



BOSON

THE FUTURE OF AI JOURNALISM

HOW BOSON IS REVOLUTIONISING AI JOURNALISM AND CURBING MEDIA BIASNESS

CHALLENGE

It's no secret that in recent years the public's trust in the media has been upended with the staggering amount of "fake news" circulating the internet, but one news company, in particular, has set out to correct this issue by incorporating machine learning methods into the journalistic process.

Customer needed a lot of data in order to write completely unbiased news- they need a human and A.I. collaboration to scan the quantity of information that is published out there, and re-establish trust in what they write.

BOSON solved these 2 issues with AI innovation -

CONTENT CURATION WITH DEEP MACHINE LEARNING

PERSONALISED DELIVERY THROUGH ARTIFICIAL INTELLIGENCE



Customer is one of Google Startup Funded startup in based in Bengaluru, India

SOLUTION

BOSON HELPED THEM WITH THEIR NEEDS OF BUILDING BIG DATA PIPELINES FOR NEW AUDITABLE ENTITY ONBOARDING. THE SYSTEM IS SCALABLE AND EXTENSIBLE TO MULTIPLE CLIENTS. THE PLATFORM IS CAPABLE OF RUNNING DIFFERENT ANALYTICS AT SCALE.

Ingestion of data - Identify News sources to procure feed from- Write pipeline to convert data in canonical form.

Content Curation - identify category and store data in respective domain model.

Indexing and correlation of data.

Personalized Content Delivery -Emitters to act on user preference and send data

Bias tagging -Each category have its own bias list. Algos to put tag against news Article, which helps user find his personalized news experience.

Reader reaction – User comment and User rating.

TOOLS AND TECHNOLOGIES

- Google PublicCloud
- Data Modelling
- Hadoop Data Lake
- Bigdata Analytics

About **BOSON SYSTEMS** With industry experience over 10 years in IT and IT enabled services, BOSON work with clients across major industries to help gain advanced decision-making capabilities and achieve their business