

Content IQ Algorithm

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The Content IQ score gives an indication of a particular story's "value" in the Hub. This score is calculated based on the weights assigned to each action a story receives by the various users in the Hub. In the Content IQ settings page, administrators must assign weights to the various actions to create a Content IQ score for published stories. These scores are used to recommend stories, rank them, and drive overall "popularity" of content across the platform. Navigate to **Platform Configuration > Gamification > Content IQ Algorithm**.

Assigning Weights for Calculating Content Scores

The table below describes the various actions taken into consideration for calculating each Story's Content IQ score. Use the slider available for each action to assign weights. Each option can be toggled ON/OFF to enable/disable its impact on the Content IQ score calculation.

Option	Description
View action on Content	Assign less or more weight to scoring when a story is viewed by users.
Author actions	Assign less or more weight to scoring when a story is edited/modified by publishers/authors.
Sharing actions	Assign less or more weight to scoring when a story is HubShared.
Platform engagement	Assign less or more weight to scoring when a story is acted upon in any way by users (liked, bookmarked, commented, etc.)
Platform disengagement	Assign less or more weight to reducing a story's Content IQ score as the story begins to become "stale" - this weight will reduce a story's Content IQ more rapidly (when set to a more/higher weight) as the story ages with no activity against it.

Test Score: Once the options are set, you can run a test to see how the stories will rank with the current settings (Top 100).

Re-Baseline Score: If you are happy with the results of the Test, you can Re-Baseline all story Content IQ scores with the new settings.