



concerto

media intelligence system

introduction

Today we live in the world where the media has gained control in every aspect of our lives. Every day we are pushed to absorb various kinds of information exposed by media. Newspapers, magazines, broadcasted media such as TV, Radio etc. have been becoming central references in understanding daily issues. By flooding information to public continuously, media becomes an important role in the development of public opinions and perceptions.

Media owns the capability to affect the world by playing around with public opinion be it from people in the streets, government officials and decision makers. It is common that financial investors evaluating company performance and credibility can be swayed by positive or negative perception about the said companies developed by media, which directly will impact its economy standing. Changes in market price are likely the responses to some events reported in the media. It is not impossible for investors to act based on these perceptions that they read in newspaper. In the long run perception of some issues can cause massive chaos, especially when it is not well managed.

The development of media access shows a very progressive result. Transformation of traditional printed media, to the development of electronic and online media, delivers better access for public to the content exposed. There are also some media characteristics found in the recent developments:

CONVERGENCE

Different media such as newspaper, TV, telephone, internet are increasingly being fused together, technology and also economically.

CONCENTRATION

Media companies are being merged together into giant group of companies and controlled by fewer owners. This situation covers both horizontally (several media under same owner) and vertically (links to develop “food chain” in the same group of companies). Different media bring news from same resources.

GLOBALIZATION

Media are owned by multinational company and broadcasting across border worldwide.

COMMERCIALIZATION

Advertisements are sneaked into entertainment as well as news stories. It leads to a blurred distinction between advertising, news and entertainment.

INFLUENCES

Media owners and advertisers have influence in the decision in the content development and publications.

In the tough competition of media companies in capturing market share, popularity becomes the most important keyword in the industry. Various tactics and strategies are implemented to gain attraction in the public space. Sometime it leads to bad impacts for the public perception. Commercial media are not very inclined to cover some controversial issues in balanced way. People prefer to hear point of views that they agree rather than facts and figures. It makes media to be prone to choose side in controversy rather than-reality. When the evidences support the reality side, media are likely to keep silent rather than losing credibility. The term “bad news is good news” becomes popular and common in media industry.

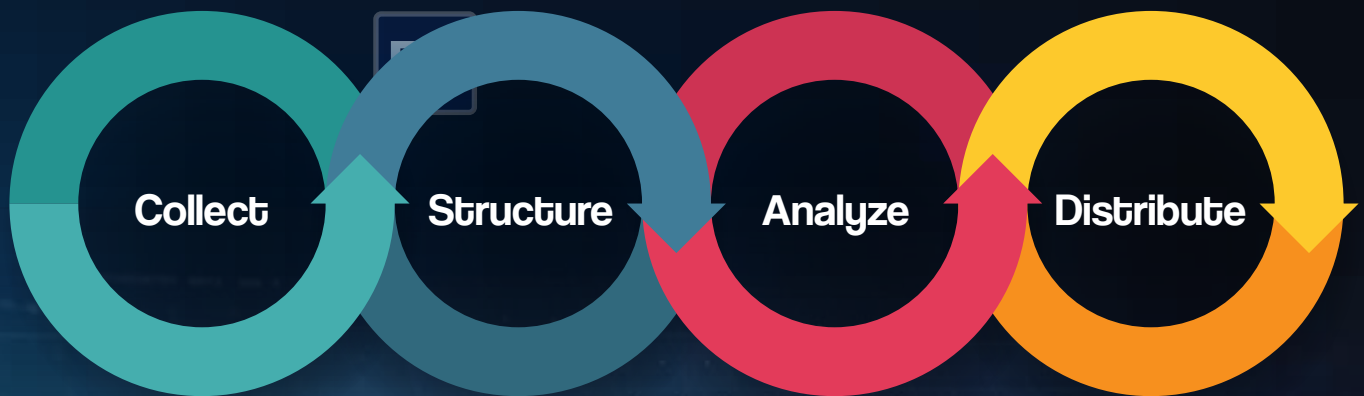
development of social media

In the very fast growing internet industry, information can be easily exchanged from people to people and also from community to community. The development of web 2.0 contributes significant impact to this situation. It enables people to have a real time discussion about certain issues globally. Facebook, Twitter, Blogs, Forums, etc. create spaces and platform for the community to have better engagement in getting information, and to broadcast it to bigger networks.

