

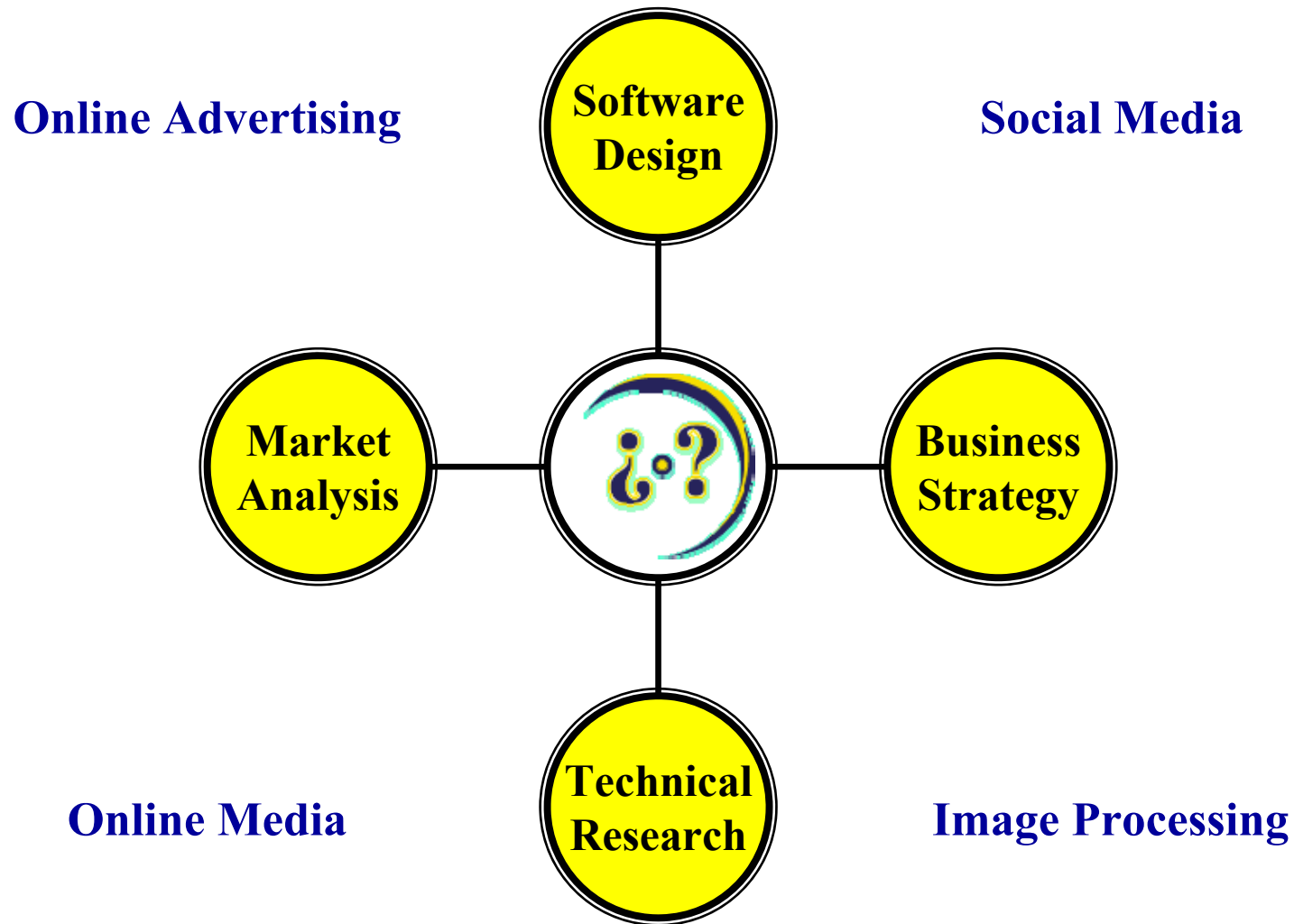


SnapShot News Analysis and Visualisation System

Mark Grundland
Functional Elegance

Created for Grapeshot Ltd. in partnership with IBM

Functional Elegance



SnapShot News Analysis

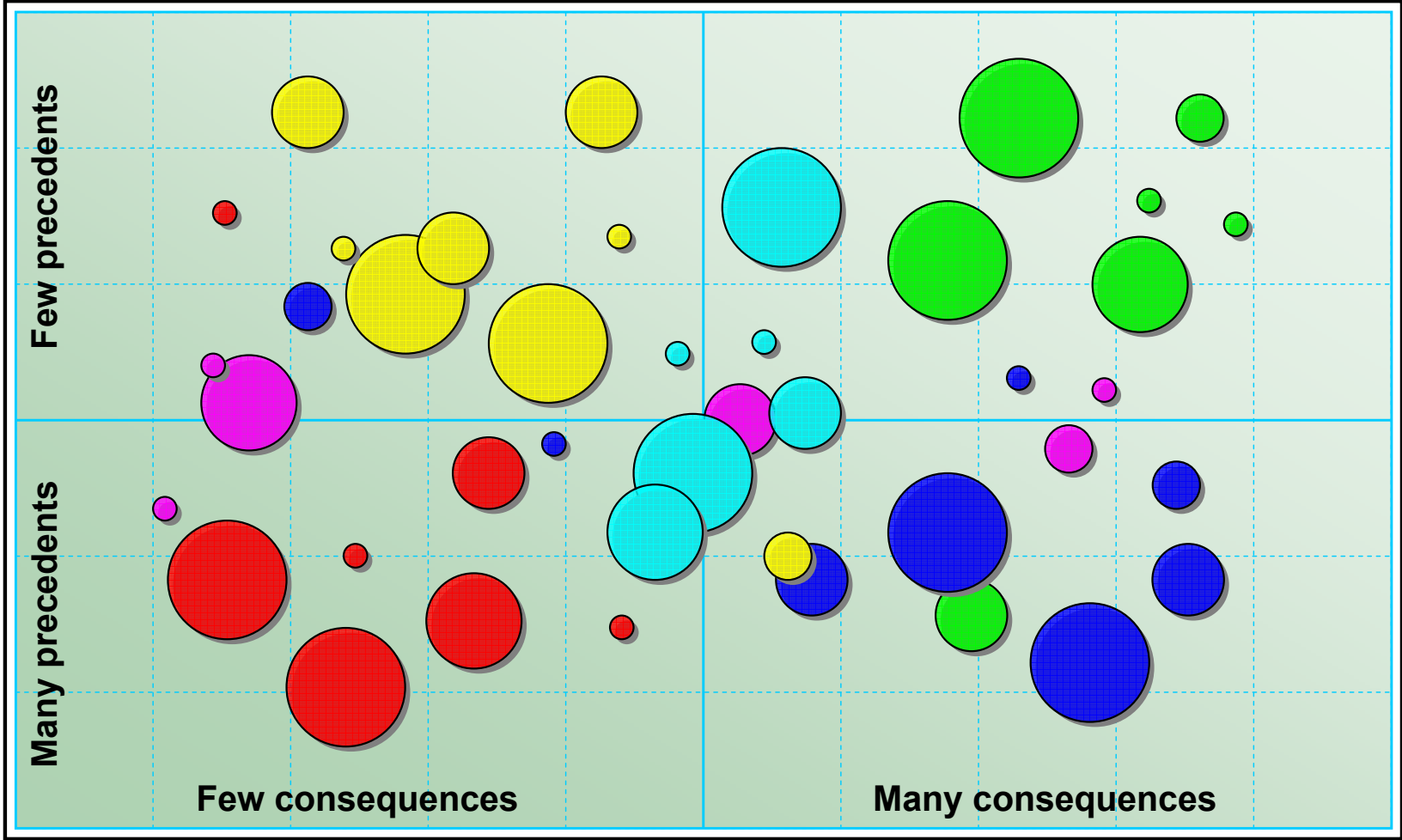
Online news analysis and visualisation service:

How media coverage evolves over time?

