

The Development of a Personalisation Concept for Online Newspapers PDF - herunterladen, lesen sie



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Beschreibung

Web personalisation can help providers to better respond to their customers' particular preferences and therefore, to increase customer binding and to establish profitable long-term business relationships. Customers can be assisted in their search for relevant products or information which in turn might save them time and effort. The book suggests a personalisation concept for an online newspaper starting with the illustration of important aspects of web personalisation which have to be considered in order to successfully perform in this field. The author Nadine Tylla reflects on how user data can be collected, explicitly and implicitly, in order to derive user preferences as a basis for personalised news content. An essential advantage of

gathering implicit user feedback is that customers are not disturbed whilst browsing. In this context, a user test which analyses the correlation between the user behaviour on an article web page and the corresponding user interest in this article is introduced. Concluding, the results of this test as well as the cognitions of the first part of this book are taken into account to develop a personalisation concept for an online newspaper. Web personalisation can help providers to better respond to their customers' particular preferences and therefore, to increase customer binding and to establish profitable long-term business relationships. Customers can be assisted in their search for relevant products or information which in turn might save them time and effort. The book suggests a personalisation concept for an online newspaper starting with the illustration of important aspects of web personalisation which have to be considered in order to successfully perform in this field. The author Nadine Tylla reflects on how user data can be collected, explicitly and implicitly, in order to derive user preferences as a basis for personalised news content. An essential advantage of gathering implicit user feedback is that customers are not disturbed whilst browsing. In this context, a user test which analyses the correlation between the user behaviour on an article web page and the corresponding user interest in this article is introduced. Concluding, the results of this test as well as the cognitions of the first part of this book are taken into account to develop a personalisation concept for an online newspaper.

developments pose threats to the traditional newspaper publishing companies, but also create new opportunities .. personalisation of relationships and interactivity between customers and publisher. The company .. The first group of differentiation refers to the development of

internet-specific features such as a two-way.

Ifra Special Report 6.32. Hans-Jürgen Bucher, Steffen Büffel, Jörg Wollscheid. Digital newspaper as E-Paper. A hybrid medium between print and online newspaper. A comparative study on the utilisation of the three forms of publication of the daily newspaper.

13 Nov 2014 . It is charged with developing the strategic priorities for data and technology in health and care to deliver the maximum benefit for all of us, as citizens and patients and to make .. In the airline industry 70% of flights are booked online and 71% of travellers compare more than one website before purchasing.

The journalism organizations that publish newspapers are themselves often metonymically called newspapers. Newspapers have traditionally been published in print (usually on cheap, low-grade paper called newsprint). However, today most newspapers are also published on websites as online newspapers, and some.

The method has been implemented in ePaper, a personalised electronic newspaper prototype system. The method utilises a hierarchical ontology of news; it considers common and related concepts appearing in a user's profile on the one hand, and in a news item's profile on the other hand, and measures the 'hierarchical.

20 Nov 2015 . The time-friendly (and fun) Ideas Day concept by INMA involves: . Extensive Personalisation on the Completely Newly Built www.fd.nl . Given the fact that online newspapers are supposed to attract huge numbers of readers and ad consumers, one is surprised that a user visits a page only 3 times a week,.

23 Feb 2016 . Leading digital news organisations are developing distinct forms of editorial analytics tailored to help them pursue their particular goals. These forms of editorial ... Ze.tt is a new spin-off project from the publisher of the German newspaper Die Zeit and its digital arm Zeit Online. It launched in beta in July.

mass personalise. Technology is also evolving to better decipher and analyse the array of signals that we give off to influence the points at which we touch a brand's message. The level of . to this level will mean that brands will be able to develop a much . the way. With this advancing concept of mass personalisation.

communication technology has revolutionized the concept of Newspaper libraries. Each and .. transfer of knowledge, in spite of the electronic media came into use during the second half of the last century. . mercenary motive have contributed to the development of modern newspapers, which continue to attract millions of.

kpmg.com/onlineconsumers. The truth about online consumers. 2017 Global Online.

Consumer Report . Enabled by technology, the continued year over year growth in online shopping has been fueled by a new .. "Consumers are firmly in charge today and they are looking at personalization of services. Today's.

11 Jun 2010 . Part 2: The value chain and economics of the traditional newspaper industry . .. evolution, with a particular view on the development of online news and related challenges. It assesses online news .. news from different sources, allowing them to mix and compile their own personalised information.