Through a seamless integration between mainstream and social media, the process of information dissemination shows positive result. Social media provides very strong network engagement. This is the main characteristic offered by social media which also the reason of its popularity.

Social media allows the networks to modify and to add more information from the original sources. People are able to adjust the content and also the context of some information. People are able to add their opinions toward specific information and spread it again to the network. When opinions are spreading without any limitation, it has strong potential power to influence the public perception.

It makes a big challenge for the public related organizations to manage and to filter issues spread in the media, especially in transforming massive scattered information into a structured form in order to establish a comprehensive analysis. In the different perspective, organizations can actually gain benefits from the framework established, to develop better social engagement with people and community network. By "listening" to the social conversation, they can conduct research on social perception to create better planning and strategy.



text mining and ontology

Most of information published in the internet is in unstructured format. Articles, blogs, tweets, forum comments, wiki, etc. come in narrative form and require people to read one by one in order to get the objectives. Small numbers of articles are convenient enough for a person to read. When it comes to thousands or even millions, it will be impossible for people to read and to do analysis manually.

Machine Learning

Probability

Semantic

Classification

Computational Linguistics

Ontology

Artificial Intelligence

Similarity Measures

Bayesian

Sentiment

Polarity Phase

Crawler

NLP

Clustering

Text Mining

Text mining is an approach to deliver a comprehensive un-structure information summary and analysis. It has the ability to extract and to detect specific objects in a narrative content provided by traditional sources such as documents, reports, database as well as information from external media (open sources).

Ontology is a concept to generate relationship among objects extracted from analysis process based on specific context. It provides better object mapping and relationship visualization of problems. In modern knowledge management, it becomes the standard for knowledge representation. It can be used as domain model in context definition of objects and their attributes/relations.



eBdesk Concerto is text mining and ontology based system that is able to collect, to structure, to analyze and to distribute information, from unstructured content sources. It has the capability to collect data from various sources, for both structured and unstructured format of information, from the media as well as legacy system. It uses both clipping and crawling techniques to capture the data. Once data collected, it will be processed and re-structured in a standard knowledge representation for further process of analysis.

There are various semantic based analysis processes provided by eBdesk Concerto. The integration and combination of techniques generate a comprehensive knowledge based analysis, to give better support for decision making process.

TOPIC SUMMARIZATION

Clustering the contents into topic of interests.

STATISTICAL DASHBOARD

Providing summary of analysis for certain topic.

INFLUENCER ANALYSIS

Detecting list of people that likely has the ability to influence perception.

SENTIMENT ANALYSIS

Providing perception sentiment on positive/negative.

ONTOLOGY ANALYSIS

Generating relationship among people based on specific context and problem definition.

