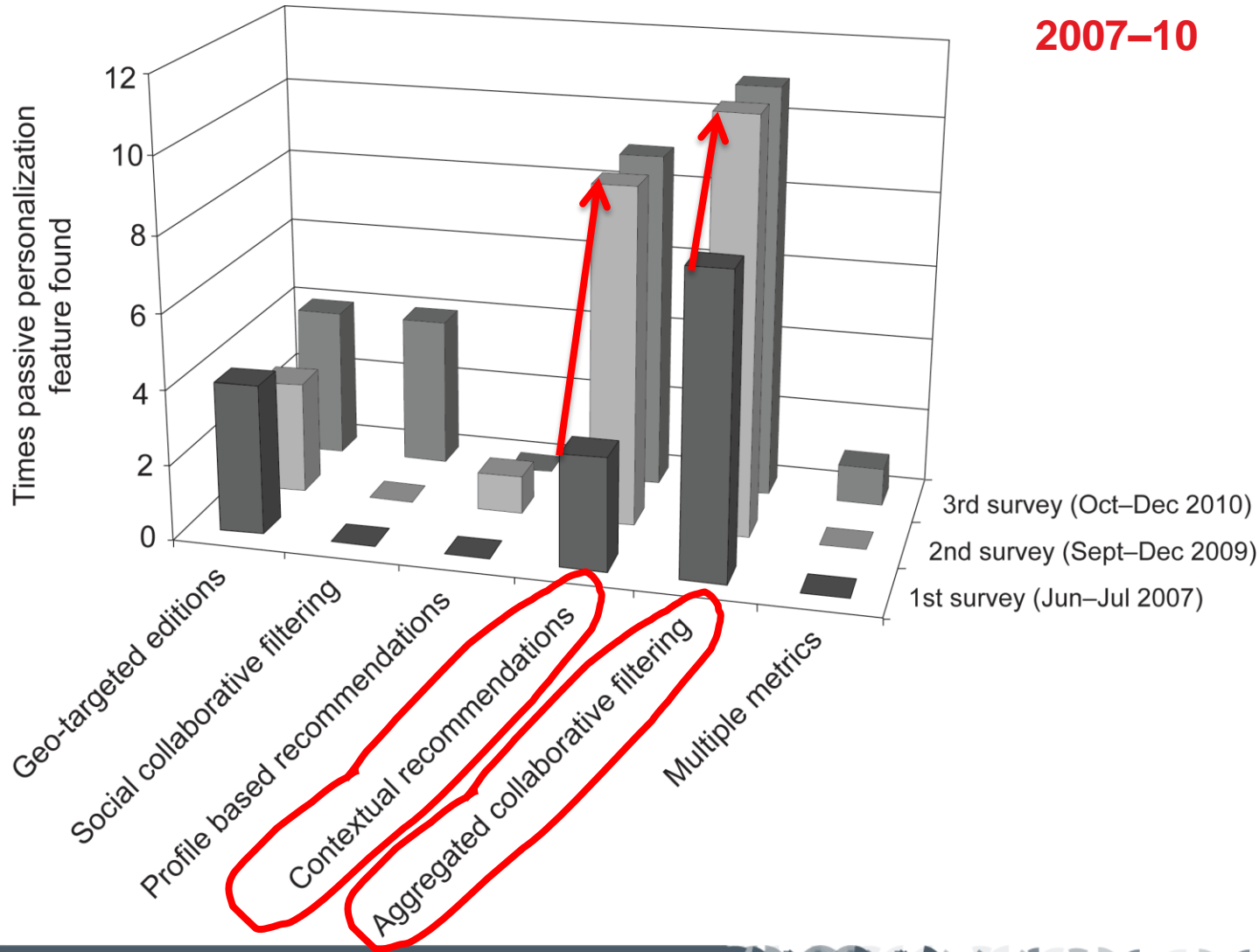
**Data from eleven news providers, Dec 2010**





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## Passive Personalization: 'Aggregated collaborative filtering'

# NEWS

**LIVE** BBC NEWS CHANNEL

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- 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.