Both TV and newspaper content interested the users. Personalisation was not too attractive - only some of the users created their own channels. In the user interviews, the integration of content was viewed as the key feature. Keywords: Integrated publishing; Personalisation; Multimedia communication; Proxy servers; User.

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28 Jun 2016 . The customer personalization journeys of Amazon and Netflix demonstrate just

how powerful recommendation engines can be. See how these online giants built cutting edge recommendation engines that keep subscribers coming back for more.

24 Aug 2015 . In this paper, we investigate a dataset that covers all political and economical news from four leading German online newspapers over a timespan of four years. .. The exponential growth of the web, in connection with all its derivatives and all scientific, social, economic and other consequences, created the.

26 Mar 2007 . I was talking with someone the other day about the future of newspapers. That seems like the topic du jour with anyone in the news business, or anyone who follows the media. I brought up the recent imbroglio over people who believe that investigative journalism will die with the newspaper printing.

Although, in the US, the internet has now overtaken newspapers as a source of .. 3/18. Table 1: Taxonomy of explicit personalization functionality at news websites. (reproduced from Thurman and Schifferes, 2012). CATEGORY. DEFINITION .. Figure 1: Growth of adaptive news at eleven national US and UK websites,.

27 May 2015 . Definitions of the terms personalization, customization, individuation, and New Media, and how those terms differ from one another.

The objective of this chapter is to introduce the concept of market orientation presented as an alternative to the traditional marketing concept. . importers, retailers), multimedia kiosks at the points of sale to present a catalogue, or a system of personalised electronic messages to maintain continuous relationships. 37 Simon.

identity, proximity, immediacy, contextualization, and personalization, among other features, are strong assets that reaffirm the . the intent to pay despite the large number of regional and local online newspapers that have successfully implemented . economic concepts: the homogeneity and heterogeneity of products.

14 Feb 2017 . Another development that is relevant to the topic of this paper is around the concept of smart cities because it relates to the environment of the learner in ... For collecting the twitter and newspaper data, we used search keywords including 'Online distance learning + eLearning', 'eLearning investment +

3.5 Modularity as a concept and its “moral” for media industry. 49 . 4.4 Target segments of digital media services. 71. 4.5 Existing customer segments. 71. 4.6 Current market. 72. 4.7 Market growth. 73. 4.8 Development phase. 73 ... Next Issue Media will launch its online store for magazines and newspapers on. Google's.

Nadine Tylla, The Development of a Personalisation Concept for Online Newspapers, Nadine Tylla. Des milliers de livres avec la livraison chez vous en 1 jour ou en magasin avec -5% de réduction .

18 Dec 2017 . This paper describes ePaper, a research prototype system of a personalized newspaper on a mobile reading device. The ePaper aggregates content (i.e., news items) from various news providers, classifies the news items according to concepts from a news domain ontology, and delivers an electronic.

Key words: remediation, online magazine, “Spiegel-Online”, newspaper, news genre, immediacy, hypermediacy . 1.3 The concept of remediation: how does an online magazine remediate print?.....p.21. Chapter 2: . old medium in a new medium and means the ways in which the new media develop, enlarge and.

30 Dec 2014 . It also feeds student progress back into a Personalised Learning Plan, an online dashboard that tracks the pupils' entire educational life. Based on data gathered on their school performance, the dashboard tailors the lessons and content it serves to each student. For example, a student might set a goal to.

56 circulation of newspapers in their hard forms. Literature review. Some of the experimental

studies conducted on the viability of electronic newspapers by the research scholars from different parts of the world are worthy of examination. In the aforesaid direction, Bains³ in his paper highlighted the development of electronic.

15 Nov 2013 . The retail response to changes facing the industry appears to be toward strong, more personalised engagement, flexibility and community. . In Europe, where the prevailing culture of online shopping is more mature, retailers are investing in developing multiple channels with which to do business with.

business finance 1949 human resources 1949—50 Internet 1949—50 marketing sources 1950 newspapers 1948 online sources 1949—50 collection . newspapers 1948 online sources 1949-50 opponents 1051 organisations 1892, 1959 personalisation strategies 586, 587 questionnaires 552—53 relocation 2059 report.

confirmed that the lack of portability of the current Internet-offers plays a particularly significant role in the per- sistent preference for conventional newspaper products. A non-functional IBM design concept presented in 1999 already encompasses most of the attributes of a conventional newspaper; it can be read, folded and.

