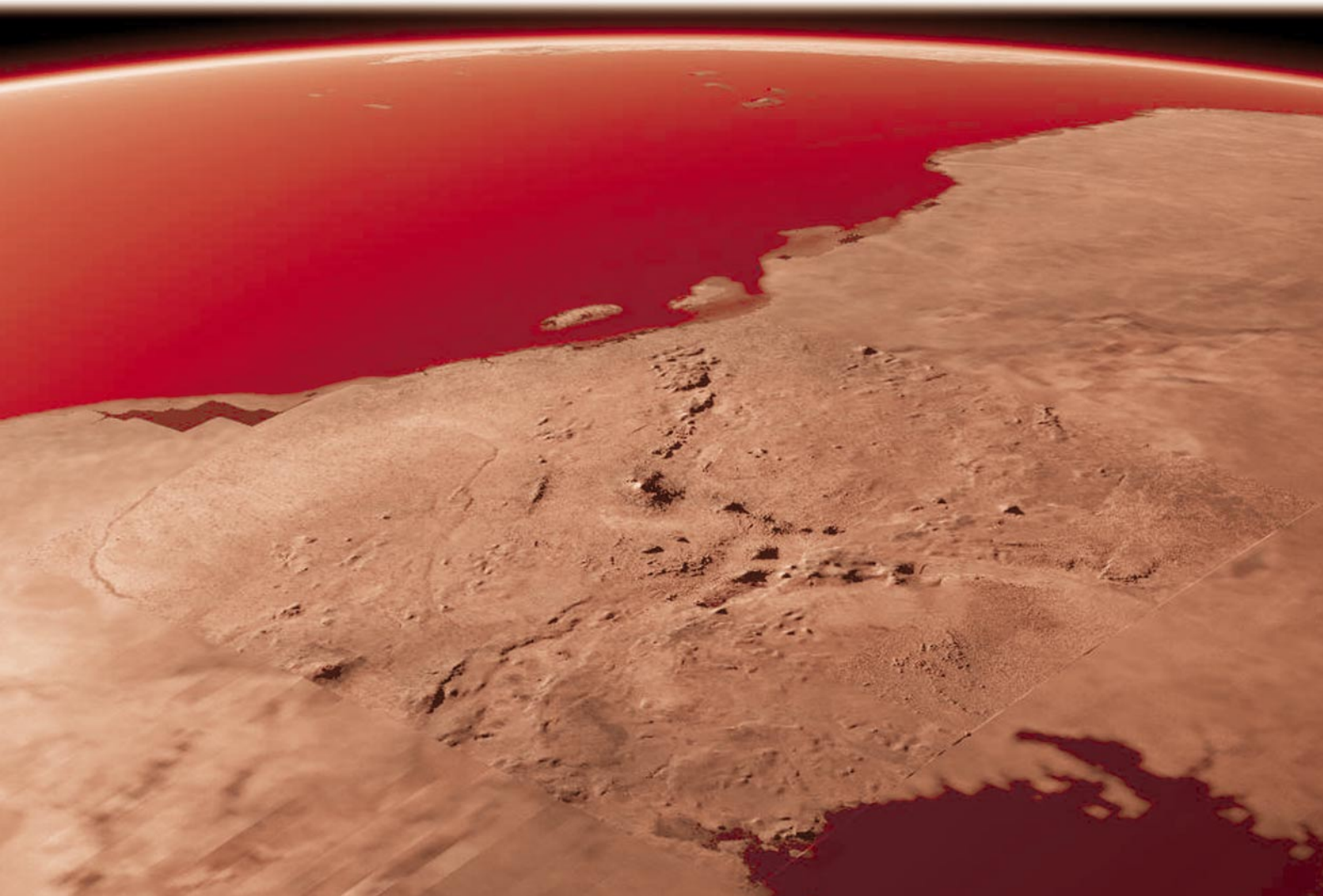
FEEDS 2.0

Personalized Web 2.0 RSS Aggregator

http://www.feeds2.com



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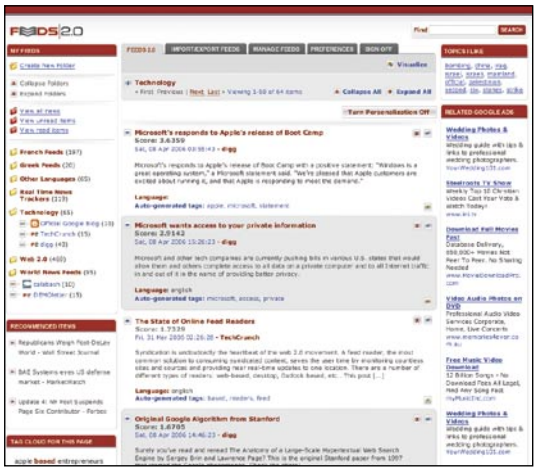
Improving RSS Information Access



"Information overload makes it hard to find important and interesting news"

There is too much news out there nowadays for anybody to keep up with the pace of information update.