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## What the editors said:

“[the most read and most commended features have] gone down well . . .  
we don’t do enough”

—**Neil McKintosh, then Head of Editorial Development,  
Guardian.co.uk**

“I think there is something very useful and informative about what people  
are email each other””

—**Pete Clifton, then Head of BBC News Interactive**





during  
annual

## Row breaks on 'Anti-cancer virus'

the date of a major jobs speech to  
om House Speaker John Boehner.  
S consumer confidence slumps

treat strokes is set to move to its

130  
anged



death toll rises  
a 'anti-terror' laws  
ails at killings  
minister found guilty  
in admits US charges  
at over leaked cables  
rus' shows promise

## Arteta in late moves

d Mikel Arteta are two of the  
y transfer deadline day, with  
ng the players to move.



Niagara Falls skipper calls  
it a day

## Farah safely re

re big names to switch clubs on an  
h Craig Bellamy, Joe Cole and Scott

reaches 5,000m final

## Europe

## Croatian ex-PN

## Madonna show

M charged over loan  
wing biopic at Venice

fi son vows to fight

## Features & Analysis



### Storage mania

Why do we pay to keep things  
we've no space for? 60



### Revolution retrospective

Memorable moments from Libya's  
six-month uprising



### Desperate to work

Portugal's jobless generation  
leaves for former colonies



### Messi fever

Cricket-mad Indians go crazy for  
football superstar

### Croatia's cave-dwellers

Development threatens to destroy ancient underground  
species

### Prize performers

Can Nobel winners help solve the present economic  
crisis?

### In pictures

Behind the scenes with Japan's notorious Yakuza  
syndicates

## Market Data

LAST UPDATED AT 08:37 GMT

Dow Jones	11613.53		53.58	0.46%
Nasdaq	2579.46		3.35	0.13%
FTSE 100	5376.20		-18.33	-0.34%
Dax	5709.72		-75.13	-1.30%
Cac 40	3233.83		-22.93	-0.70%
BBC Global 30	5353.99		5.68	0.11%

Marketwatch ticker

DATA DELAYED BY 15 MINS

## Most Popular

**Shared** Read Video/Audio

- 'Anti-cancer virus' shows promise
- A life in storage
- Graduates flee Portugal in search of work

ancient underground

present economic

notorious Yakuza

ST UPDATED AT 08:37 GMT

53.58 0.46%

3.35 0.13%

-18.33 -0.34%

-75.13 -1.30%

-22.93 -0.70%

5.68 0.11%

ATA DELAYED BY 15 MINS

/Audio

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2



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## Editorial judgement

“if there’s anything we have it is our judgement about what people are interested in”

