The Future of News Intelligence:
Precision News

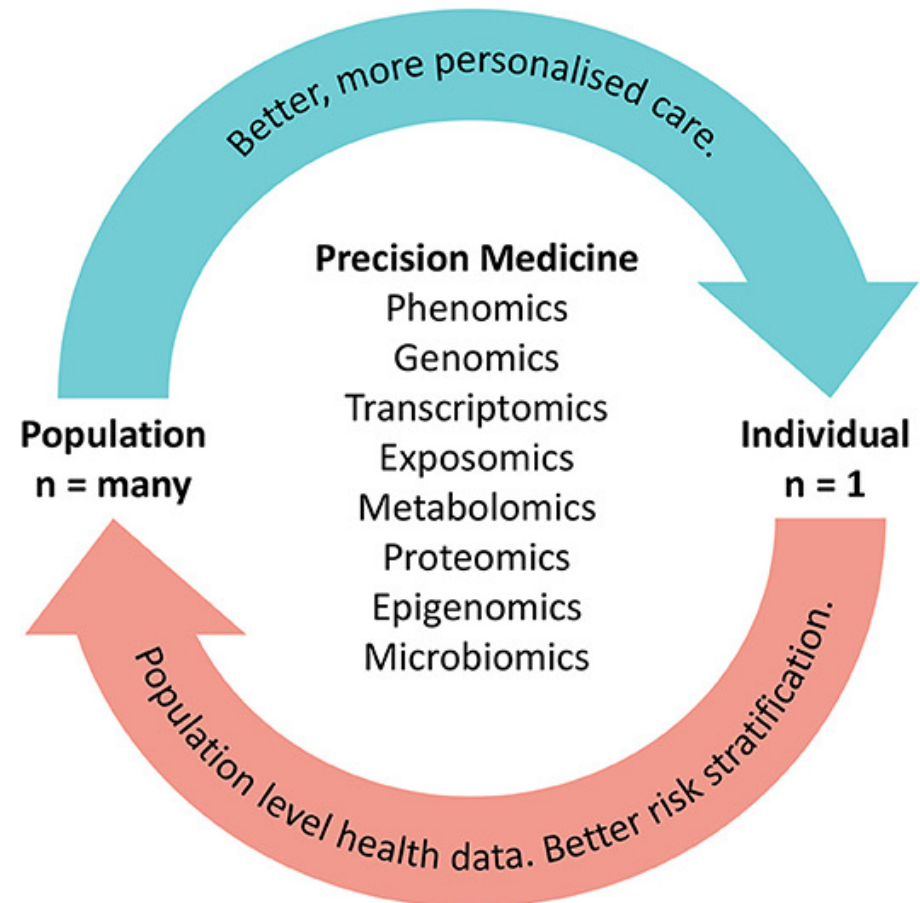Penn State University, USA

Dongwon Lee, Ph.D.

`dongwon@psu.edu`
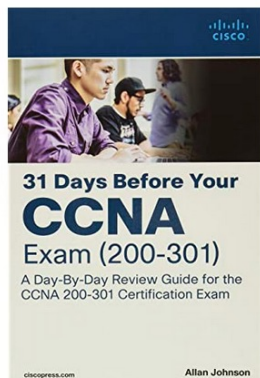
Apr. 14, 2021 @ MIND Workshop

Precision Medicine

- "Disease treatment and prevention that takes into account individual variability in genes, environment, and lifestyle for each person"
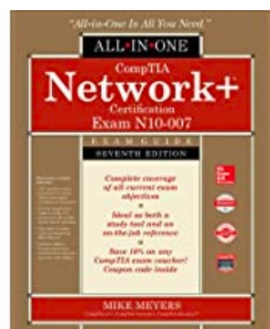 - https://medlineplus.gov/

Personalizing Products/Services

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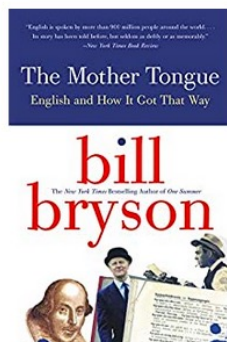★★★★½ 121
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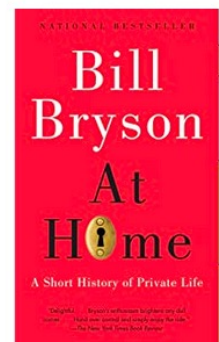★★★★½ 1,981

