SOCIAL MEDIA COMMAND CENTER®

SMCC

The InTTENSITY Social Media Command Center (SMCC) combines a social media harvesting service with industry-leading extraction and categorization engines, delivering advanced analytical capability using a cloud-based approach. The Command Center collects and analyses social media on a large scale, and at real time.
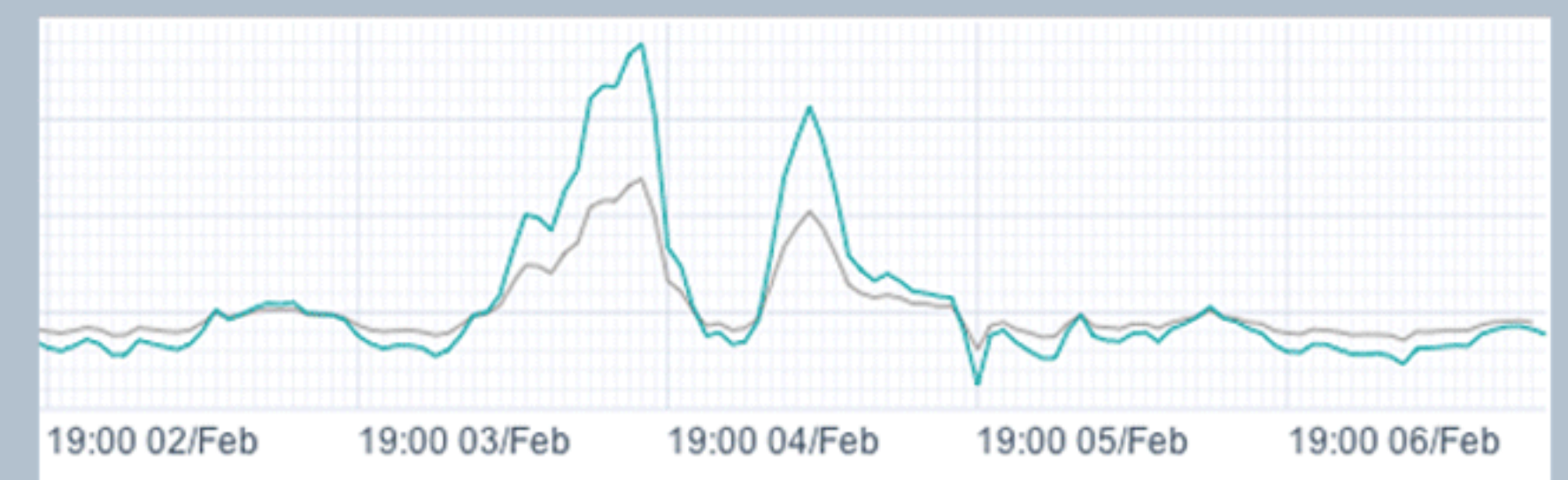
Social Media has revolutionized the availability of information. In seconds, information can be spread to a large worldwide audience. The use of smartphones and increasing connectivity make Social Media an ever growing part of our world.

InTTENSITY Social Media Command Center is a web-based application that looks at 75 million social media sources on an ongoing basis, including the full Twitter firehose, Facebook, and a variety of public blogs and pages.

This data is injected into a real-time ingestion and orchestration engine that allows creation of distinct processing pipelines to filter and perform specific Natural Language Processing (NLP) based enrichment of the social media data of interest.

InTTENSITY's NLP solution combines the two top information extraction and categorization capabilities (Inxight and Attensity) into a single managed extraction workflow. This workflow incorporates the industry-leading entity and activity extraction capabilities to provide a comprehensive picture of current and future events.

The Command Center specifically looks for spikes in social media volume of any sort compared to normal distribution (as calculated and adjusted periodically by a baselining activity). For example, if normal Twitter distribution for a given day and hour is approximately 1000 tweets per second and there is a spike up to 3000 for a sustained period within that timeframe, the system will identify and collect statistics about that spike.

The Social Media Command Center can be used to detect and gather information on high impact events, including mob violence, civil disturbances, natural disasters, or any other event where people pick up their mobile devices to "check in".