—**Anna Spackman, then editor Timesonline.co.uk**

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

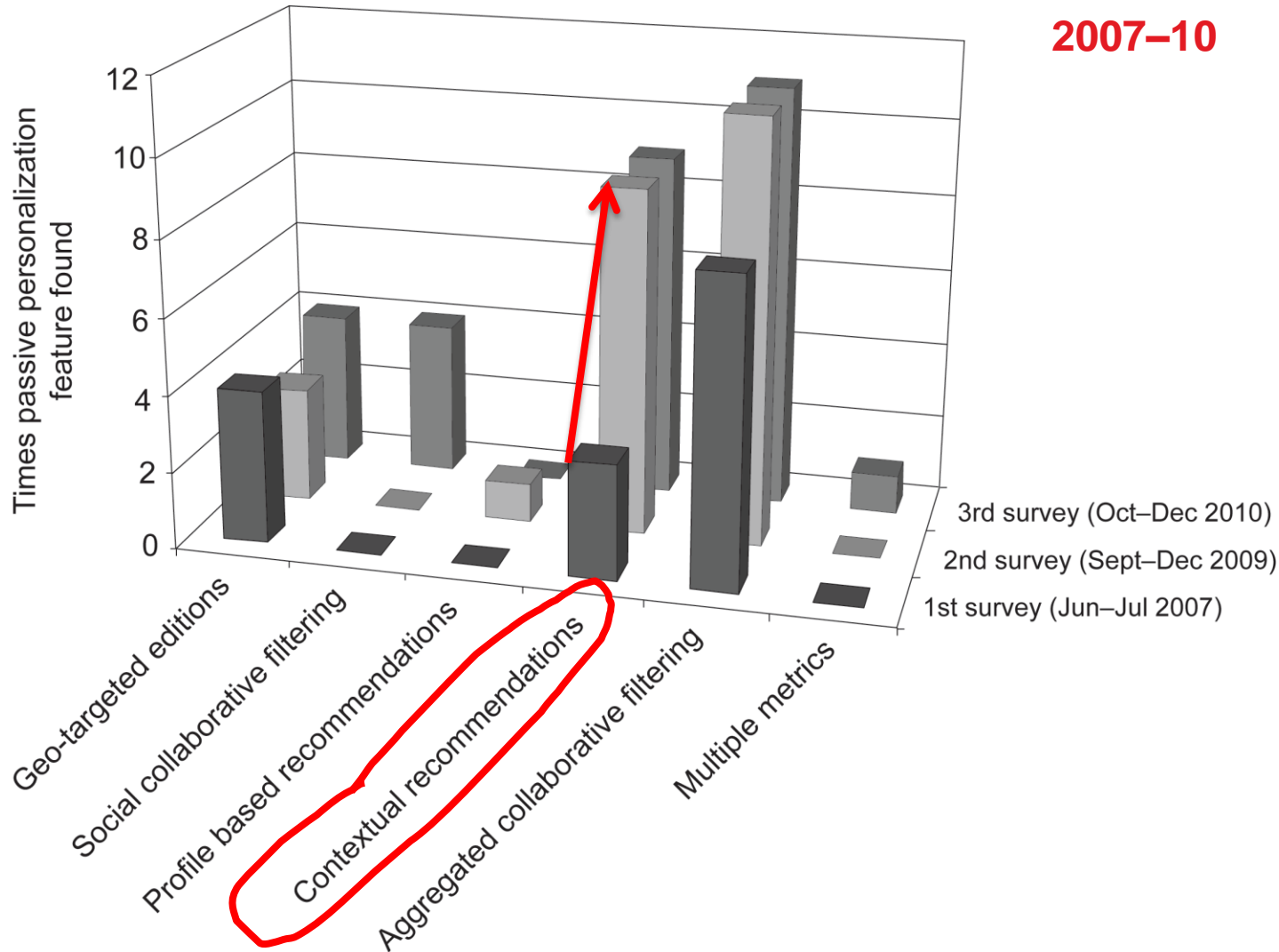
—**Neil McKintosh, then Head of Editorial Development,  
Guardian.co.uk**





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## Changes in deployment of passive personalization features at eleven national US and UK websites, 2007–10





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## Passive Personalization: Contextual recommendations

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Page last updated at 13:14 GMT, Thursday, 21 January 2010

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### China economy sees strong growth

Latest Challenges Japan warning In Pictures

China has said its economy expanded by 8.7% in 2009, exceeding even the government's own initial expectations.

The pace of change increased as the year went on, with growth in the final quarter of 2009 increasing by 10.7% from the same period a year earlier.

China is now on course to overtake Japan and become the world's second-biggest economy.

Japan announces its latest quarterly gross domestic product (GDP) figures next month.

The Japanese economy is likely to have contracted by about 6% in 2009.

**'What the world needs'**

Jim O'Neill, chief economist at Goldman Sachs, said that China had come up with "a very smart policy stimulus" and that some aspects of the financial crisis may not have been a bad thing.

"[In] November 2008, they came up with a quick, aggressive fiscal and monetary response which has worked," he told BBC Radio 4's World At One programme.

"They have replaced exports with domestic demand, both consumption and investment..."

### China versus Japan GDP

\$ trillion

China 2009: \$4.9 trillion (China's own estimate)

Japan 2009: \$4.6 trillion (World Bank estimate)

Source: World Bank

SEE ALSO

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ANALYSIS

**Chris Hogg, BBC News, Shanghai**

Officials say China's economic stimulus package - the largest in the world in proportion to the size of the economy - helped China to rebuild and recover.