- **Helping public relations, marketing, finance, and journalism professionals to be more productive by revealing how the public perception of their key concerns is being influenced by the media.**

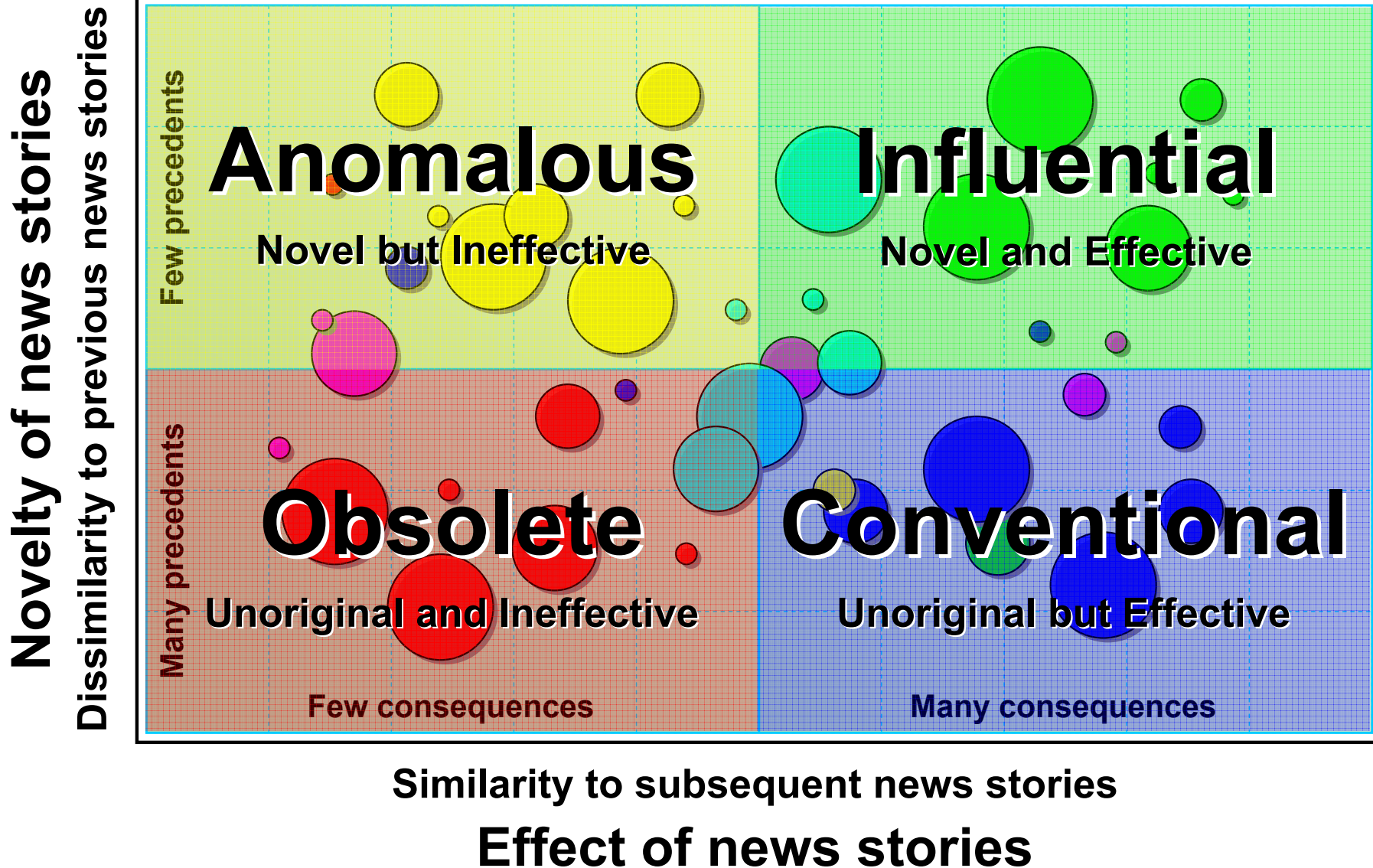
News Map

Novelty of news stories
Dissimilarity to previous news stories



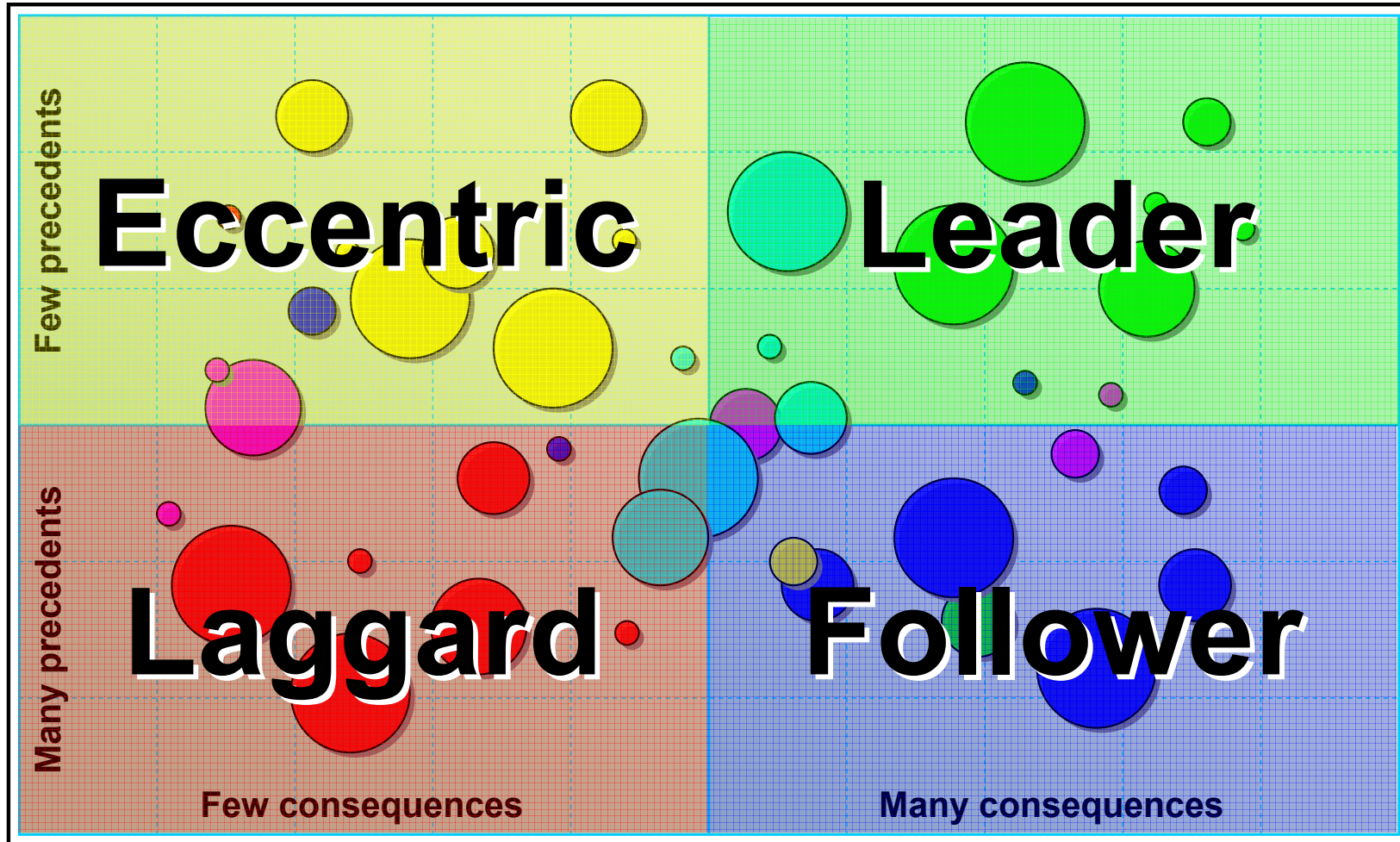
Similarity to subsequent news stories
Effect of news stories