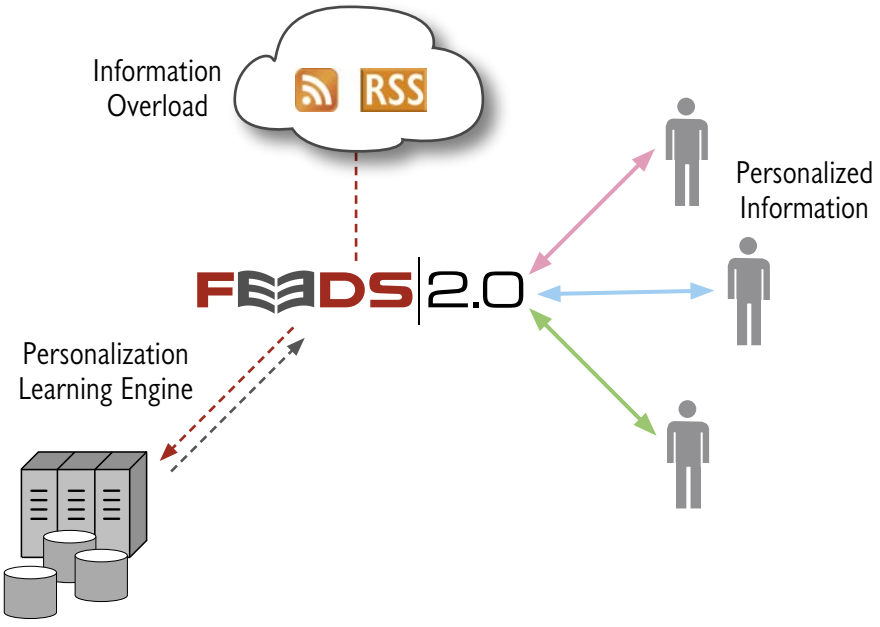
Feeds 2.0 brings news articles in the form of RSS feeds from sources specified by the user (e.g by OPML subscriptions) and builds a *personalized news aggregator* for each reader. Personalized feeds are built just for the specific user, picking the most interesting articles that match his/hers individual interests.

The more articles the reader clicks on, the more personalized the output becomes. Feeds 2.0 machine learning algorithm adapts the website to show interesting and relevant posts based on the reader's habits.

The reader just clicks and reads on the articles which interest him. He can also mark feeds as non-interesting in the initial training period of the system. Whenever he returns to Feeds 2.0, other interesting articles will be presented from the list of subscribed feeds. The machine learning algorithm analyzes individual articles, the reading history of the user and previously ignored posts to build personalized pages. What has been clicked on determines what articles will be recommended to the reader. The more articles the reader clicks on, the more personalized the page will be.

Computational Intelligence Made Easy

Feeds 2.0 utilizes an advanced *computational intelligence personalization learning engine*. As soon as a user starts reading, the system will learn what he likes to read and what he doesn't care much about. With personalization the system ranks the feeds according to sources a particular user likes, authors and topics he's interested in, and brings interesting articles first. These are ranked by a score the system has assigned based on what it has learned about the user's preferences. The system creates a dynamic profile of the topics



the user likes and the sources he reads most. Feeds 2.0 actually begins to learn almost immediately (from the first couple of clicks) in order to figure out the user's preferences but obviously the more he uses it the better it gets.

Import of any RSS Channel / Source

Users can import an OPML file with their existing feeds or add feeds individually so that they get personalized recommendations for posts originating from their favourite feed sources.

Multi-language Support

Feeds 2.0 can gather and display feeds written in any language (Chinese are also supported) because it internally stores the information using robust UTF character encoding.

Automatic Clustering

Feeds 2.0 provides *real time automatic clustering* of similar items aggregated from different sources. This automatically solves the problem that many users are facing when subscribing to feeds with similar subjects, like for example News Feeds. Items covering the same story originating from, say, sources like Google News or BBC News Top Stories, will appear all on the same cluster and therefore the effect of having practically the same item appearing again and again is eliminated. This can save an enormous amount of time when one is subscribed to many feeds with similar subjects.