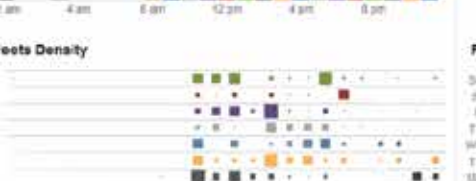
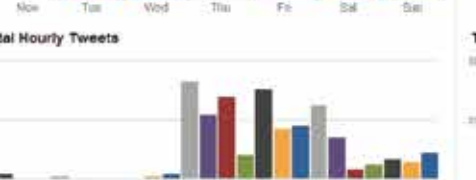
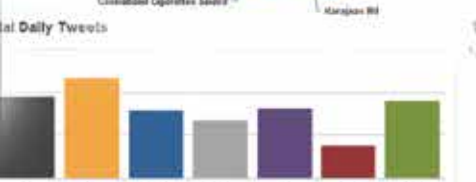
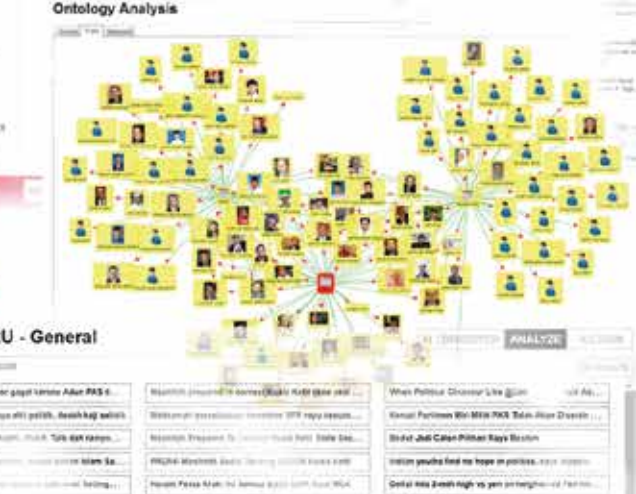
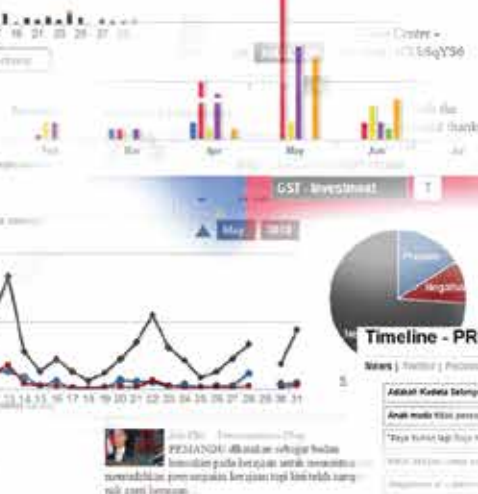
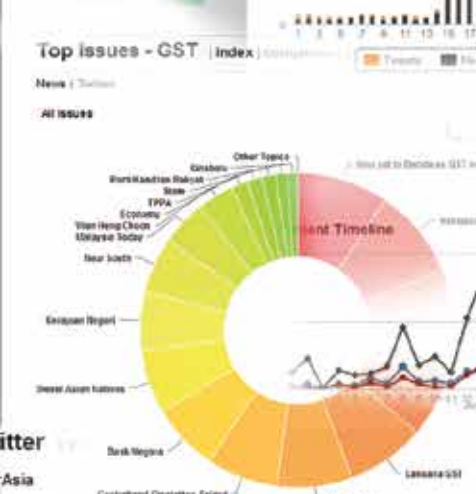
TOWARDS THE IMPLEMENTATION OF COMMAND CENTER

Using eBdesk Concerto as base platform for text mining and ontology implementation, eventually the public related organization will have the potential benefit to establish a command center, an integrated various tools to monitor and to analyze public issues exposed in the media. This is a very strategic implementation to avoid making wrong decision in dealing with public perception which some time can be a back fire to the organization itself.

Twitter | Home | Dashboard | Timeline | Statistics | Issue | DISCOVER | ANALYZE | ACTION

