Bringing Newsworthiness into the 21st Century

Tom De Nies,
Evelien D'Heer, Sam Coppens, Davy Van Deursen,
Erik Mannens, Steve Paulussen and Rik Van De Walle

Web of Linked Entities @ ISWC 2012
November 11th, Boston, USA
Digital Information Overflow

Tom De Nies (iMinds-MMLab)
Joint Effort

Social Lab (MICT)  Multimedia Lab

News Criteria  Semantic Web

Manual Analysis  Automatically Assisted Analysis
Newsworthiness, revisited

Presenting AVALON: Automatic Value Assessment of News

DEARBORN, Mich. — The Ford Motor Company’s chief financial officer said Thursday that the automaker’s international losses would triple in the second quarter, primarily because of much weaker European sales. The executive, Robert Shanks, also disclosed that Ford would consider closing an assembly plant in Europe should demand keep falling. Ford lost $190 million in the first quarter in its international operations, with Europe accounting for nearly 80 percent of the total. Since then, the market has grown worse, and Ford losses are mounting.

“We lost $190 million in the first quarter, and it will be three times greater than that in the second quarter,” Mr. Shanks said in an interview on Thursday at Ford’s headquarters.
# News Criteria

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Unexpectedness</th>
<th>Recency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Continuity</td>
<td>Eliteness</td>
<td>Showbiz/TV</td>
</tr>
<tr>
<td>Celebrities</td>
<td>Negativity</td>
<td>Significance</td>
</tr>
<tr>
<td>Relevance</td>
<td>Facticity</td>
<td>Competition</td>
</tr>
</tbody>
</table>

**Categories:**
- Cultural
- Geographical
- Social

**Subcategories:**
- Political
- Economical
- Cultural
- Public
- Technological

Tom De Nies (iMinds-MMLab)
Complex Mapping

News Values & Sub-criteria

- Frequency
- Unexpectedness
- Recency
- Continuity
- Power Elite
- Showbiz/tv
- Celebrities
- Negativity
- Significance
- Relevance
- Facticity
- Competition

- Novelty
- Uniqueness

Named Entities & Topics

- oc:Country
- oc:City
- oc:Company
- oc:Person
- oc:TVShow, oc:Movie, ...
- oc:War_Conflict
- oc:Law_Crime
- oc:Disaster_Accident
- oc:Politics
- oc:Business_Finance
- oc:Entertainment_Culture
- oc:Human_interest
- oc:Environment
- oc:Social_Issues
- oc:Technology_Internet

Analyses

- Similarity Analysis
- Named Entity Recognition
- Topic Detection
- Reader Target
- Social Media
- Formatting

Tom De Nies (iMinds-MMLab)
Analysis Methods

- News Article
- NER
- Topic Detection
- Reader targeting
- Similarity Analysis
- Social Media
- Formatting

Newsworthiness report

Tom De Nies (iMinds-MMLab)
Advantages

+ Saves hours of scanning through related publications
+ Linked to Web, so always up to date
+ Enables news analysts to test traditional methods in current media landscape
+ Intended as assisting tool, not as replacement
Next Steps

Take it to the real journalists!