News Map



News Map

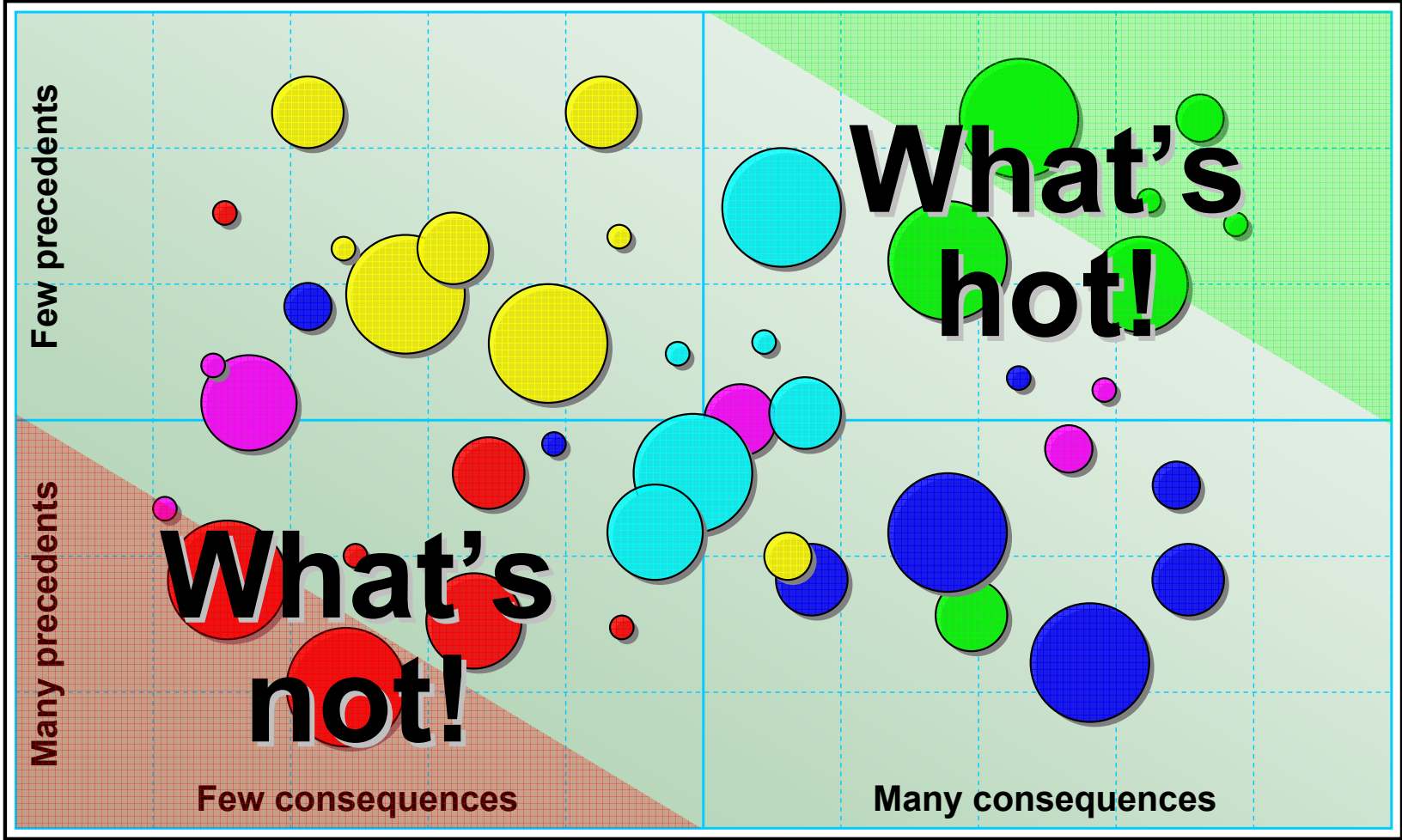
Novelty of news stories
Dissimilarity to previous news stories



Similarity to subsequent news stories
Effect of news stories

News Map

Novelty of news stories
Dissimilarity to previous news stories



Similarity to subsequent news stories
Effect of news stories

Search Criteria

Please type in your first search and click submit. You can then input subsequent searches.