Personalized Recommendations

Feeds 2.0 provides an additional *personalized recommendation* feature. This takes into account what the entire community

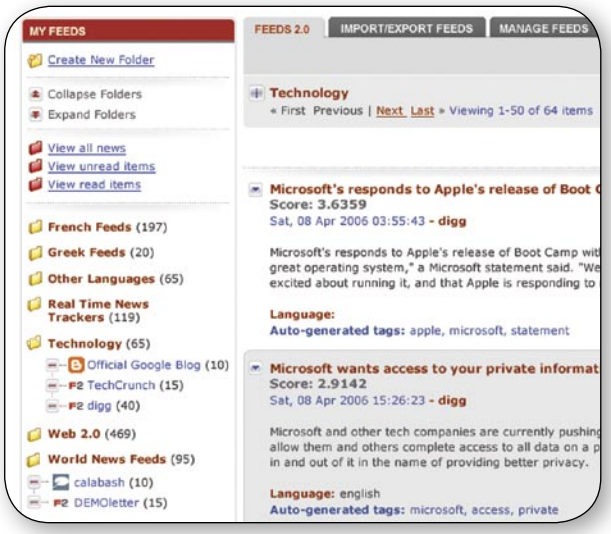
of Feeds 2.0 readers are finding interesting and recommends related posts and feeds that a user might want to read. It uses a technology called *personalized collaborative filtering* to generate recommendations. It works by first matching together users with similar reading tastes. Each member of the system has a 'neighbourhood' of other like-minded users. The ratings from these neighbours are used to create possible recommendations for the target user. The philosophy behind Feeds 2.0 recommendation feature however lies on the understanding that every user has his own interests and tastes. Hence, Feeds 2.0 utilizes its internal computational intelligence learning engine in order to filter these recommendations (even if they come from like-minded users) and present information that will interest the target user the most, rather than the information that most users think is interesting. This concept makes Feeds 2.0 recommendations different from the existing 'find the most popular content' or 'top stories' implementations.

Social bookmarking, tagging and sharing

Feeds 2.0 implements a *natural language recognition* mechanism for feeds and posts. This allows for the automatic identification of the language in which any feed item is written in. The natural language detection automatically extracts of the most important keywords as tags for each item. This leads to a real time creation of a Tag Cloud for each feed or group of feeds, with which users can find feeds and items related to a particular subject. Users are also able to do their *own tagging* in order to build a kind of social bookmarking and sharing network within the Feeds 2.0 community of users.

Visualization

Feeds 2.0 provides a special *visualization feature* in order to help users visualize the relationships between posts in a *real-time generated* 2-D display. This display provides a spatial representation of the relationships between posts and helps users to immediately recognize the existence of clusters of posts with similar subjects.



Standard RSS Aggregator Usage

Users can turn the personalization feature off at any time in order to read the more recent posts in a river style of news browsing (sorted by publication date).

Extended Browser Compatibility

Feeds 2.0 fully featured Ajax interface is compatible with all modern versions of Firefox, Internet Explorer, Opera, and Safari. It is also compatible with derivatives of those browsers (e.g. Flock, Maxthon etc).

Personalized Ads

Feeds 2.0 implements a mechanism for *personalizing ads* to the users on the site, presenting them with highly relevant ads on all pages. This personalized version is currently built on top of Google AdSense but services from other providers (e.g. Microsoft, iTunes, Yahoo, etc) may also be incorporated. Ads are targeted not merely to the content of the page, but to the individual behaviour of each reader.

Since Feeds 2.0 personalization engine is able to match interesting content to users, personalized advertising can match ads to interested people. This is because, ads is regarded as a form of content which is useful when it is relevant. When it is not relevant, it is annoying. Feeds 2.0 does not annoy its users but increases the probability that a user finds an ad useful.

Total Privacy Guaranteed

Feeds 2.0 does not monitor how people use its interfaces. This includes recording when each user logs in, what pages the user requests, which posts the user rates, what recommendations a user is shown, and what kind of searches each user runs, among others. This is because the system is fully automated, and because users are represented *anonymously* as *numeric identifiers* so that no one knows the real identity of the users in the numerical data.

Too Good to be True?

Why don't you find out for yourself?

Visit http://www.feeds2.com

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