3.5 Modularity as a concept and its “moral” for media industry. 49 . 4.4 Target segments of digital media services. 71. 4.5 Existing customer segments. 71. 4.6 Current market. 72. 4.7 Market growth. 73. 4.8 Development phase. 73 ... Next Is- sue Media will launch its online store for magazines and newspapers on. Google's.

other educational concepts and wider policy agenda of contemporary relevance such as 'personalised learning', 'student-centred learning' and 'ownership' of learning. It has been seen as one of the essential elements of 'personalised learning' and as vital to the continuing development of a system of school education that.

15 Nov 2005 . 2005. Content differences between print and online newspapers. Jessica E. Smith. University of South Florida. Follow this and additional works at: . The Internet provides the opportunity to develop a new way to present journalism, but many scholars say ... level of personalization the Web offers its users.

Gogol Publishing is the complete all-in-one solution for advertising journal and weekly newspaper publishing companies. . By classic concepts, on the one hand, such as customer-specific enhancements and strategic development partnerships. . The online portal provides extensive tools for the curation of content.

9 Aug 2016 . Online marketing is 'in' right now, but does that mean the end of traditional marketing? Here's a comparison of . Online marketing: real-time and personalization are key . Media, radio, TV, and newspapers all belong to classic marketing channels, and have been reaching large audiences for decades.

The central argument of this article is that the social study of computer-mediated communication (CMC) has generated knowledge about at least four issues that have figured prominently in the development of online newspapers. Thus, CMC scholarship becomes relevant to analyzing the electronic version of a medium that.

Results 1 - 48 of 2186 . NEW The Development Of A Personalisation Concept. BOOK (Paperback / softback). The Development Of A Personalisation Concept For Online Newspapers. Format: Paperback / softback. Paperback / softback. Number Of Pages Country Of Origin Product Details. Vdm Verlag. Publication Date.

Heutagogy is a kind of complement to two earlier concepts, pedagogy (a strategy for teaching children) and andragogy (a strategy for teaching adults). The key . Before the Internet, for that matter, anyone with access to a library, a newspaper, a correspondence school catalog, or a social network did the same thing. Further.

The bank sends you a monthly statement while today's managers may send an electronic

message. This kind of information is also essential to keep abreast; an extended definition of news should include all information a person needs to be considered up-to-date. The ideal newspaper will display selected information from.

2 Jul 2014. The Newspaper Market in Flanders: Willingness to Pay and Price Sensitivity of Multichannel. The extensive use of the Internet, the fast growth of free papers and competitors such as broadcasters.. more efficient advertising strategies based on strong personalisation (Filloux, 2012c). Dominant sites.

Nevertheless, online newspapers are carving a niche of their own, especially among the news hounds, the computer savvy, and the young, who see the Internet.. The growth of chains has stamped hundreds of one-newspaper towns with a certain ethos — what Jack Germond calls 'corporate journalism' — that is not quite.

This research asks what the fundamental right to receive information means for personalised news consumers and the obligation it imposes on states. However, the right to receive information is under-theorised. Therefore, we develop a framework to understand this right, starting from case law of the European Court of.

Globally, the printed media is still in a growth stage, with the help of developing media countries, like the. newspaper – online or offline – needs revenue to cover the costs of publishing and also a return on its.. personalised content, news-on-demand and involving news consumers to become active news/comment.

This model includes a classification of newspapers into stages of development. In this way. human-medium interactivity focused on the web 2.0 concept; Mcmillan (2002) built a model of cyber-interactivity, ... online newspapers, highlighting participation and personalization as the most important features for the future; 3).

option of content offerings, to service the growing demand for personalised news. Key words: new. newspaper publishing on electronic devices for mobile reading (e-readers and netbooks). The project has been set ... media users) can give valuable input for the development of innovative news concepts. So we indeed.

The data captured by this sensor gets transmitted to the publisher and the next day, you get a personalized newspaper that delivers articles suiting your taste. This kind of sensor may still be far from development but it's definitely a possibility in e-world. It's not difficult for an online news site to track the articles that you read.

Information to be displayed will be downloaded through a wireless Internet connection. A number of versions of the future technology are in development, although there are two frontrunners: Xerox's Palo Alto Research Center (PARC) is working on a newspaper that would consist of a single sheet of their e-paper (called.

