

WHAT'S THIS?

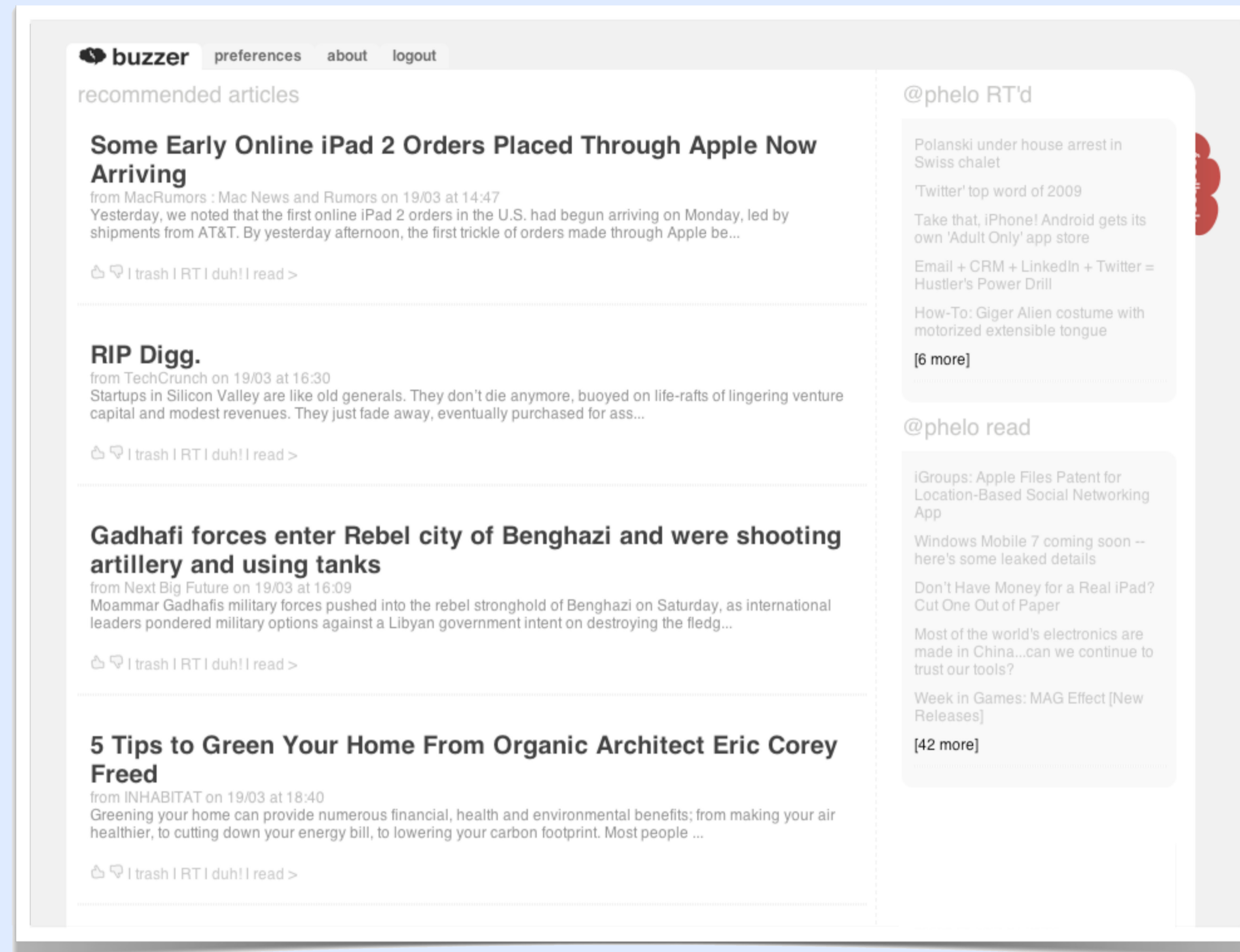
Content on the real-time web can heavily reflect real world events.

Why not harness this?

Buzzer* uses content in RSS feeds and Twitter tweets from public and personal social feeds to recommend + discover news.

