

icurrent



Personalization Requires the Person's Participation

Preliminary Slides.
Contact ramana@icurrent.com for final
slides

Talk Outline

- ❖ Requirements for the “*Great Internet News Experience*”
- ❖ The iCurrent Service as our best take at it
- ❖ A look into the “Sausage Factory”

Market reflects variety of needs

Curation & Presentation

Publishers

New York Times, CNN, MSNBC
Magazines, Trade, Gov, Org

Organizations & People

Blogs, Websites, Forums

Aggregating & Filtering

News Aggregators

Yahoo News, Google News, TechMeme

Social Filters & Discovery

Facebook, Digg, Twitter

Convenience & Familiarity

Email

Newsletters, Alerts

Search

Google, Yahoo, Microsoft

Personal Control

Start Pages & Filters

MyYahoo, iGoogle, NetVibes

RSS Readers

Google Reader, Bloglines

Specialized Flows & Tasks

Professional Products

Factiva, Bloomberg

Vertical Delivery Plays

FirstRain, Skygrid, InsideView

What the Engaged Experience Requires

- ❖ *High Personal Relevance* –
Across breadth & depth & contexts of interest
- ❖ *Responsive to Evolving Interest* –
Adjustable and adjusting to the flow of interest as you go
- ❖ *Simple, yet Comprehensive, Experience*
Top, Hot, Fun, Serendipity & Sharing matter

Requirements on the Whole Experience

- ❖ Personal Relevance
- ❖ Comprehensive Experience
- ❖ Prioritization down the page
 - Top Items For You
 - Top Channels now
 - Assisted Organization
- ❖ Other Key Factors (1/3 columns)
 - Discovery (“Serendipity”), Exploration
 - Top, Hot, & Fun
- ❖ Human-guided & Sharing
 - Editors, Guides, & Friends.

The screenshot displays the iCurrent website interface. At the top, it shows the date and time: Thursday, February 4, 2010, 10:29 AM. The main content area is divided into several sections:

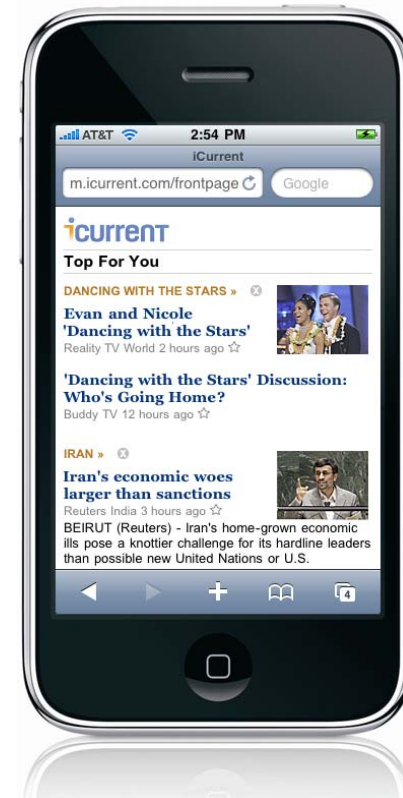
- FRONT PAGE:** Features a large article titled "Totally 'Lost'" with a photo of a man, and another article "Gabourey Sidibe up for Oscar" with a photo of her.
- YOUR TOP CHANNELS:** Lists various channels like "TED CONFERENCE", "NASA", and "AMERICAN IDOL".
- AGGREGATORS:** Shows a list of aggregated news items with brief descriptions and timestamps.
- CHANNEL GALLERY:** A horizontal row of smaller channel thumbnails with titles like "WAR IN AFGHANISTAN", "APPLE BUZZ", and "AIRLINES & AVIATION".

The bottom of the page includes a footer with the iCurrent logo, navigation links (About, Blog, Press, Jobs), a "How to Use iCurrent" section, and a "Back to Top / Feedback" link.

iCurrent is a personalized news service

...for the mainstream on the web, mobile ...

The screenshot shows the iCurrent web interface. At the top, it says "iCurrent WHAT'S NEW FOR YOU" and "michaelmichaelson Invite Friends! Settings Help Sign Out". Below that, it displays the date "Tuesday May 4, 2010", location "San Francisco, CA 65°F", and layout options. The main content area is divided into several sections: "FRONT PAGE" with a featured article "The Crisper Whisperer: Grilled Chiles 'Resembles'" by Carolyn Cope; "Airspace to close in new ash risk" by BBC; "Evan Lysacek and Nicole Scherzinger top 'Dancing with the Stars' again"; and "ANALYSIS - Iran's economic woes loom larger than sanctions". There are also "TOP NEWS" and "TOP CHANNELS" sections. The left sidebar contains navigation menus for "STARRED ITEMS", "CHANNEL GALLERY", "News", "Arts & Entertainment", "Business", "Sports", "Science", "Technology", "Family & Society", "Health", "Education", "Recreation", and "Sailing".



... and email & Facebook too.

iCurrent is also a platform...

Personalized News & Information Delivery

- User-Driven Personalization
- Hybrid Indexing & Filtering

RETRIEVE

EXTRACT
ARRANGE

Hybrid
filtering

PRESENT



Web



Email



Mobile



Widgets



Unique Approach (Patent pending)

Algorithms x Curation x User Signal

- Explicit & Implicit Learning
- Editor- & User Curated
- Content-based & Collaborative Filtering.

Indexing & Delivery Flow

Rich Content Indexing

- Harvest millions of articles
- Extract proper nouns – companies, places, people,
- Categorize into “whole life” taxonomy
- Group articles by events & genres – news, reviews, opinion, blogs ...

Hybrid Filtering & Delivery Engine

- Channel tuning & recommending
- Content & Source Signals:
Content Relevance, Recency, Authority, Tonality, Appeal, Genre, Geographic Scope/Reference
- Prioritization & Organization Signals:
User Interest Level, Popularity, Balance, Content Momentum, Statistics over Rich Metadata

Web, Mobile, Email Apps & Agents

