

Automated News Generation for TV Program Ratings

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Introduction

■ Computational Journalism

"the combination of algorithms, data, and knowledge from the social sciences to supplement the accountability function of journalism"

■ Automated Journalism

"the process of using software or algorithms to automatically generate news stories"

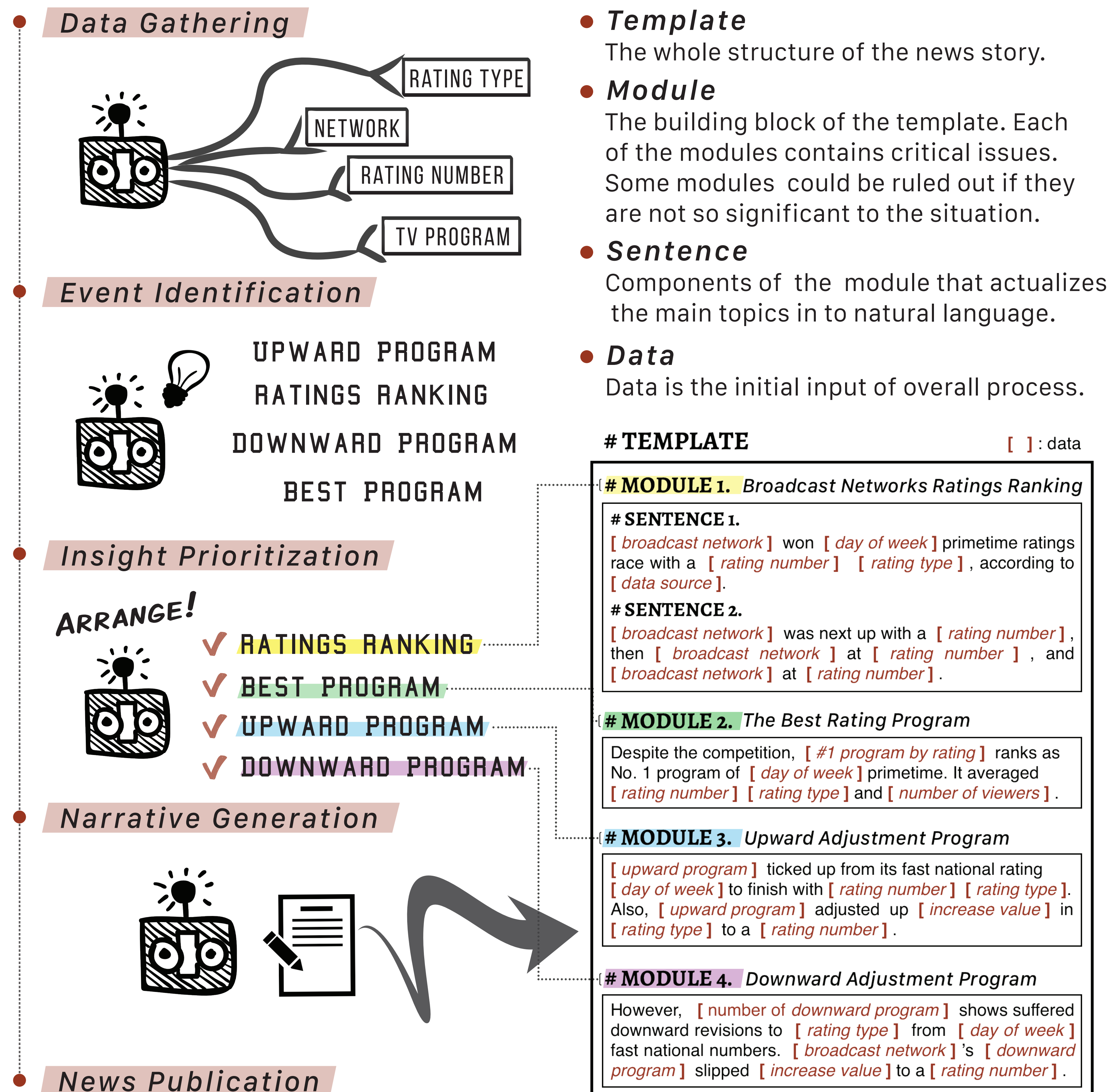
- New phenomenon in the area of computational journalism
- Specifically referred to the field using algorithms to automatically generate news stories
- To produce articles automatically, **high-quality data** (input) and **reliable algorithms** (throughput) are the requirements to create articles in **narrative form** (output)

■ Research Purpose

- Aims to propose the framework of automated journalism in TV industry especially about TV ratings

System Overview

■ Framework



Conclusion

■ Implication

- Improvements in work efficiency of journalists by generating news faster at a larger scale with great accuracy

■ Future Work

- Not only limited to news articles, but also expanded to other format of narratives for which structured data are available
- Personalization of the story is possible depending on reader's preferences

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