

PADAC²: Real-Time News Recommendation System with Heterogeneous Social Footprints

Dong-Yup Kang^{*1}, Dong-Kyun Han^{*1}, Gyumin Sim^{^2}, JongHyuk Jung^{#2}, HyunKi-Jeon^{^2}, Soobin Lee^{*}, Joonyoung Park^{*}, Seunghyeon Moon^{*}

^{*}KAIST Institute, [^]KAIST Computer Science, [#]KAIST Industrial Design, Daejeon, Republic of Korea

^{*}{dykang, handk, soobinlee, jypark, shmoon}@itc.kaist.ac.kr, [^]{kyumin92, heretor92, jeonhk}@kaist.ac.kr

Abstract—Everyday in Korea, more than hundred thousands of News articles and postings are generated by either writers or users. Many people read News articles and write their opinions on the articles through major News portal systems such as Naver or Daum. However, they are sometimes time-consuming, biased, and distracted by unnecessary information. We propose a real-time News recommendation system called PADAC², that is more passive process for users to browse their interests from massive News media. We propose a recommendation algorithm called HeteRoCommender based on heterogeneous source of social footprints given.

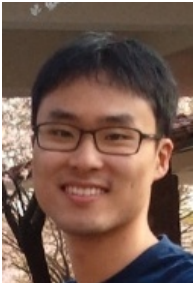
Keywords— News Recommendation, Social Evidence, Media Aggregation, Collaborative Filtering



Dong-Yup Kang received the MSc degree in computer science from the Korea Advanced Institute of Science and Technology (KAIST) in 2010. He is currently a researcher at KAIST Institute for IT Convergence.



Dong-Kyun Han received the MPhil degree in computer science and engineering from the Hong Kong University of Science and Technology (HKUST) in 2013. He is currently a researcher at KAIST Institute for IT Convergence.



Soobin Lee received the PhD degree in electrical engineering from the Korea Advanced Institute of Science and Technology (KAIST) in 2011. He is a research fellow at KAIST and a team leader of knowledge convergence team at KAIST Institute for IT Convergence. His research area is wireless communications, mobile computing, human-computer interaction, and data mining

^{*}. Seunghyeon Moon, Joonyoung Park, Gyumin Sim, JongHyuk Jung, and HyunKi-Jeon are currently undergraduate students at Korea Advanced Institute of Science and Technology (KAIST). This work is conducted when they interned.