Select Chart Type

Sectors

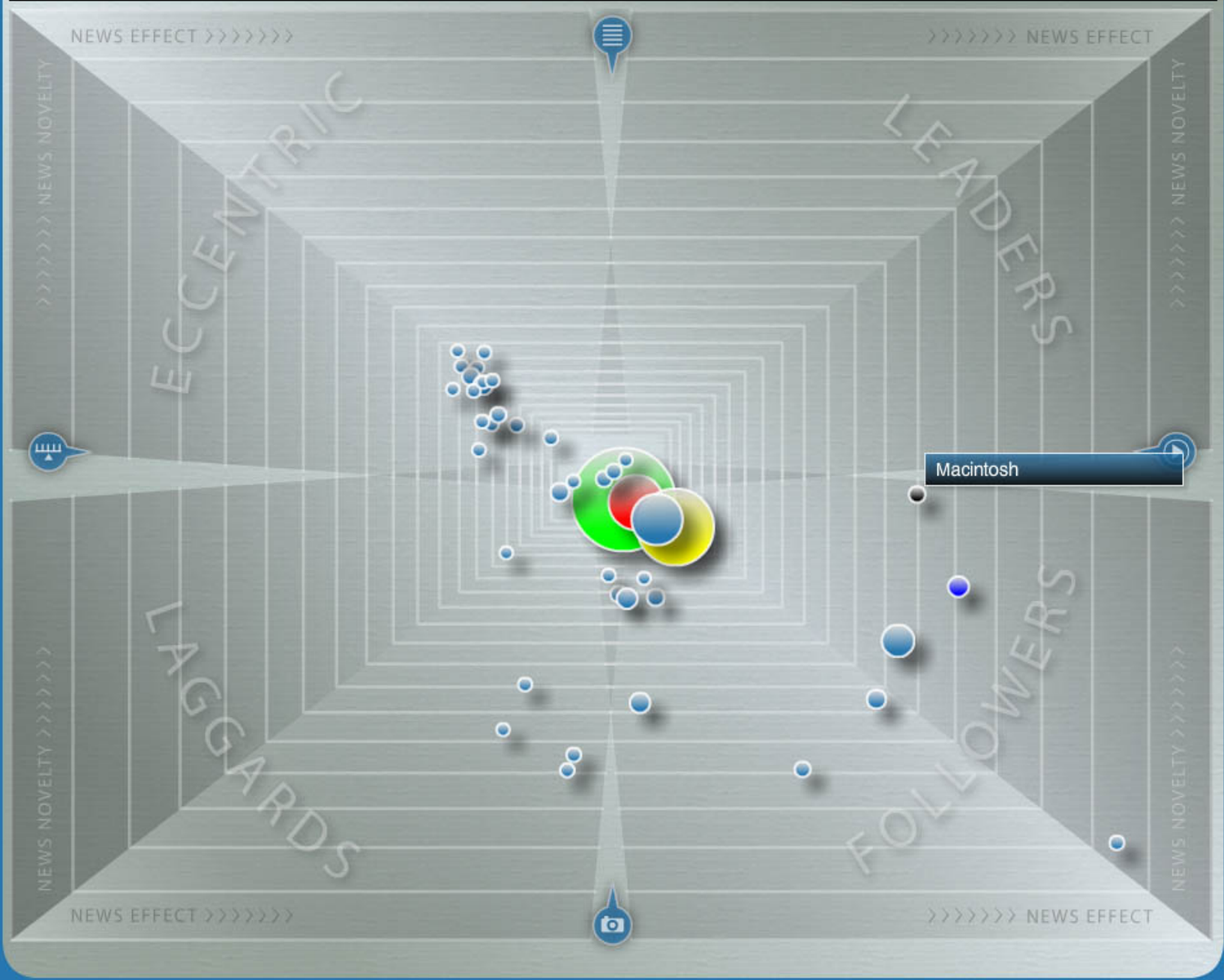
Open SnapShot Windows

50 iPod Zune

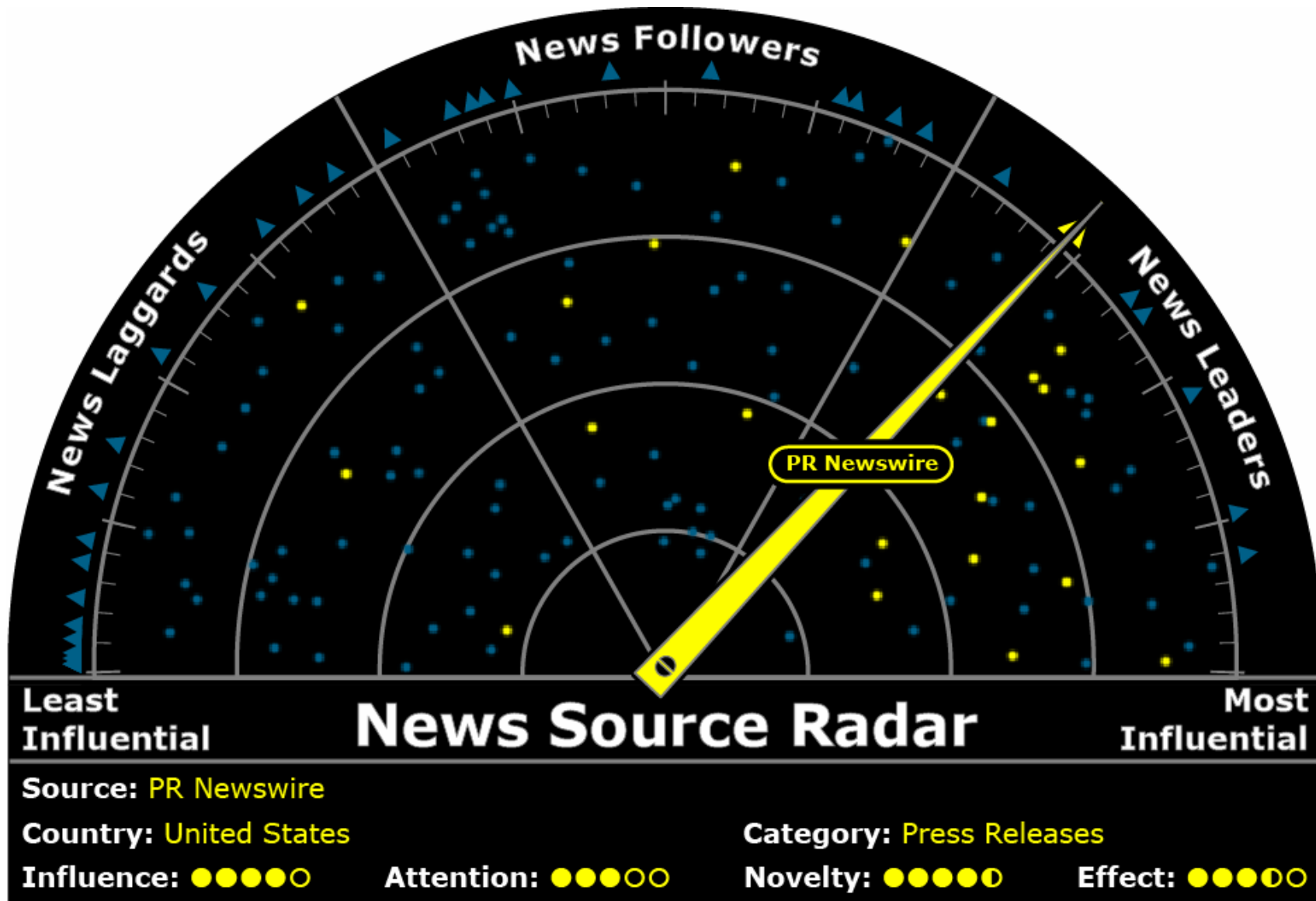
Aggregated SnapShot Groups 61

- Consumer Electronics
- Cyberculture
- Digital Television
- E-commerce
- Education
- Electronics**
- Entertainment
- Europe
- Film
- Finance
- Games
- Germany
- Graphics
- Handhelds
- Internet

SnapShot Window : iPod Zune 07-Sep-2009



News Radar



Links

Grapeshot:

SnapShot News Analysis Technology

`www.grapeshot.co.uk/snapshot/snapshot.html`

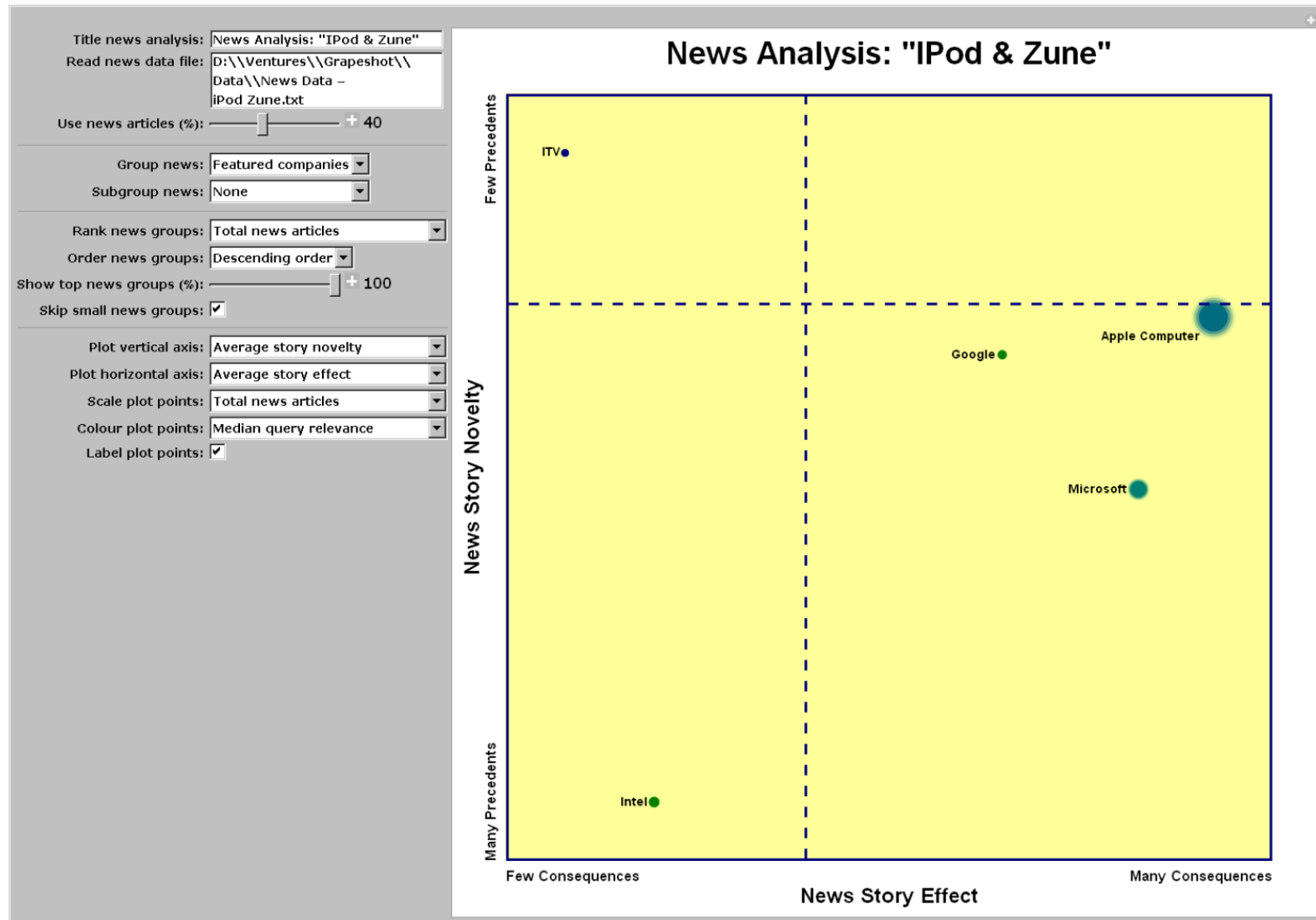
Functional Elegance:

Software Design Consulting

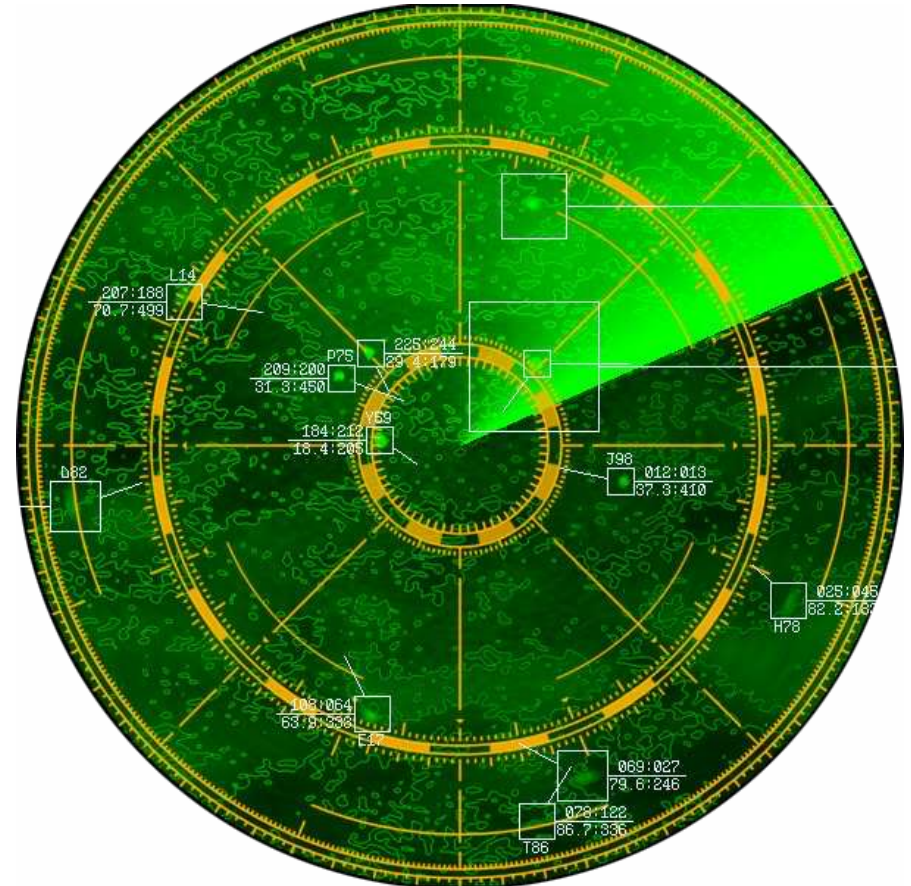
`www.functionalelegance.com/cv`

Thank you!