Dashboard

Home | Dashboard | Timeline | Statistics | Issue | DISCOVER | ANALYZE | ACTION



Trending - FGV | keywords | phrase |

News

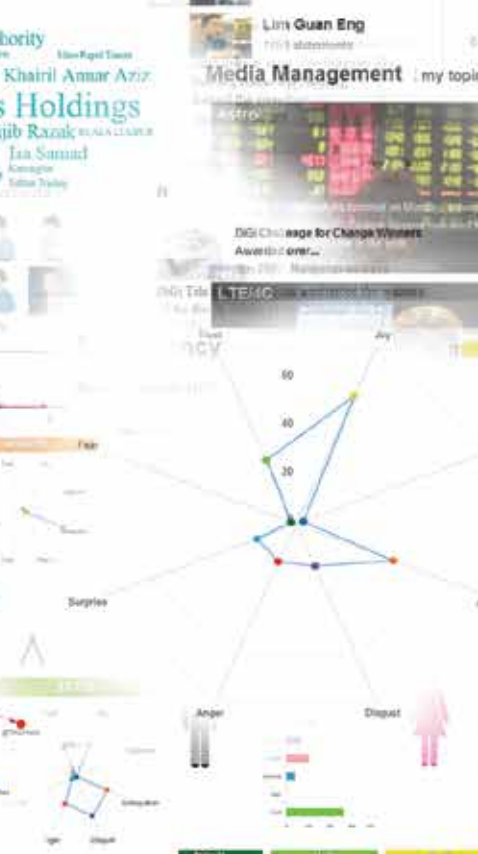
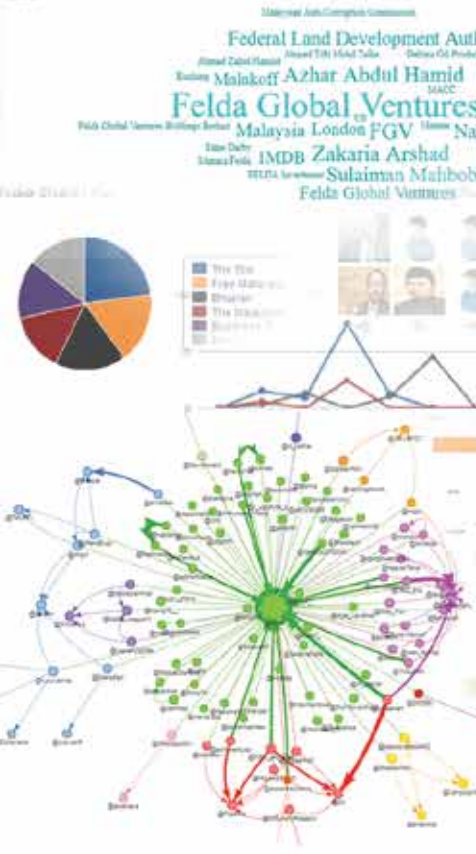
Media Management

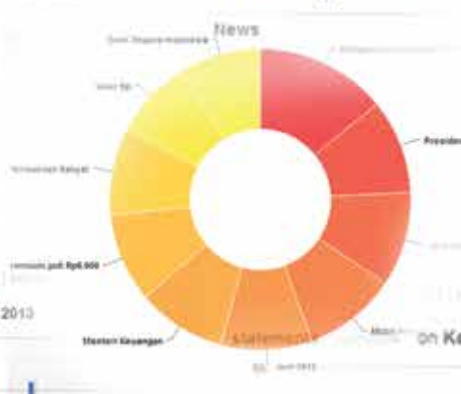
my topic 1

Media Management

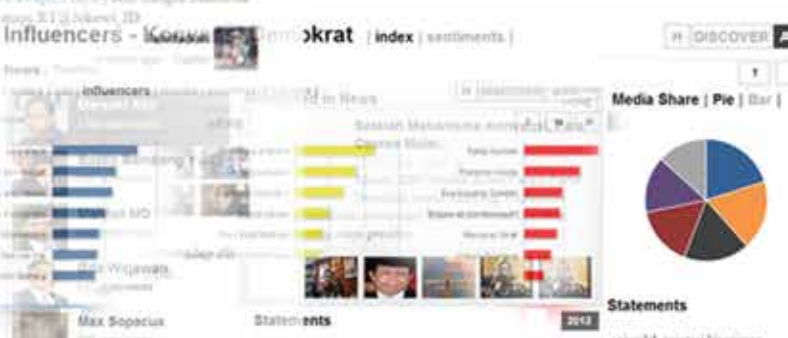
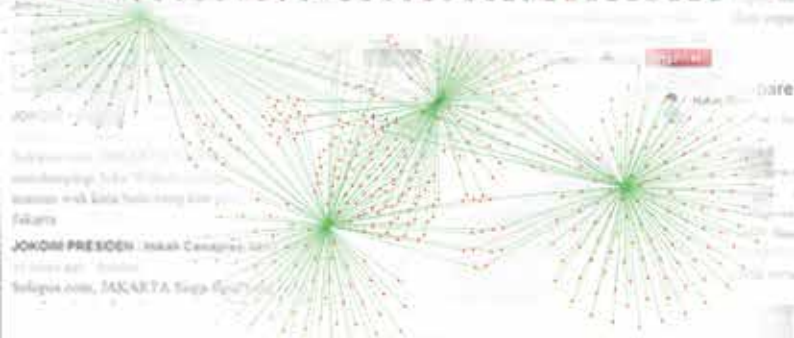
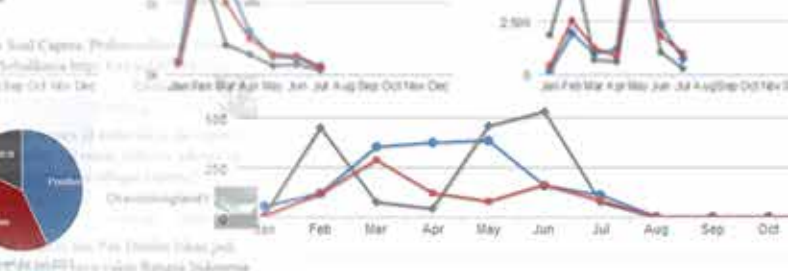
Perception Streams

