



Technology Transfer Opportunity

Using micro-blogging to Recommend Real-Time Topical News

OPPORTUNITY:

Today people are exposed to news sources from many different media new and old. However media generated news is pushed to users based on when the news occurs and the weight the media service applies to the news item. In today's age of the user driven web (web 2.0) users are now have the ability to create their own news through blogging, micro-blogging etc. This news will have relevance to the originator and those who follow what that person writes. How then to combine these potentially divergent news sources in a meaningful way? Recommending news stories to users, based on their preferences, while obvious has its limitations. User's preferences are not static and will change day to day as their interaction with the world changes.

Description of Technology:

Researchers at UCD have developed a novel machine learning approach to news recommendation that harnesses real-time micro-blogging activity (Twitter for example) as the basis for promoting news stories (from a user's favourite RSS feeds) that are more lightly to be of interest to the user.

Value Proposition:

With the growing popularity of social networking, RSS feeds are being accessed less and less. The proposed technology marries the depth of news from RSS feeds with the breath of interests from Social Networking. News items are recommended as the user interacts with others via micro-blogging. Targeted delivery of news allows for opportunistic deliver of advertisements tuned to what interests the user (as opposed to what they are searching for).

Market:

Any content generator delivering news and other media content over RSS seeking to broaden uptake of their content by making it more web 2.0 aware.

Inventors:

Owen Phelan, Dr. Kevin McCarthy & Prof. Barry Smyth, CLARITY: Centre for Sensor Web Technologies, School of Computer Science and Informatics

Status:

Patent applications have been filed in Ireland (app. no. 2009/0597) and in the USA.

Opportunity Sought:

License or development partner opportunity available.

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