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PhD researcher

What makes us click?
Modelling and Predicting the Appeal of News Articles
UK police launch rendition probe

British police are to investigate claims that UK secret services helped the rendition of a man to Libya, a Libyan to sue UK over rendition, no charges for MI5 Binyam officer, UK-Libya intelligence links probe.

US 'deplores' Afghan urination video

A video purportedly showing a US Marine urinating on dead Afghans is "utterly deplorable", says Defence Secretary Leon Panetta, vowing to investigate.

Fears of 'Taliban video' backlash: Who are the Taliban?

Can talks end Afghan conflict?

Cricketer admits spot bet charge

Former Essex cricketer Mervyn Westfield has become the first English player to be convicted of so-called spot fixing during a match in 2009. Pakistan 'shame' at fixing scam, murky cricket-fixing underworld.

Star editor apologises to McCanns

Daily Star editor says she is "deeply sorry" for the upset her paper caused Kate and Gerry McCann over the disappearance of their daughter, Madeleine.

Tesco festive trade 'disappoints'

British Gas and SSE drop prices, RBS to cut 3,500 jobs in shake-up, Bank holds interest rates at 0.5%, Welfare changes 'set to continue', 793 Tough guys, The Callel Class team upgrade.
Machine Learning technique:
Ranking SVM (Support Vector Machine)

Linear function for preference: $f(x) = wx + b$

I prefer $X$ to $Y$.

translates to

$f(X) > f(Y)$
Top Stories, equivalent to main page of a newspaper

Most popular, most clicked, most viewed, ...

Most Popular

<table>
<thead>
<tr>
<th>Shared</th>
<th>Read</th>
<th>Video/Audio</th>
</tr>
</thead>
<tbody>
<tr>
<td>India criticises Top Gear special</td>
<td>1</td>
<td></td>
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<tr>
<td>Amy Francis inquest: Patient died after attempt to remove wrong organ</td>
<td>2</td>
<td></td>
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<tr>
<td>$10m prize for 'Star Trek' gadget</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Urination video 'deplorable' - US</td>
<td>4</td>
<td></td>
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<tr>
<td>Five ways the digital camera changed us</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>'No hacking' at Express papers</td>
<td>6</td>
<td></td>
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<tr>
<td>Lucas on Hollywood colour divide</td>
<td>7</td>
<td></td>
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<tr>
<td>The end of the mademoiselle?</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Teacher still paid after she left</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>Cheetah seized by Heathrow staff</td>
<td>10</td>
<td></td>
</tr>
</tbody>
</table>
Linear function for preference:

\[ f(\text{news article in Top Stories } \&\& \text{Most popular}) > f(\text{news article in Top Stories } \&\& \neg \text{Most popular}) \]
Pairwise preference
(article X, article Y)
→
“Article X would be preferred by my audience.”

“Appeal value” of an individual article
Article X, article Y, article Z
→
f (article Z) > f (article X) > f (article Y)
Model: BBC, articles: BBC
Average over 6 models, articles: Top Stories
There must be something in the words!?
Linguistic subjectivity = \frac{\text{# sentiment-loaded adjectives}}{\text{# adjectives}}

Correlation coefficient: 0.679, p-value < 10^{-3}
E. Hensinger, I. Flaounas, N. Cristianini

“What makes us click? Modelling and Predicting the Appeal of News Articles”, ICPRAM 2012

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