Perception Streams





Sentiment - KPK RI

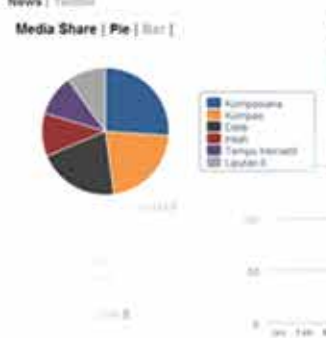


Media - Kebakaran Hutan



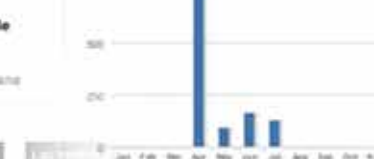
Mentioned in News: Delapan Perusahaan Diselidki dalam Kasus Asap...

Dashboard - Jokowi

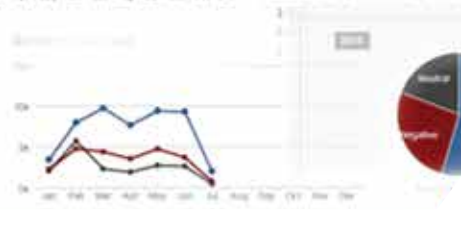
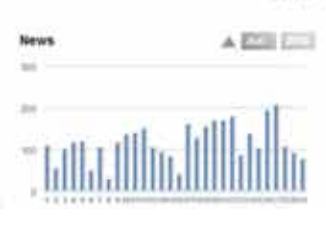


Timeline - KPK RI

- 70% korupsi berasal dari proyek pengadaan
KPK Mulai Dalam Dugaan TPPU Kasus Rusli Zainal
KPK Gelar Seminar Pengobatan Nasionalisme
Pamanda
Bulu ke KPK Bubar Berarti Antipemberantasan
Pamanda
Korupsi, Map Tahun ICW Dapat Dana Ratusan
Miliar
KPK: Kira-kira Praduga Tak Bersalah
KPK: Wakil Menteri Diapungkan Politik ke Polisi
KPK: Peradilan Agung Dukung KPK Periksa Jaka Di
KPK: Peradilan Agung Dukung KPK Periksa Jaka Di



Media Share | Pie | Bar
Statements
sejumlah prestasi lainnya.



Suap Daging Impor, KPK Periksa Eida Devianne
TEMPO.CO, Jakarta Selain memanggil kembali Maharani Sucicoo, Komisi Pemberantasan Korupsi juga memanggil Komisaris PT Radina Bio Adicita, Eida Devianne Adinigrat. "Diperiksa untuk... (Wahab Liman)," ujar

dan Pemberitaan KPK Priharsa Nu
Juli 2013. Tak hanya Eida dan Mah
menjadwalkan pemeriksaan terhadap
Ahmad Zaley--yang diduga mengaba
impur daging sapi.Berdasarkan info
dihimpun ...
Detail | Detik



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