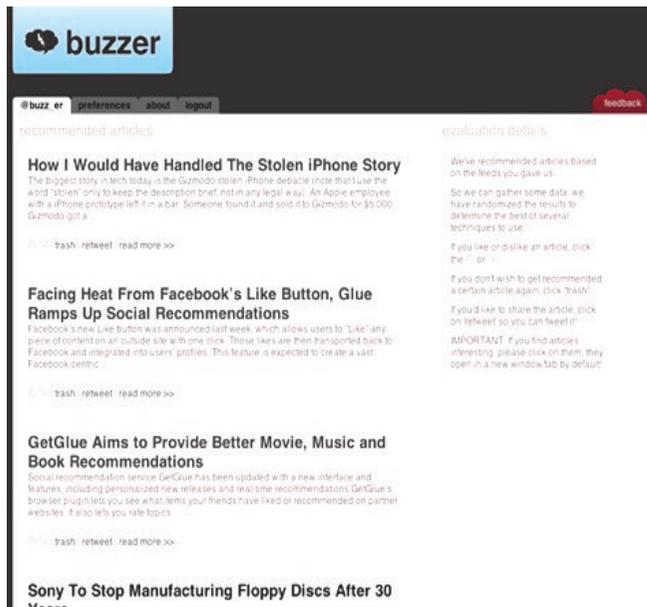


Social News Discovery Engine



The social news discovery engine codenamed 'Buzzer' represents a novel way of harnessing the power of the real-time web. It filters news items and blogs for personal interest and makes story suggestions more relevant and topical to individual users.

Its social news discovery differs from conventional news aggregation services such as Google News which rely on story text and user click-throughs. Buzzer's suggestions are based on the stories and topics that people are talking about in their social networks e.g. Twitter.

One of the key advantages of this approach, compared to the likes of Google News, is that it has the potential to quickly identify breaking-news stories. Recent studies highlight how breaking news stories frequently appear first on Twitter, long before they become popular on other news sites.

In this way Buzzer's unique technology harnesses the power of the real-time Web to learn about a user's interests and identify conversations that drive breaking news.

Examples of benefits

For the user

- Uses social web to rank and filter
- Quickly and accurately learns preferences

For the enterprise

- User profiling

Applications

- News and source-feed recommendation and filtering

<http://www.clarity-centre.org>

Benefits

For the user – the system harnesses public and social network data as a way of ranking and filtering things of interest. If your friends are talking about 'product X' we can for example, rank your technology news on this, rather than have an anonymous editor determining its rank.

The system learns a user's preferences more accurately and quickly than traditional recommendation ranking algorithms.

The recommender filters out unwanted content and ranks relevant content based on the popularity of terms from social and public sources. The algorithm works with any text-

based items, even product reviews and write-ups.

The system could source products that are closely matched to a user's preferences based on what a selected population are talking about, and what the user is talking about.

The system can find locations, places and people that closely match a user's interests and preferences.

For the enterprise – Since the engine relies on readily available user data from the users' personal Twitter feed, a user profile can be developed to work against in recommending content. This content can potentially extend beyond news recommendation towards product and item recommendation.

Technology status

- A small scale prototype system is running with 100+ users
- Currently scaling up the data backend to cope with increased traffic volume

The research group is keen to engage with companies interested in further developing the technology

For more information contact:

Edward McDonnell
CLARITY:
Centre for Sensor Web Technologies

tel: +353 87 057 1417
email: edward.mcdonnell@ucd.ie
www.clarity-centre.org