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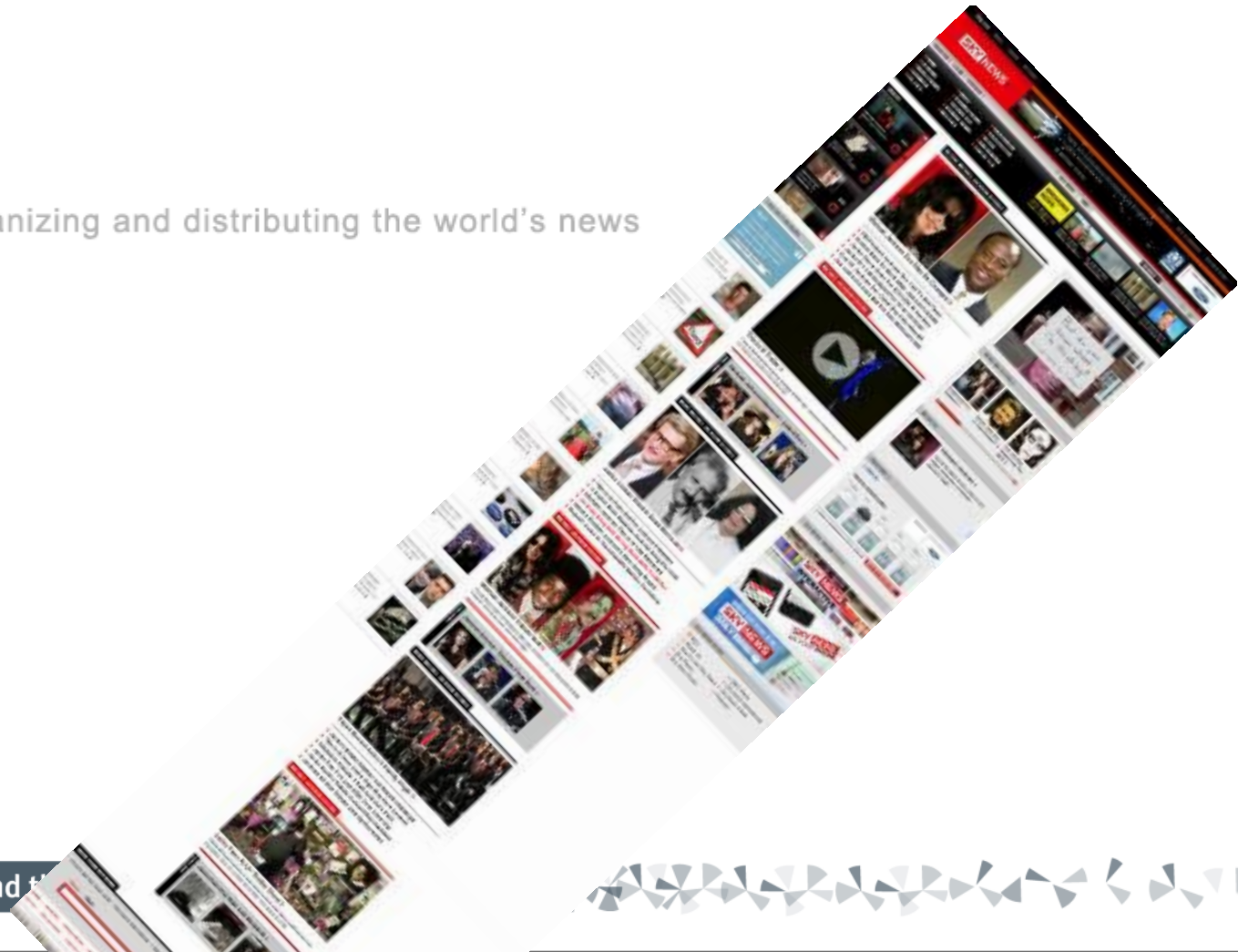
## Implicit Personalization: Contextual recommendations

...full 'topic pages'



**daylife**

Organizing and distributing the world's news







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## Implicit Personalization: Contextual recommendations



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**kitdigital**

moreover technologies ● ● ●  
more news more social more often

**Taboola**



**backtype**



**blogrunner** News at Blog Speed.



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***“Automatically direct users  
toward higher CPM ... content  
while maintaining recommendation  
quality and user engagement”***