The Command Center can be set up to filter by geography and keywords, enabling users to focus on an event within a specific area. It understands context and is capable of surfacing the desired information from the vast amount of social media available.

inTTENSITY®

info@inttensity.com | 240-258-2101
5523 Research Park Drive, Suite 325 | Catonsville, MD 21228
www.inttensity.com

HUBZone
Historically Underutilized Business Zone
CERTIFIED

Robust, Real-Time Social Media Data Processing

InTTENSITY runs a cloud-based service that collects over 75 million social media sources on an ongoing basis, including Facebook, public pages, and the full Twitter fire hose. This data is injected into a real-time ingestion and orchestration engine that allows creation of distinct processing pipelines to filter and perform specific Natural Language Processing (NLP)-based enrichment of the social media data of interest.
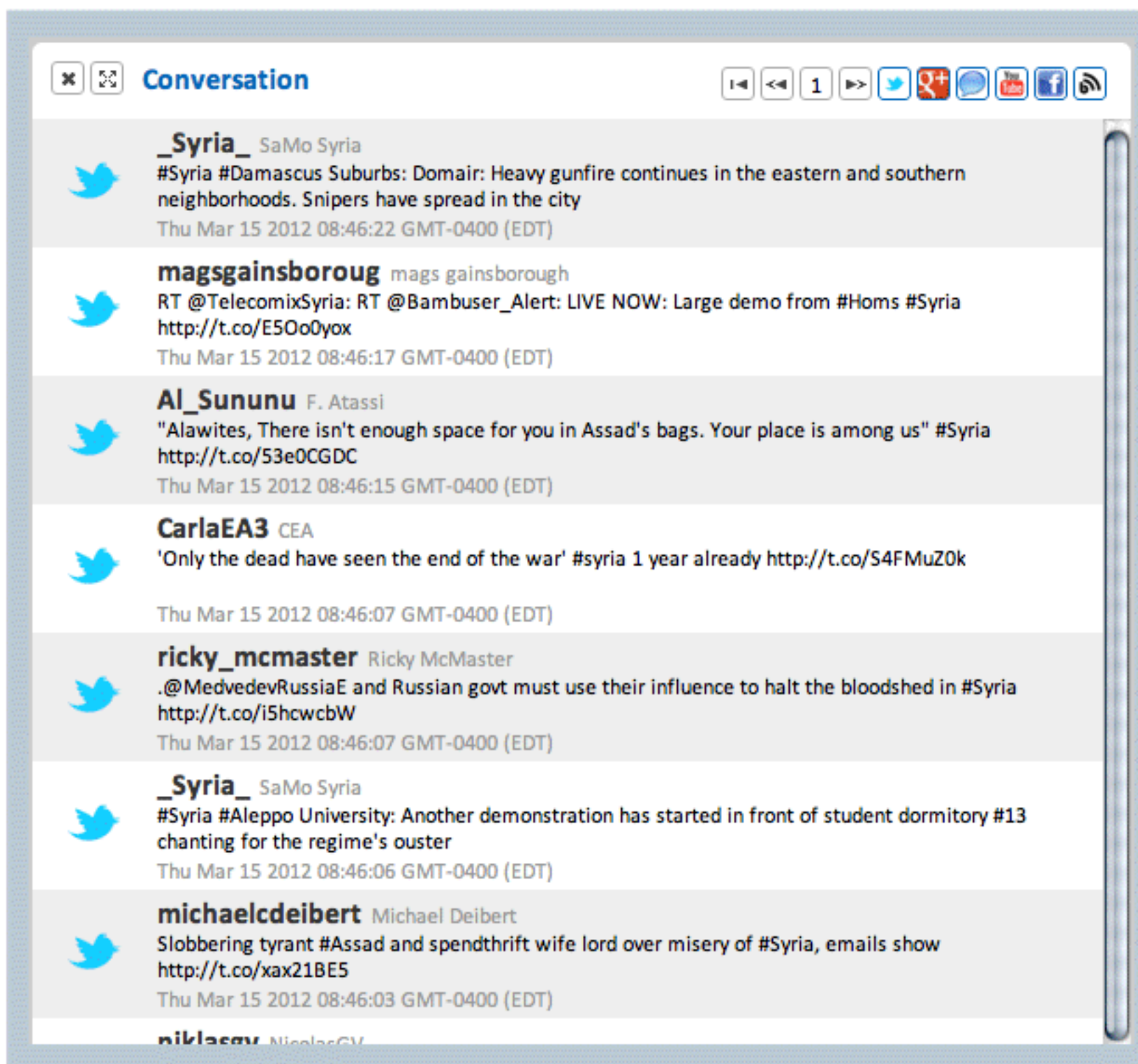
State-of-the-Art Natural Language Processing