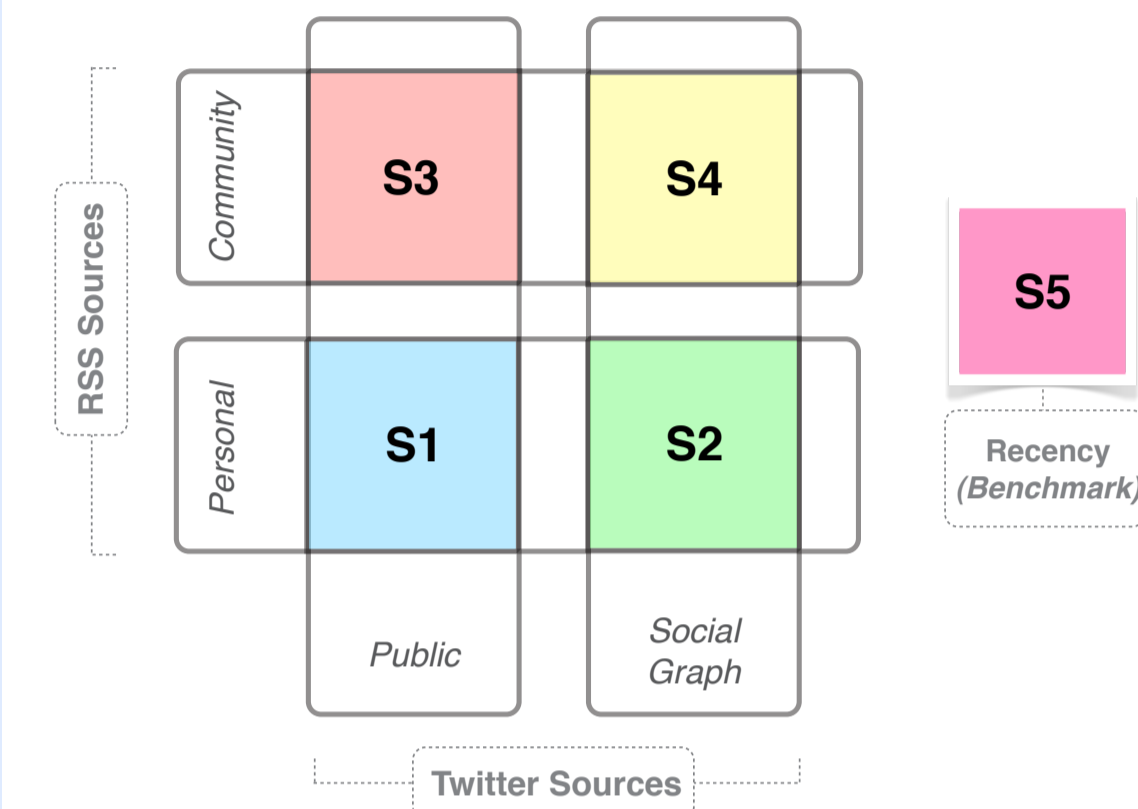


*patent pending



EVALUATION

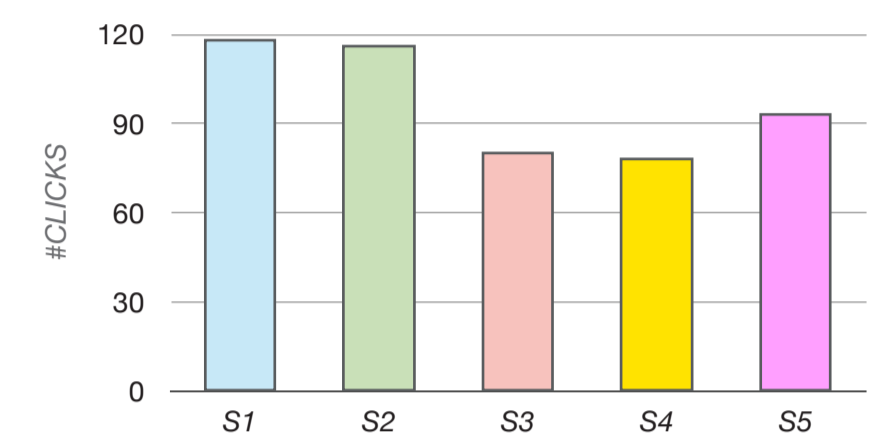
User evaluation with 35 users over a 1 month period, generated new results frequently. Users were emailed results daily.