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12 Feb 2014. By examining the 2010 general election in the UK, the author analyses new ways of building an online campaign and the trend of personalisation in politics. The possibility to communicate directly with voters via social media is groundbreaking and essential for the development of citizens-initiated.

See more ideas about Vintage newspaper, The daily newspaper and Wedding invitation samples. . 8 page custom newspaper wedding program - newspaper program - printed on newsprint .. Examples of many fantastic ideas to fill your wedding newspaper - Momento - personalised wedding or event newspapers.

We discuss the development of methods that are inherently suited for subjecting online interaction to the kind of rigorous analysis that conversation analysts have .. By developing

this theoretical approach we propose the concept of synoptic resistance, which mobilizes oppositional power against authoritative surveillance.

I-CALL WORKING PAPERS are the result of research that takes place at the Chair for Legal Sociology and Media Law. (Professor C.B. . SUGGESTED CITATION: Graber, Christoph B., 'The Future of Online Content Personalisation: Technology, Law and . OVERCOMING A STATE-CENTRED CONCEPT OF REGULATION.

10 Aug 2010 . The shift toward personalization of news is in many ways a response to the problem of noise, but also a shift from trust in news organizations to the individual people you know who now .. "A lot of these services are trying to imitate the online newspaper, but I don't think this is the best solution," he said.

5 The UK national Independent newspaper switched to online-only in 2016. . 8 The mobile app pioneered the concept of "following" a breaking or ongoing news story, but closed in 2015 after failing to find further investment. . 9 '1981 primitive internet report on KRON', Video: www.youtube.com/watch?v=5WCTn4FljUQ.

In the proposed work we attempt to design and propose a systematic methodology for developing a personalized electronic front page using some of the features of these ... Zite [17] (for iPad and TouchPad) belongs to the category of personalized magazines, following, unlike Flipboard, our definition of personalization.

respondents that have experienced concept movies and prototypes with more advanced functionality and interface. . We have studied the potential willingness to adopt a future e-newspaper by presenting an online . development issues for the future e-newspaper, i.e. a newspaper published on e-paper technology.

23 Mar 2017 . Self-paced: Many a studies have found that people have different learning styles, and pick up new concepts at varying paces. Self-paced courses allow one to study and learn at their own leisurely rate. Removal of other constraints: Not everybody in the world is privileged enough or sufficiently financially.

Digital Newspaper Printing. Don't let your business become yesterday's news: discover how our innovative newspaper printing solutions can help publishers thrive in a digital market. . Increase online revenue. Develop cross-media concepts with personalised URLs. Benefits Benefits.

attributes for the e-newspaper, and that mobility, interactivity, adjustment for special target groups and personalization were the most frequently suggested functionalities. (Ihlström et al, 2004). During the last decade we have witnessed a changing media landscape with the introduction and growth of the online newspapers.

7 May 2010 . In the first post in this series I argued that technology may not play such an important role to the development of journalism in new media as people seem . and others spoke of personalization in some way or the other, inspired by the (in the second half of the 1990s) much hyped concept of "the Daily Me",.

8 Feb 2017 . It's been six years since Upworthy co-founder Eli Pariser gave his popular TED Talk on internet "filter bubbles." For those unfamiliar with the concept, Pariser posited that the constant personalization of digital content would isolate people from information that doesn't match up with their profiles. For example.

I suspect Indian newspapers to not make more than a million dollar per annum (or even lesser) in terms of ad revenues for their e-version. Comparatively NYtimes, WSJ make more money through their online version, but so far the online revenue is too small to begin to compensate for the losses from print advertising.

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condition with no missing or damaged pages ISBN-10:363909400X Publication Year:.

It seems to be a truism that today's news media present the news in a more personal and direct way than print newspapers some twenty-five years ago. However, it is far from obvious, how this can be described linguistically. This study develops a model that integrates and differentiates between the various facets of.

The Effects of Disclosure Format on Native Advertising Recognition and Audience Perceptions of Legacy and Online News Publishers • Michelle Amazeen, Boston .. Blending theoretical concepts from the field of boundary work and platform ethics, this paper examines how the Guardian, New York Times, Columbia.

30 Sep 2015 . Furthermore, you should ask for the development roadmap and the recent most important developments to estimate the supplier's development power . When evaluating editorial systems, outline user concepts and roles and ensure sufficient flexibility of user and rights management: Is it possible to define.