InTTENSITY NLP core technology extracts triples, facts, named entities, entity types, and events from unstructured data which reveal 'who', 'what', 'where', 'when' and 'why' information. NLP extraction results are added to the social media data as enriched metadata that can be used for further analysis, grouping and visualization in downstream applications.
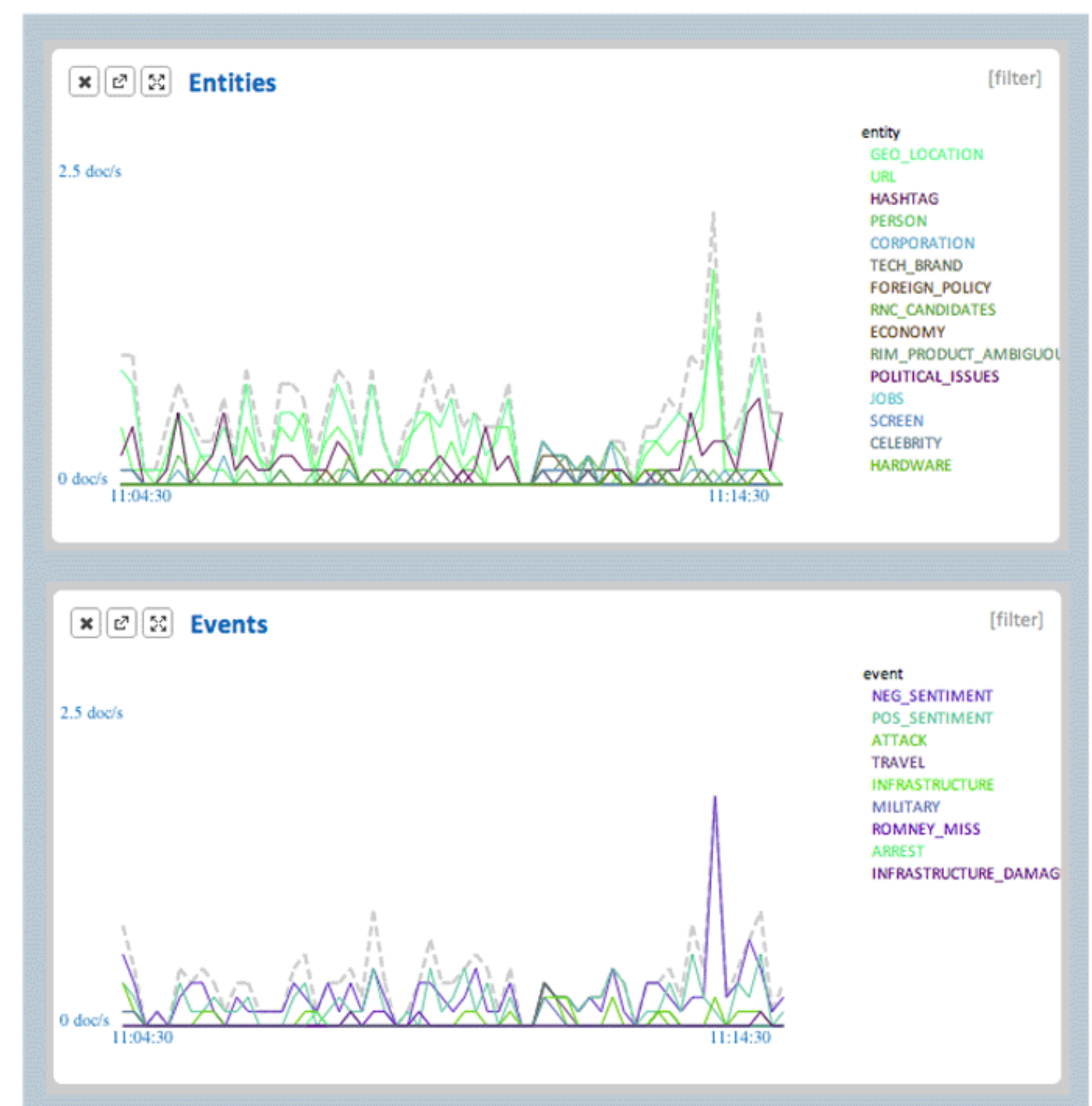
Classification and Filtering

InTTENSITY classification technology understands the content of unstructured text data and provides the ability to manipulate the processed data based on specific classification. InTTENSITY classification technology also recognizes and displays relevant relationships between data points and divides the results into contextual groups. Its clustering functionality classifies unstructured information into thematic groups, identifying the major topics in documents, and recommends structure for classification.

Post-Collection Analytics and Visualization

A web-based Indications and Warnings application that looks specifically for spikes in social media volume of any sort compared to normal distribution (as calculated and adjusted periodically by a baselining activity). For example, if normal Twitter distribution for a given day and hour is approximately 1000 tweets per second and there is a spike up to 3000 for a sustained period within that timeframe, the system will identify and collect statistics about that spike.