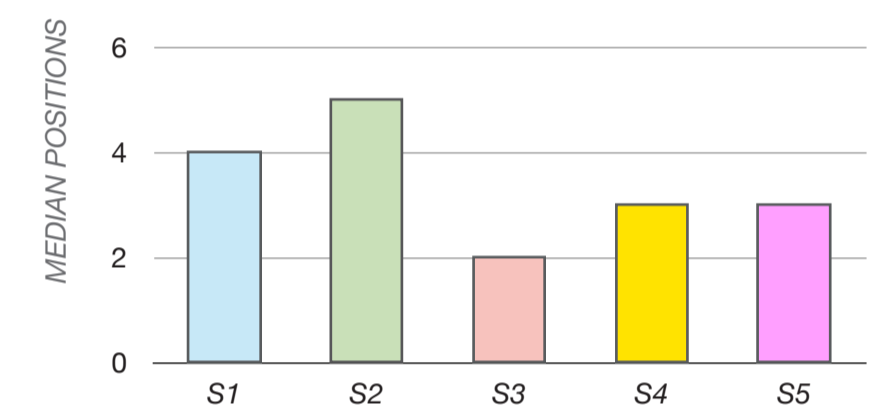
Results were an interleaved list of 25 items from 5 strategies, S1-S4 (above) were a combination of public and community derived RSS and Twitter items, benchmark 5th strategy of recency (S5).

RESULTS

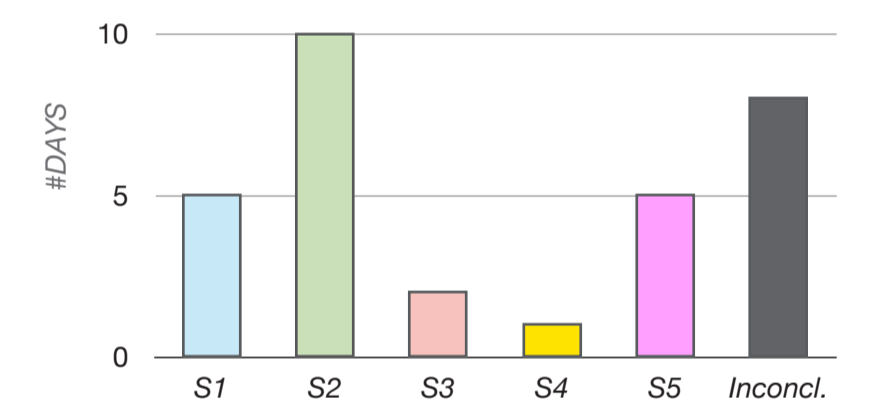
(a): Per-strategy click throughs



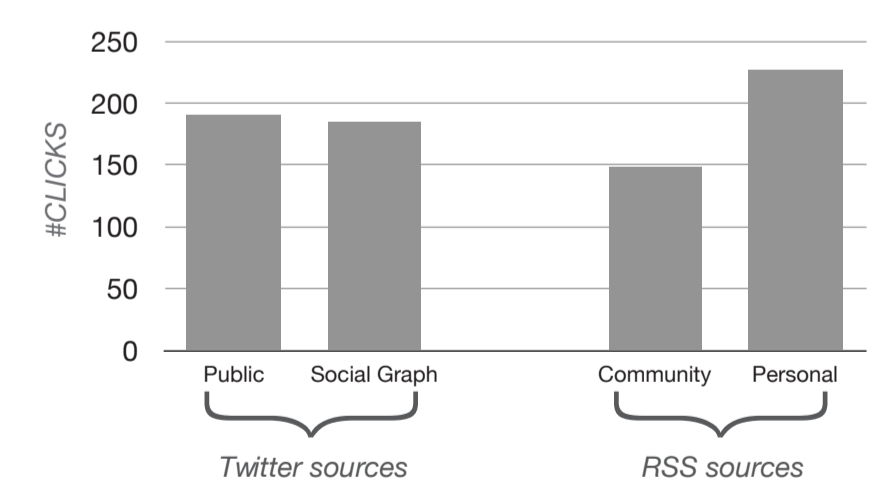
(b): Median Click Positions for S1-S5



(c): Winning Strategies: # of Days / strategy



(d): Twitter Sources vs RSS Sources



TECHNIQUE

We extract co-occurring terms from given sources of RSS items and Tweets, and use these terms to filter items from an index of articles.

Le Web 2009 Roundtable: What Makes A Platform, Exactly?

This is an overview of what was said during the panel conversation at Le Web on Platforms, which was moderated by our own Mike Arrington. (right) Lots of panelists for this particular discussion - the conference organizers managed to get all of these people on one stage: Ethan Beard (Director...

arrington talking at le web about platforms #leweb09

Mike Arrington moderating panel at #leweb09

Anyone else at leweb discussion in Europe?

Ethan said its particularly nippy today! #snowchance

Apple rumored to release....

Europe braced for another....

