

# **E-NEWSPAPER PERSONALISATION USING SUPPORT VECTOR MACHINE WITH EXPLICIT FEEDBACK**

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## **ABSTRACT**

The number of online journals has increased in recent years owing to the increasing popularity of the Internet. It is important to offer user tools that facilitate faster and more accurate access to articles of interest in digital newspapers. E-Newspaper Personalisation is a very active research field that personalise relevant news to users according to profiles of their visits. News Personalisation systems offer recommendations, usually based on content similarity to previous visits by the user that is the content based approach or on news items visited by similar users that is collaborative filtering. Classifier SVM i.e. Support Vector Machine is used for the text classification purpose. Recommender approach shows news to user as per his choice.

**KEYWORDS:** Collaborative-Filtering, Content-Based Approach, Explicit Feedback, Personalisation, SVM