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Personalizing News

- Little $ to personalize contents of news

Personalizing News "Contents"
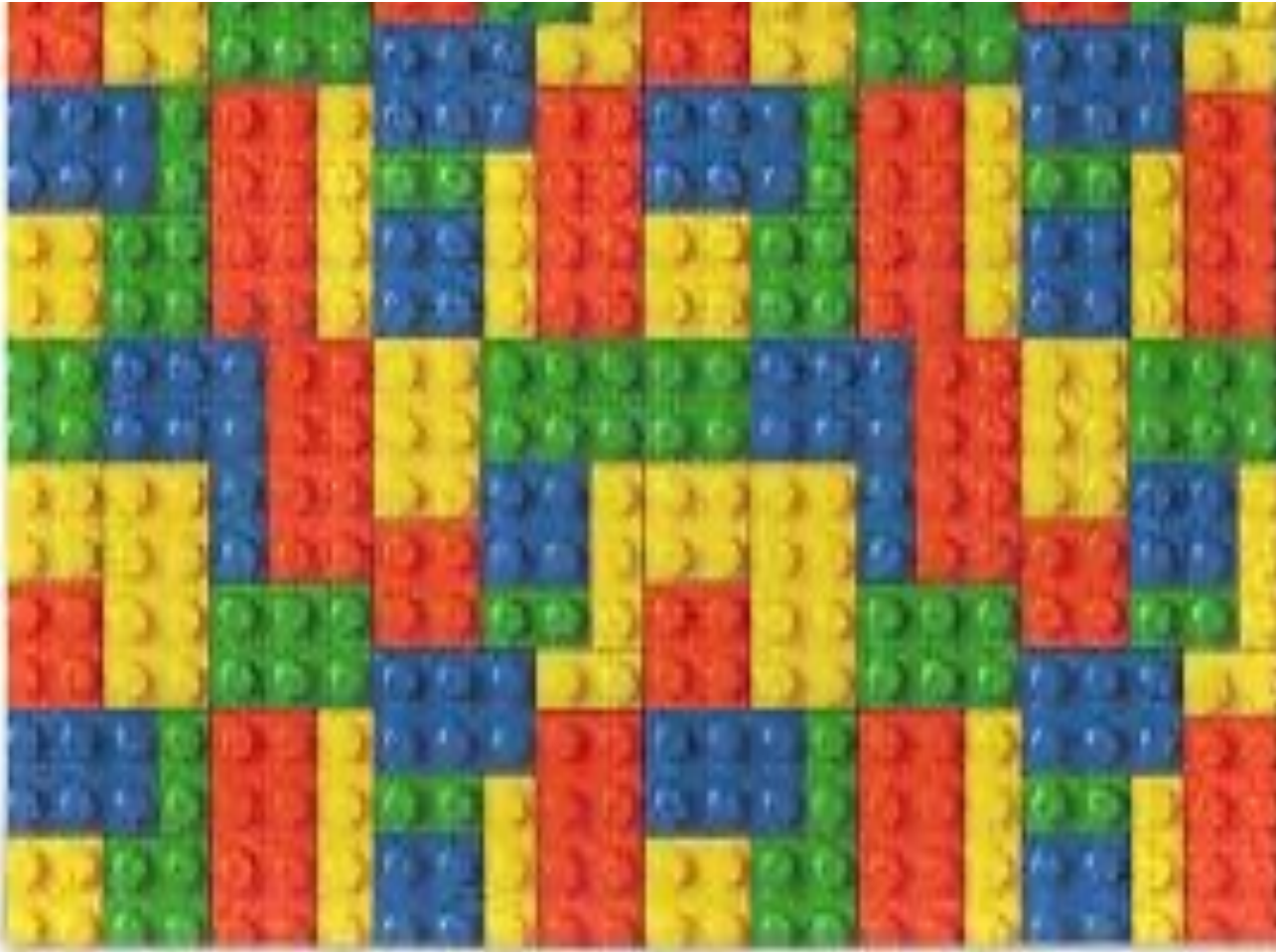
"**Precision News**"

- News (contents) that takes into account individual variability in demographics, environment, preference, and lifestyle for each person

- Hyper-personalized News (contents)
  - What/Who → Which/How
- AI-powered
  - RecSys, Correlation → NLG, GAN, Causation
- Online (news) platform + New profit model