The purpose of this article is to know the current interactivity options in online newspapers. To do this,. we analyze the concept of (structural) interactivity and establish a measuring tool based on some previous. methodologies. This model includes a classification of newspapers into stages of development. In this way, we.

6 Jun 2003 . from the genre analysis, the concept of design patterns was used in forming basis for a common language for . characteristics for the online newspaper genre and d) a number of high level design patterns ... engineering community the success of design patterns led to the development of anti-patterns, i.e..

31 Oct 2008 . Review ebook online The Development of a Personalisation Concept for Online Newspapers PDF 363909400X. Nadine Tylla. VDM Verlag. 31 Oct 2008. Web personalisation can help providers to better respond to their customers' particular preferences.

14 Mar 2017 . For newspaper publishers, striking gold in the digital realm in 2017 means so much more than just a slick new website or improved page views. Today's online readers want engagement, personalisation and specialised content that can't be found anywhere else. The task of developing new and effective.

14 Sep 2015 . The rise of clickbait and the changing face of online journalism. . Last week, the NUJ expressed concerns after Trinity Mirror, one of the UK's biggest newspaper publishers, announced plans to introduce individual website "click targets" for journalists. The group's editorial director, Neil Benson, said the aim.

Concept and Development of an Internet-based. Newspaper for Students at the. Technical University of Clausthal. Nils Heyer and Jorge Marx Gómez. Technical University Clausthal, Clausthal-Zellerfeld, Germany nils.heyer@tu-clausthal.de gomez@informatik.tu-clausthal.de. Abstract. This paper deals with the conception.

Concepts, Strategies and Cases Scott McCabe. promote . Online advertising is the subject of Chapter 10 and so will not be covered here. . The advantages of these types of communication are that they can be personalised and thus make appeals on the basis of familiarity, which in turn may lead to customer loyalty.

And magazines, newspapers, television, online, mobile and social media are all now vital components of any advertising campaign. We distinguish between six . This personalisation adds to the effectiveness of the print medium as consumers prefer a tailor-made approach to the generic. Such flexibility and adaptability.

This paper examines the development of online newspapers in terms of exploiting the structural interactive features available today. Drawing upon quantitative .. Another body of literature addresses the concept of interactivity from the perspective of media features (Lee, 2000; Sundar, et al., 2003). Researchers under this.

The Development of a Personalisation Concept for Online Newspapers: Exploring Implicit Sources of User Preferences - Buy The Development of a Personalisation Concept for Online Newspapers: Exploring Implicit Sources of User Preferences by tylla nadine|author only for Rs. at Flipkart.com. Only Genuine Products.

and "items of record", today's papers are increasingly about presenting the news from the twin angles of personality . goes on to recommend: "As much as possible, personalise your story it gives people a way to connect to the issue, . American Online Journalism Review commentator Robert Scheer talks of a "new breed.

reduction in hard news, increased personalisation, a more sensationalist style and increased visual layout. Furthermore, a commercial media and changes in technology have caused the process of tabloidisation (Sparks, 2000: 8). Finally, Norwegian print and online newspapers are facing a market-oriented development,.

7 Dec 2007 . This paper addresses the growth and development of the concept of interactivity in online newspapers from the perspectives of computer-mediated communication, journalism, advertising, and information system. This paper discusses the concept of interactivity originally coined by Heeter. The study maps.

The purpose of this study was to analyze and predict the business model development in Finnish newspaper industry during .. business concept is going to change in the future, 2) a set of alternative futures that are different from today should be .. utilized attempting to become profitable online (Hayes & Graybeal, 2011).

Bertrand Russell (1975) once wrote, "To understand the actual world as it is, not as we should wish it to be, is the beginning of wisdom." His words are often quoted in the community-organizing world (where I worked for 19 years before becoming a teacher), and they're worth remembering when we plan and evaluate our.

Leah Gentry, who had long experience in newspaper publishing, suggested that the assassination of the [US] . personalization services, as found on many Web news sites, the user- or consumer-generated news . would be transformed. Pavlik offered a view of online journalism's development in several phases, with.

Esa Sirkkunen. Journalism Research and. Development Center. Aalto University Taik. Merja Helle. Media Department next Media www.nextmedia.fi www.tivit.fi .. event to an online publication or send SMS messages to be published in printed news papers. On the other hand, one of the strengths of mobile phones is the.

