A news article may receive thousands of comments from its readers. Organizing them by semantic topics enables the user to selectively browse comments on a topic. It allows to discover significant topics of discussion in comments and to explicitly capture the immediate interests of the user even when they are not logged in.

Hence, we propose
• an algorithm to build a topical organization,
• a new paradigm of recommending content for comments being read,
• evidence for preference of these cluster-to-article recommendations over the standard article-to-article recommendations.

**TOPICAL ORGANIZATION**

Organizing the comments associated to a news article into clusters based on occurring named-entities (cf. publication).

An empirical comparison showed our Entity Based Clustering (EBC) method to be better suited than k-means or METIS in a practical setting.

**RECOMMENDATION SCHEMES**

Three schemes to recommend an article based on TF-IDF similarity matching.

- **AA:** article to article
- **CA:** cluster to article
- **CCA:** cluster to article via best matching cluster

**ENSEMBLE SYSTEM**

The different schemes correspond to different scenarios.
• AA works well for on-topic comments
• CA help identify focused and latent topics in comments
• CCA fails when matching to off-topic comments for the target article

An ensemble system selects one of the recommendation scheme based on the source document.