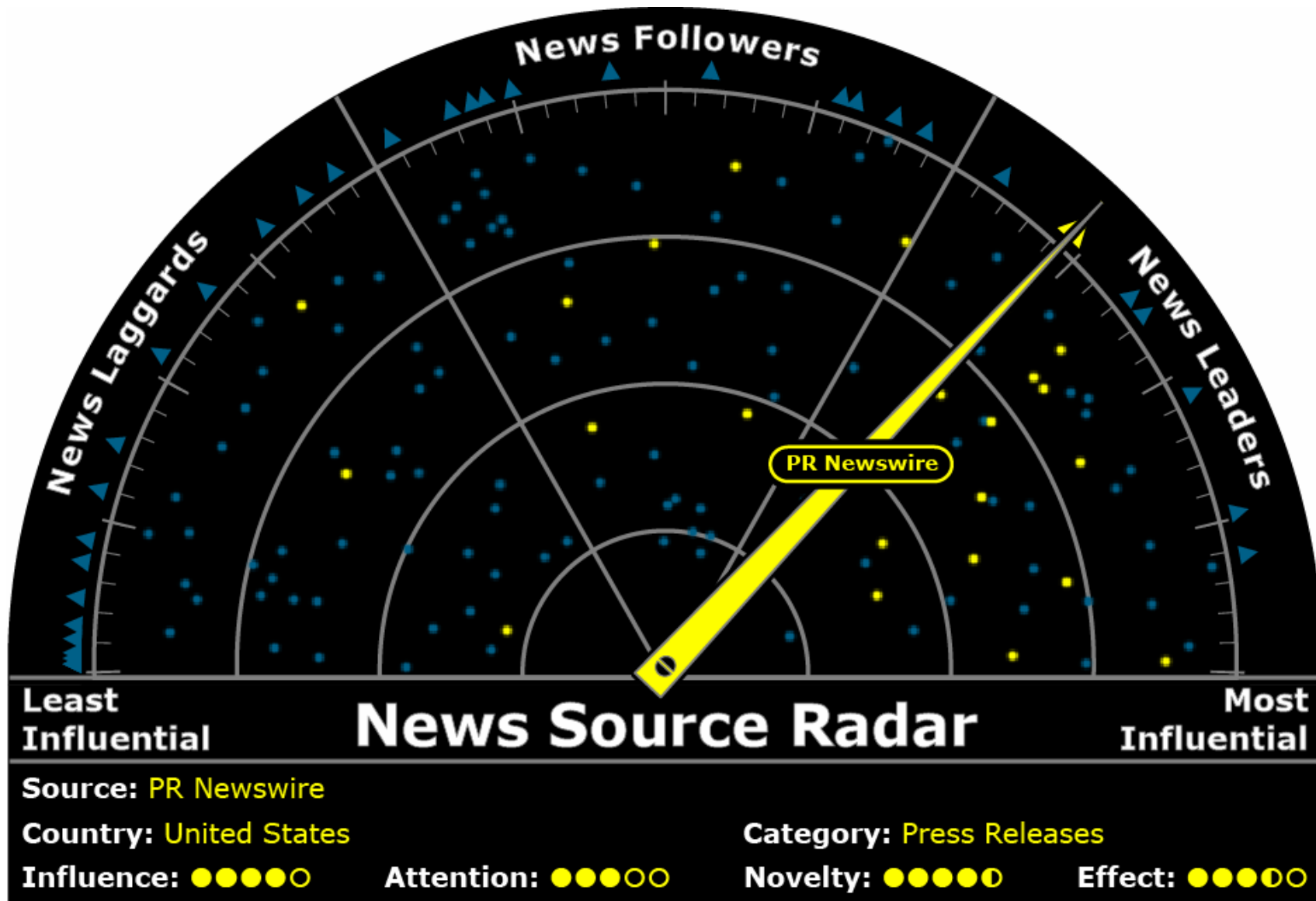
News Analysis System



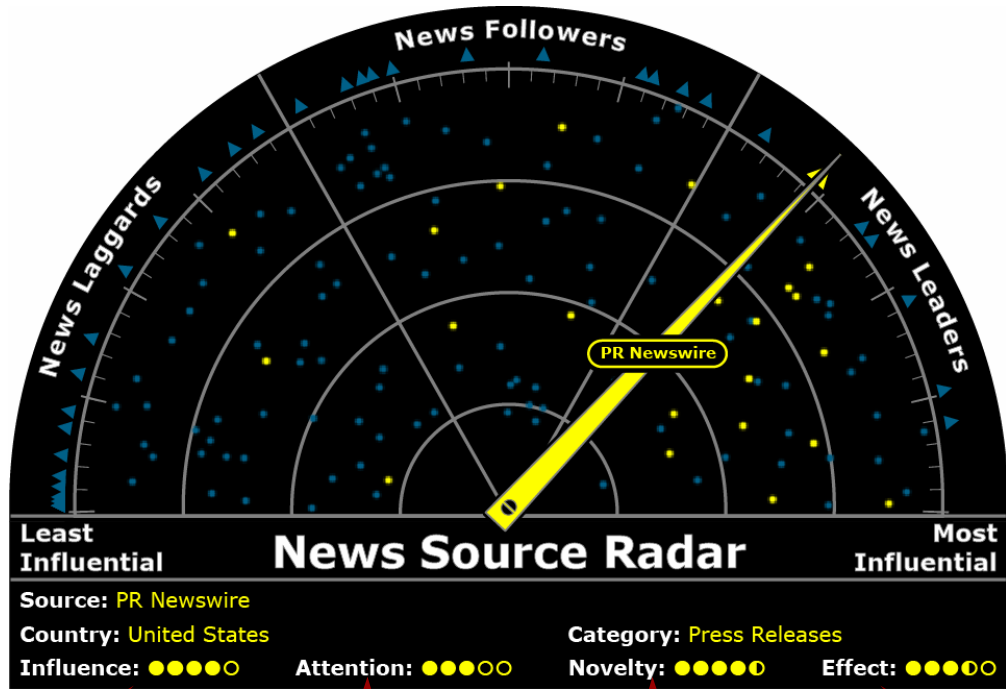
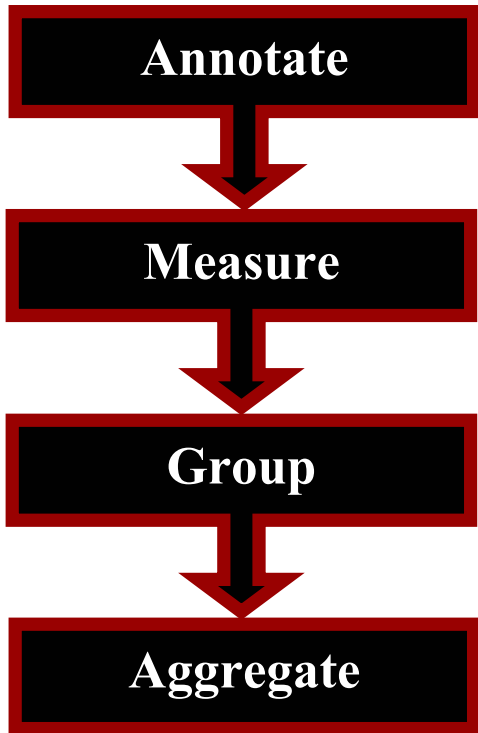
Metaphors for Dynamic Visualization