Personalisation happens when activities allow students to use language to express their own ideas, feelings, preferences and opinions. Personalisation is an important part of the communicative approach, since it involves true communication, as learners communicate real information about themselves.

synergies between this formulation of personalisation and criminal justice ideas of 'desistance' and the . advice and information to help people make informed choices; the development of inclusive and supportive ... best', The Guardian. Newspaper Online Thursday 24 October 2013 [www.theguardian.com/public-leaders-.

NRL · Supercoach NRL · Supercoach News · Rugby · AFL · Football · Cricket · Tennis · Comm Games · Basketball · Racing · Motor · Swoop · More · Business · Breaking News · City Beat · QLD Business Monthly · Prime Site · Moneysaver HQ · Terry McCrann · Economy · Companies · Work · Entertainment · Competitions.

4 Sep 2012 . Are we stuck in filter bubbles? Should we worry that the internet will end up telling us only what we want to hear? From Twitter streams to personal news feeds, we've become experts at sourcing only the content that is most relevant to our particular interests, but some commentators worry that our.

Concepts, Methodologies, Tools and Applications Management Association, Information Resources . socially in physical locations such as sports clubs or evening classes, they can now meet complete strangers online in chatrooms, newsgroups, blogs, and virtual social networkingspaces such as Myspace and Facebook.

12 Dec 2016 . Now that every consumer owns a variety of digital devices, the definition of personalisation has become more complicated – and it is more difficult to achieve. . We didn't talk about personalisation, we talked about customer service,” said Mark Lindsay, strategic client development director at Experian.

15 Sep 2014 . Yet delivering personalised service experience is not as straightforward as it would seem, and indeed has become increasingly complex. .. Neil has worked on a variety of newspapers, magazines and websites over the past 15 years, including Internet Works, CXO magazine and Business Management.

Freedom of Expression and Media Development: Special Digital Focus 2015. World Trends in Freedom of. Expression and Media. Development: UNESCO. Publishing . of Newspapers and News Publishers. (WAN-IFRA) and ... The keystones report is unique in advancing the concept of 'Internet Universality', to designate.

7 Dec 2007 . This paper addresses the growth and development of the concept of interactivity in online newspapers from the perspectives of .. There are numerous studies linking the Internet with the concept of interactivity. .. Public Relations User Control, Personalisation, Responsiveness, Connectedness, Real Time.

12 Feb 2014 . To larger audiences, news might be conveyed by drama or song. Written accounts were mistrusted because the writer was not usually available for cross-questioning. This helps explain why, despite Gutenberg's invention of moveable type in the mid-15th century, the development of newspapers was so.

From concept to product February 6, 2007. Cannabis destroys cancer cells March 1, 2006; History of the agar plate November 1, 2005; A toxic death for ethidium bromide October 8, 2006. Managing a healthy and safe laboratory May 2, 2014; Study is breakthrough for dyscalculia sufferers April 20, 2007; The importance of.

Our empirical data on 251 online newspaper readers showed that the above-mentioned predictors appeared in new factorial combinations of navigational characteristics, . We discuss the role of the customer value sources (novelty, effectiveness, and complementarities) for practical development of the online Software as a.

Get the latest news, exclusives, sport, celebrities, showbiz, politics, business and lifestyle from The Sun.

At the end of each chapter you will find several learning tools to help you review the chapter and key concepts, and extend your learning. . An intelligent online study system, CengageNOW provides a completely integrated package of diagnostic tests and interactive resources that create a personalised study plan for you.

13 Aug 2015 . Business owners are sometimes challenged by this concept but creating brand ambassadors is key to attracting more consumers. . the funds and resources to purchase software platforms and technologies to more effectively market on multiple channels online (such as email, social media, websites, etc.).

different types of interactive features, 2) patterns of online newspaper readers' uses of interactive features, and 3) .. Interactivity stems from the sociological concept of interaction where it is defined as the relationship ... medium/human interactive features, which allow for personalization of content. Thus, Internet skill level.

Keywords: Classification, Electronic newspaper, Information filtering, Mobile device, Ontology, Personalization. ACM Classification Keywords: H5.2. Information . each news item

to subject concepts, based on a news ontology; and then determines the relevancy of the news items to each of the subscribed users (readers),.

