

# Personalized Newspaper Based on Emotional Traits Using Machine Learning

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**Abstract**—News has become an important part of our lives. It comes in different forms, right from morning newspaper to online pop ups while surfing on net. News presented to us in sporadic fashion. Presenting personalized news based on individual's likings, mood and emotional preferences is need of time. News unknowingly creates desired or undesired psychological impact. Right from title, presentation and sequencing to filtering and personalization – machine learning and cognitive sciences can play a key role in news computing and processing. This paper looks into research carried out in the area of cultural and news computing in elaborate way and proposes a model for personalized sequencing and presentation of news. This personalized newspaper aims to present news of your liking and suitable to your emotional makeup so that the overall desired impact will be achieved. The personalization will take care of personal context, emotional context along with individuals likings. Further presentation of news considering emotional make-up can help in producing overall positive impact.

**Keywords**—*Machine Learning, Natural language processing, Cultural computing, Text mining, Human Computer Interaction*

\*This paper will be available on IEEE explorer shortly. The link for conference: [ICCUBE-2019](#)