Kiffets: Enabling News Companies as Content Curators

To help increase reader engagement and differentiate content, PARC’s “Kiffets” Social Indexing Engine enables news companies to curate Long Tail web content cost-effectively.

The high costs of manual curation
Readers are overwhelmed with redundant stories on breaking news, or underwhelmed by mainstream news stories that don’t align with their Long Tail of interests.

News companies are increasingly playing a curator role for their information-overloaded readers. While they can augment their original content and increase engagement on their sites by mixing multiple sources of syndicated and user-generated content, the explosive proliferation of data makes it difficult and expensive for human editors to classify all this content manually – especially on the Long Tail.

PARC solution: Combining the best of human curation and AI
Kiffets combines the perspective of human editors with the scalability of automatic classification. Curators create topically organized information collections called “social indexes.” By analyzing example articles, Kiffets learns curator intent and matches new content from the Web with topics inside an index.

Without requiring a complex ontology, each curator independently defines indexes according to a human-centric point of view. Kiffets automatically develops relationships across indexes to create a rich web of connections accessible through its API for publishers. The result: Kiffets enables readers to discover and explore related topics, increasing their engagement on publishers’ sites.

Key benefits
By combining human knowledge with AI content models, Kiffets organizes content automatically with much more precision than other indexing technologies.

Kiffets helps news companies and content publishers in:
- Increasing user engagement – by adding related news and reference articles in context
- Extending the reach of editors/curators – by filtering and packaging Long Tail content cost-effectively
- Attracting new readers – by satisfying more of their interests than competitors who can’t scale their curatorial approaches or do so imprecisely

Contact us
The core technology and REST API for Kiffets are available for licensing to news and publishing companies as software or as a web service. Kiffets is also being deployed as a demonstration news aggregation site at www.kiffets.com. For licensing inquiries, contact:

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