***—Taboola website***

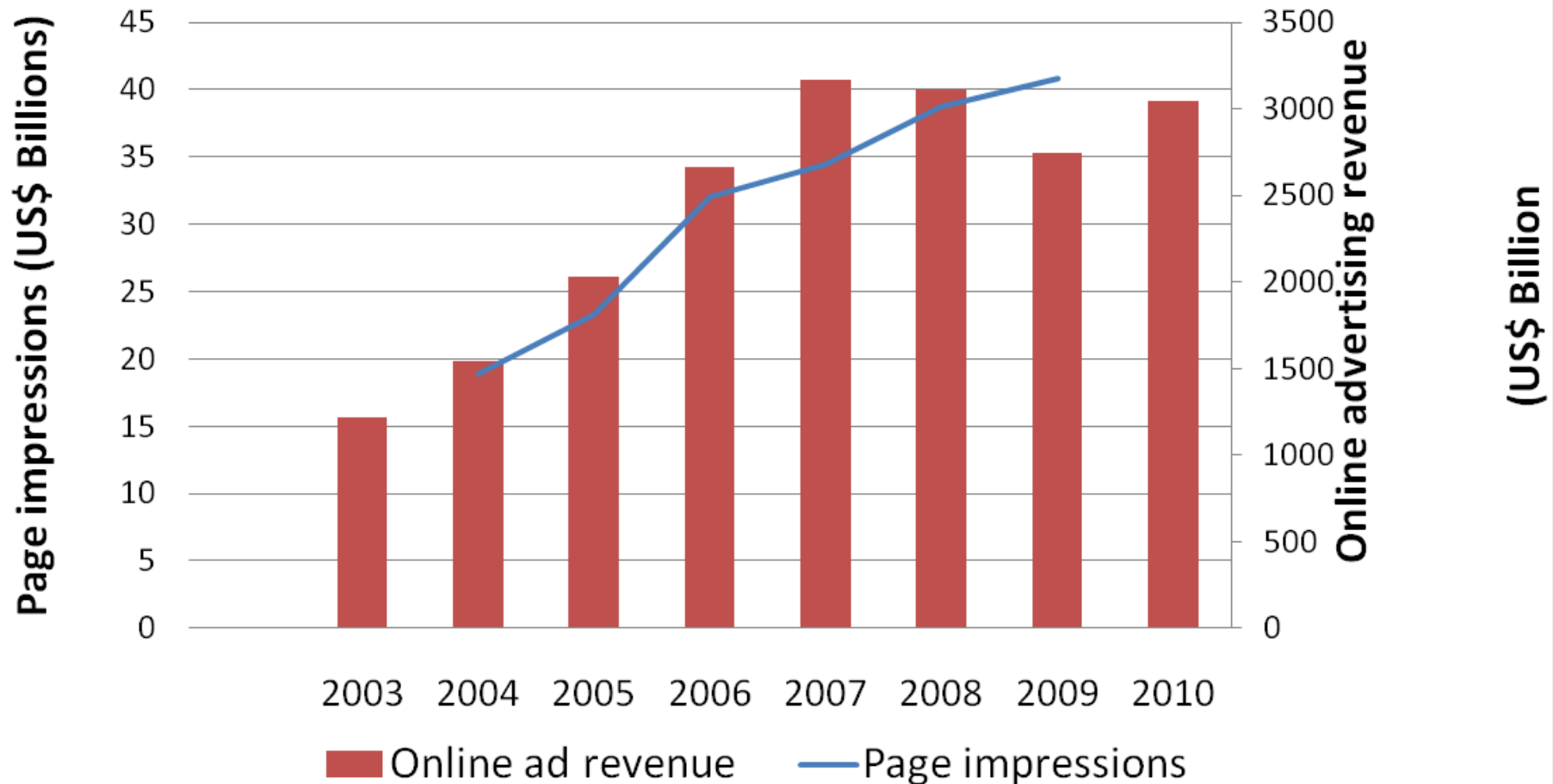


## COMBINED US NEWSPAPER PRINT & ONLINE ADVERTISING REVENUES (US\$ BILLIONS)



Source: Newspaper Association of America

## COMBINED US NEWSPAPER **ONLINE** ADVERTISING REVENUES and PAGE IMPRESSIONS

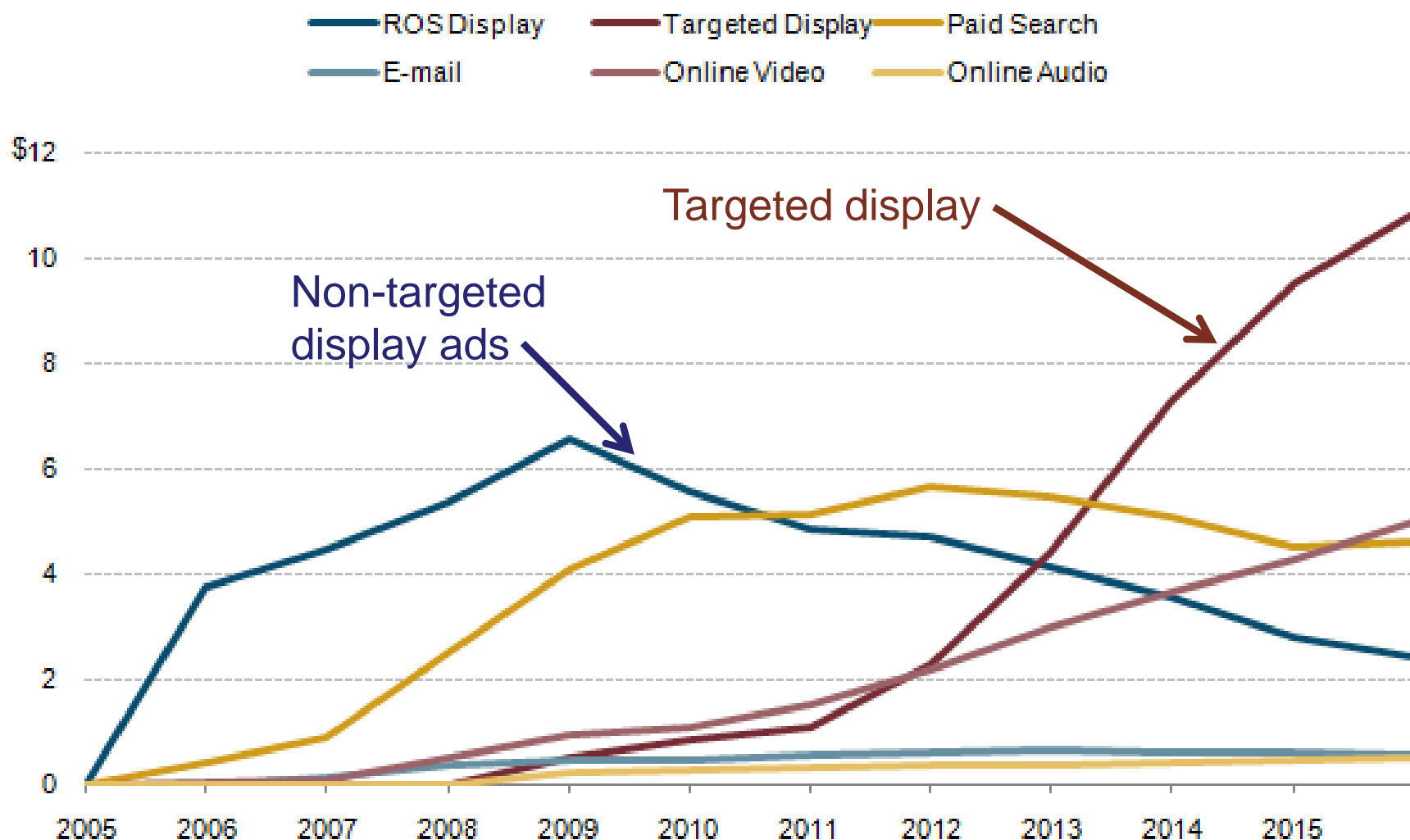


Source: Newspaper Association of America



# Targeted Display Expected to Dominate Local Online Advertising

In Billions of Dollars



Source: Borrell Associates 2010 Compass Report, based on the first three quarters of 2010

Note: ROS Display refers to non-targeted display ads

PEW RESEARCH CENTER'S PROJECT FOR EXCELLENCE IN JOURNALISM

2011 STATE OF THE NEWS MEDIA



## Coming land war for margin in the display ad delivery chain

### Ad Delivery Players

#### CDNs



#### Display



#### Ad Serving



#### Rich Ads



#### Video Nets



#### Ad Networks



### Publishers



**Publisher  
margins get  
squeezed**

### Ad Targeting Players





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“Journalists should worry about creating the content and other people in technology should worry about bringing the content to the right group...by personalization”

