

CASE STUDY



Company
The Guardian
The Huffington Post

Industry
News publishing

Websites
www.huffingtonpost.com
www.theguardian.com

Social
@guardian
@HuffingtonPost

Solution
IntenCheck API
www.intentex.com

@Intentex
@Intentex



Which headlines are more popular?

Objective

This study aims to determine whether there is any correlation between the popularity of different news headlines by looking at what types of headlines are eye-catching to the readers. Since most newspapers are available online or on platforms such as Twitter, it's fairly easy for readers to share information by retweeting.

Outcome

A collection of 18 months of headlines from two well-read newspapers were analyzed using the unique **IntenCheck** sentiment text analysis engine, which provides 7 groups of categories with 26 different measures in the **tone** and **communicative style** of the text. It works like a spell checker, providing quick results on the true nature and meaning of any text. By analysing text using our system we found a strong correlation which answers the question how to write the most popular headlines.

Conclusion

Choosing the best headline text for your article can be hard. This is why instead of just guessing, the **IntenCheck** system can provide scientific insight into effective patterns that may help produce the most attractive headlines for your readers.

To get full analysis results contact us at info@Intentex.com.