News Radar: Overview



News Radar: Metrics



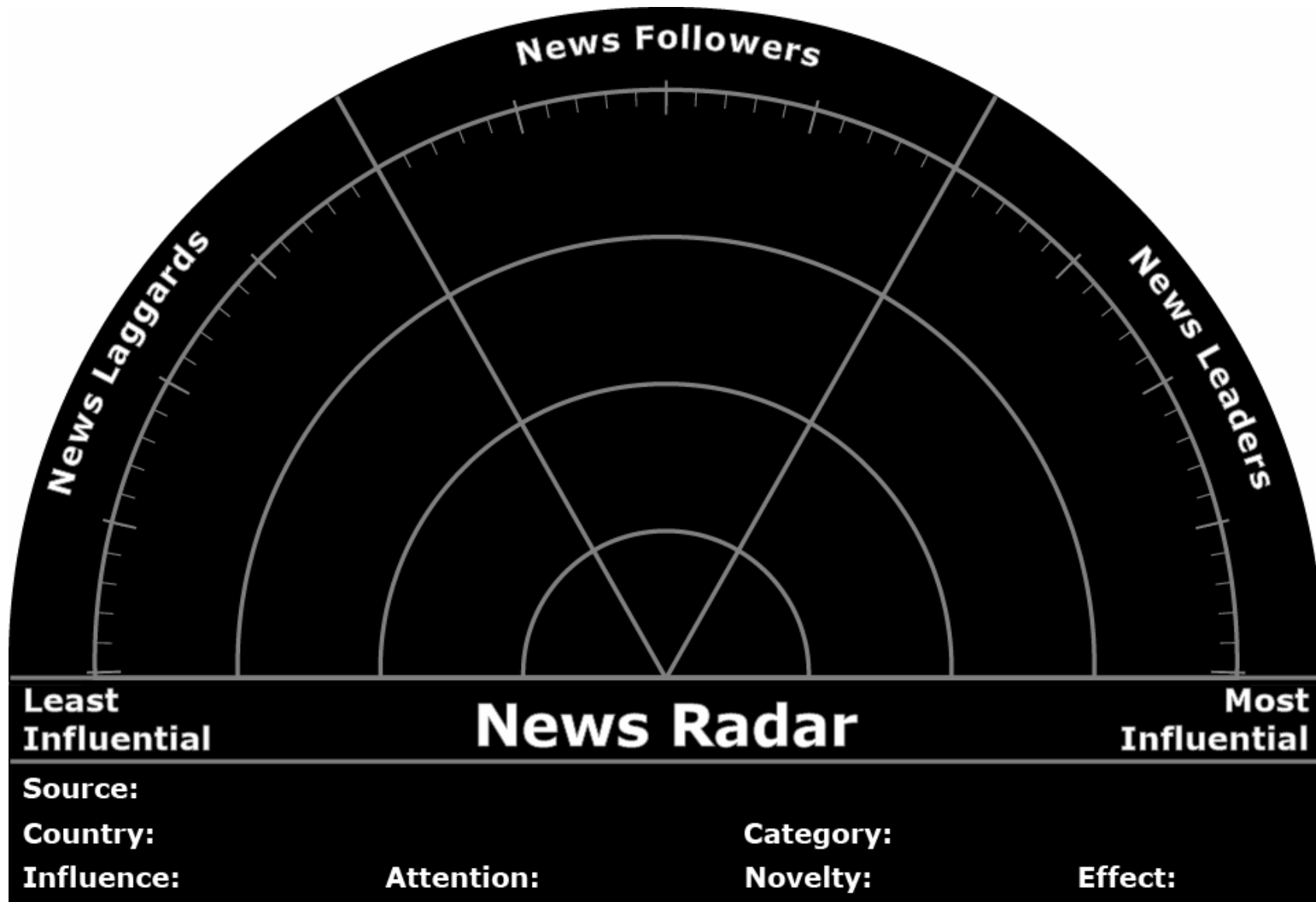
Influence =
 (Consequences – Precedents)
 / (Precedents + Consequences)
 Average Score of News Articles