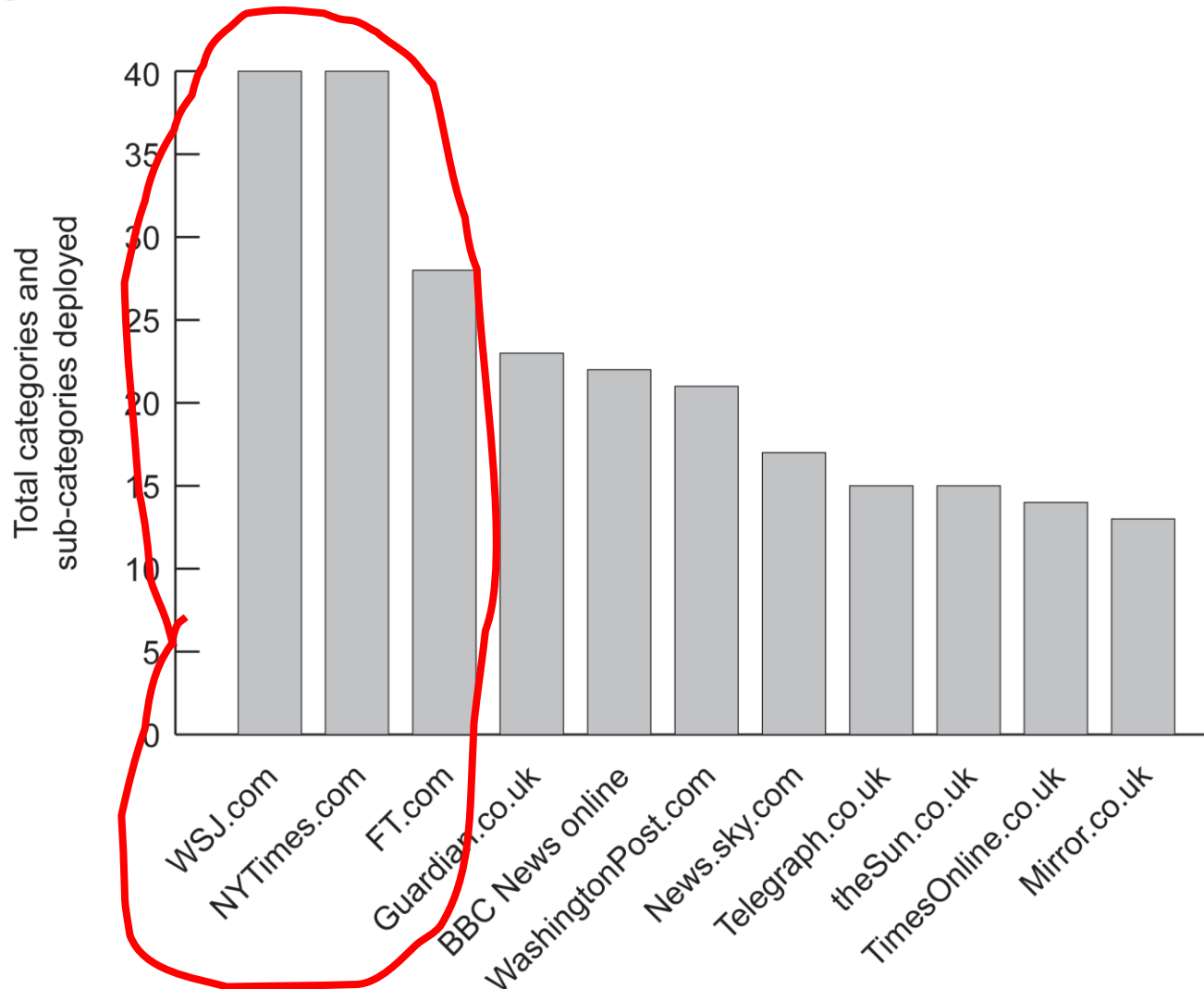
“Once we get personalization working for news we can take that technology and make it available to publishers, so they can transform their website appropriately [to suit the interests of each visitor]”

