

The Study of Readers' Demographic and behavioral Patterns for Selective Dissemination of News

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Abstract

Purpose: The current research focuses on selective dissemination of news and aims at finding patterns for recognition of readers' favorite news through web mining technique.

Method: Data for this research was collected from the Yahoo News Website. The source of news was Associated Press. 840 news dated between 2011/3/1 and 2011/5/10 was analyzed through subject clustering technique.

Findings: Results show that 18% of news were visited over the average visit rate. Based on 80/20 rule, it is probable that 80% of readers interested in outstanding news. The other finding shows the gender as an influencing variable on individuals' news interest. About 70% of readers were located in USA. This percentage should be more for non-English news websites. About 21% of readers were considered as active ones. This follows the 80/20 rule too. Based on another finding, the news in the same clusters receive the same number of comments from readers. This shows that the other news in the same cluster can be disseminated to the readers of a news. Finally, the use of cross sell pattern is appropriate for selective dissemination of news.

Originality/Value: The reader's comments under the news can be considered as an appropriate source for selection and dissemination of news. The current research offers patterns for selective dissemination of news through analysis of readers' comments written under the news.

Keywords: News Interests, News Readers, Selective Dissemination of News, Customer Relationship Management.