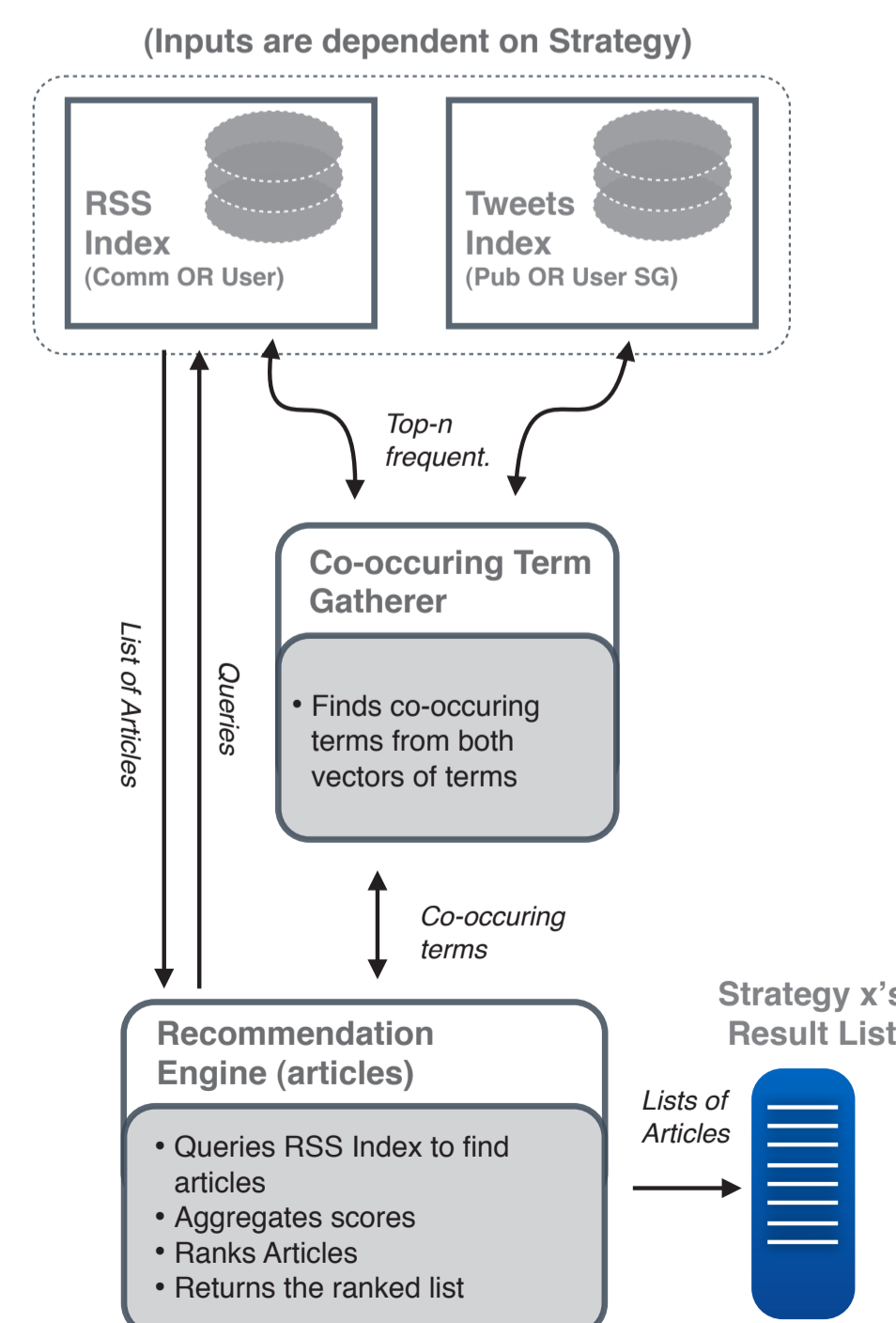
45 dead after minor quake: What

	a ₀	a ₁	a ₂	a ₃
q ₀	0.12			
q ₁		0.23	0.37	
q ₂				0.3
q ₃	0.24	0.22		
q ₄	0.11		0.2	
q ₅		0.15		
Σ	0.47	0.6	0.57	0.3

$$Score(a_i) = \sum_{\forall q_i} element(a_i, q_i)$$

Ranking based on a hit-matrix like scoring technique (above right). Items are scored based on their compound TFxIDF score.

ARCHITECTURE



FINDINGS

- S1+S2 have high click throughs vs S3+S4
- Benchmark had good performance, but was beaten ably in several cases.
- High click-through rates from personal RSS sources highlights item discovery power.
- S3 shows new items can be discovered and appear higher in results.



paper

web

@phelo

<http://buzzer.ucd.ie>

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