—**Krishna Bharat, Google (quoted in Pariser, 2011: 62-63)**



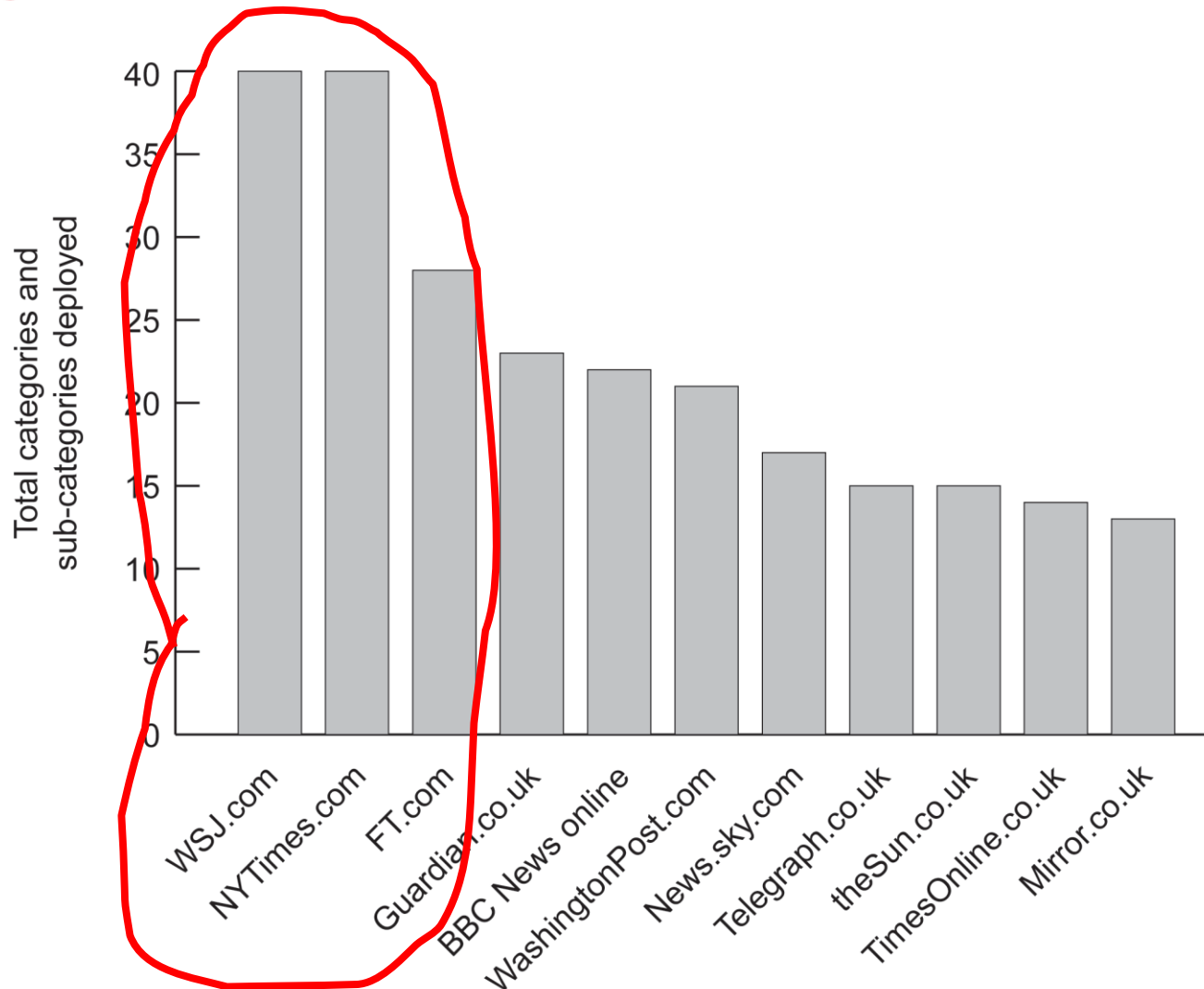


## Provision of personalized news features at eleven news websites, Oct–Dec 2010





## Provision of personalized news features at eleven news websites, Oct–Dec 2010







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# Neil Thurman