Attention =
 (Precedents + Consequences)
 Median Rank of News Articles

Novelty =
 (– Precedents)
 Median Rank of News Articles

Effect =
 (+ Consequences)
 Median Rank of News Articles

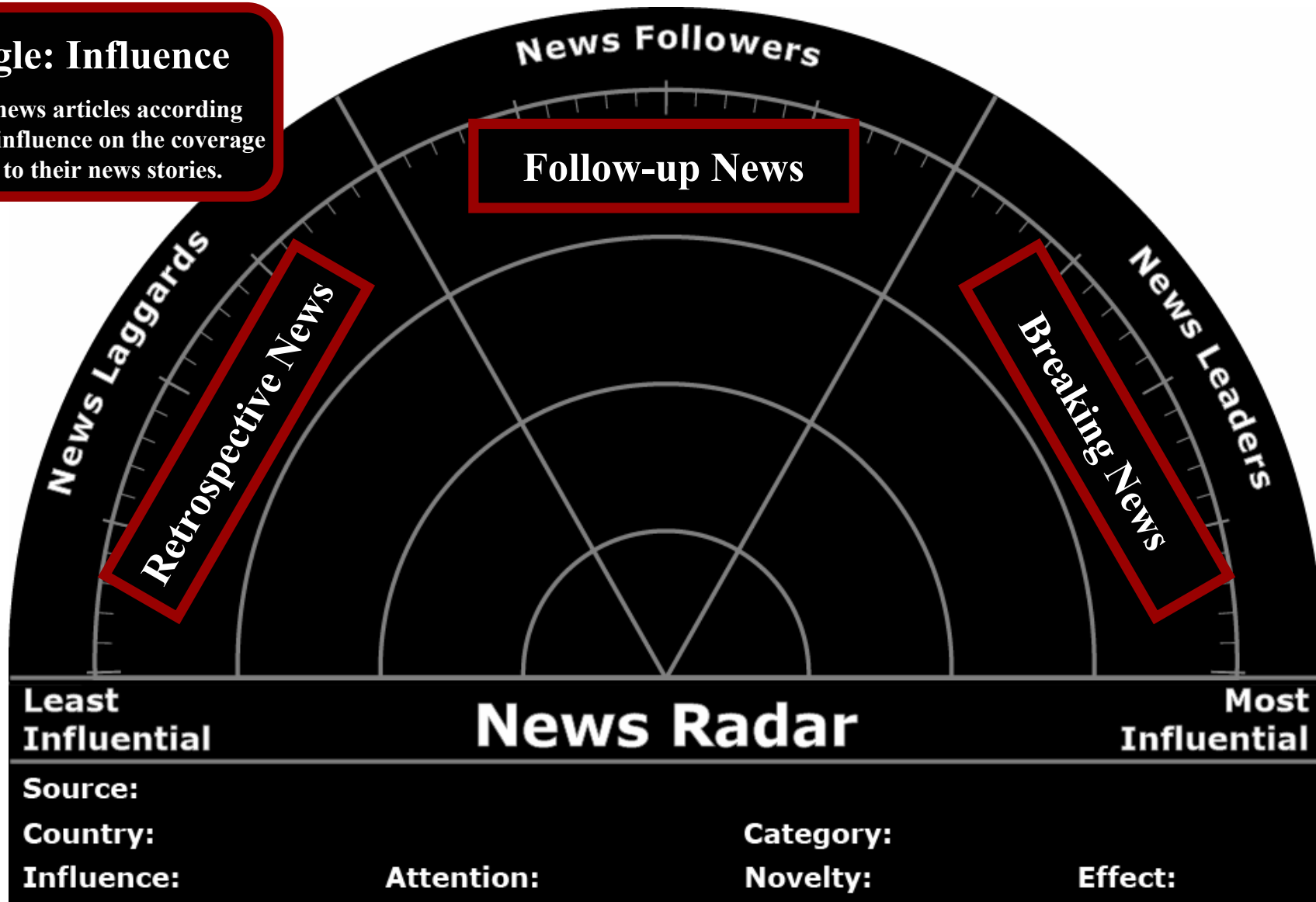
News Radar: Coordinates



News Radar: Influence

Angle: Influence

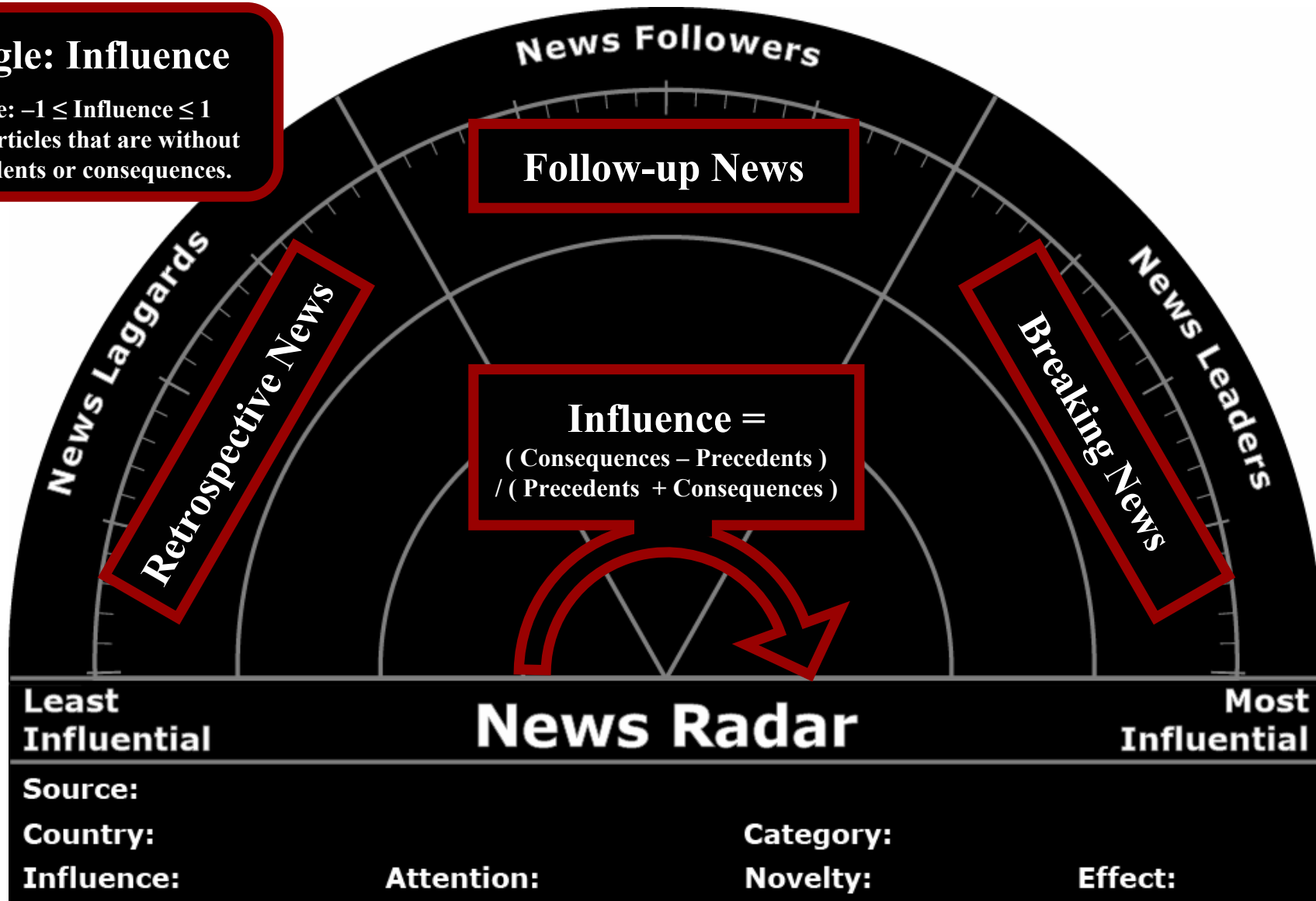
Order news articles according to their influence on the coverage given to their news stories.



News Radar: Influence

Angle: Influence

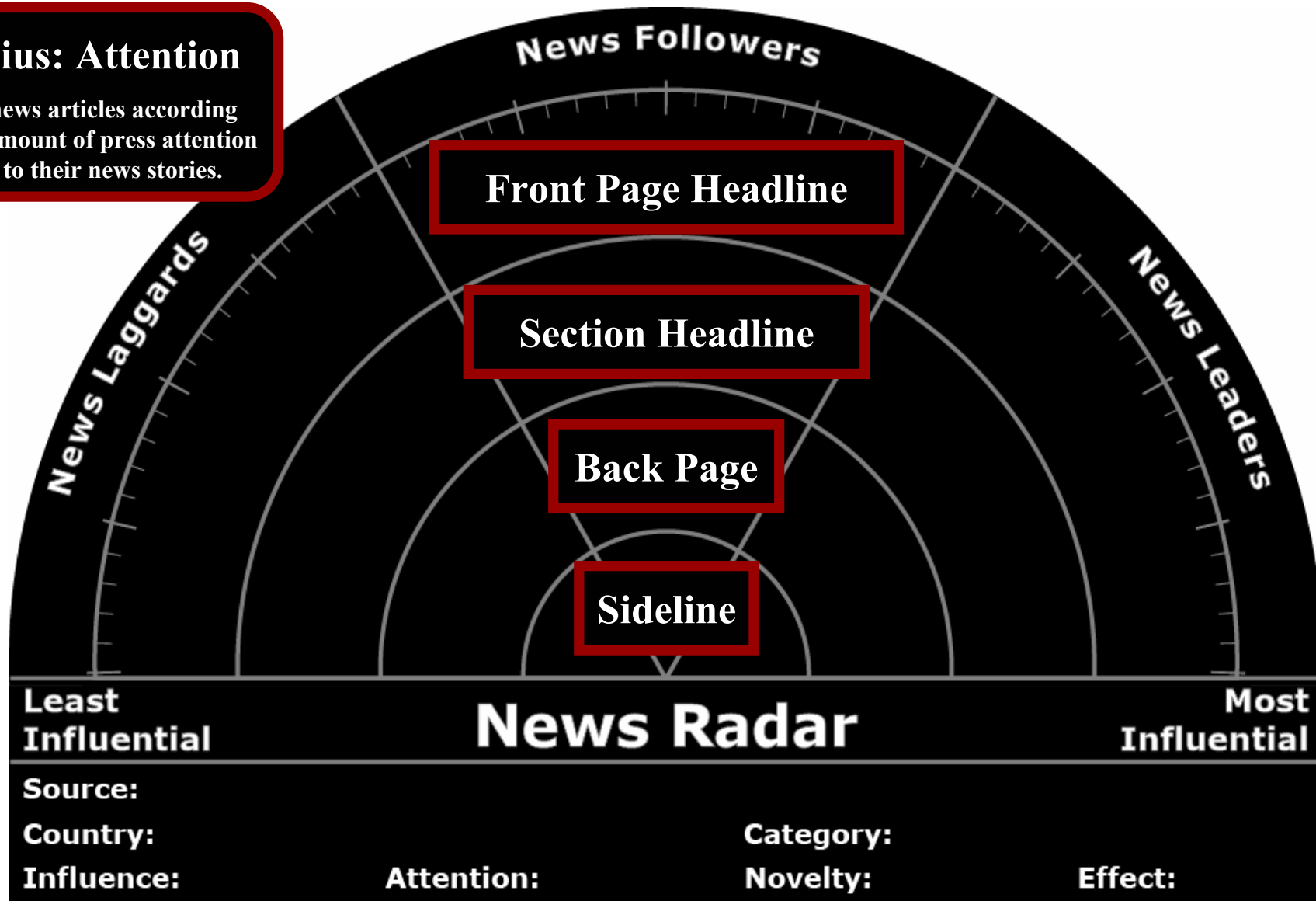
Note: $-1 \leq \text{Influence} \leq 1$
Skip articles that are without precedents or consequences.



News Radar: Attention

Radius: Attention

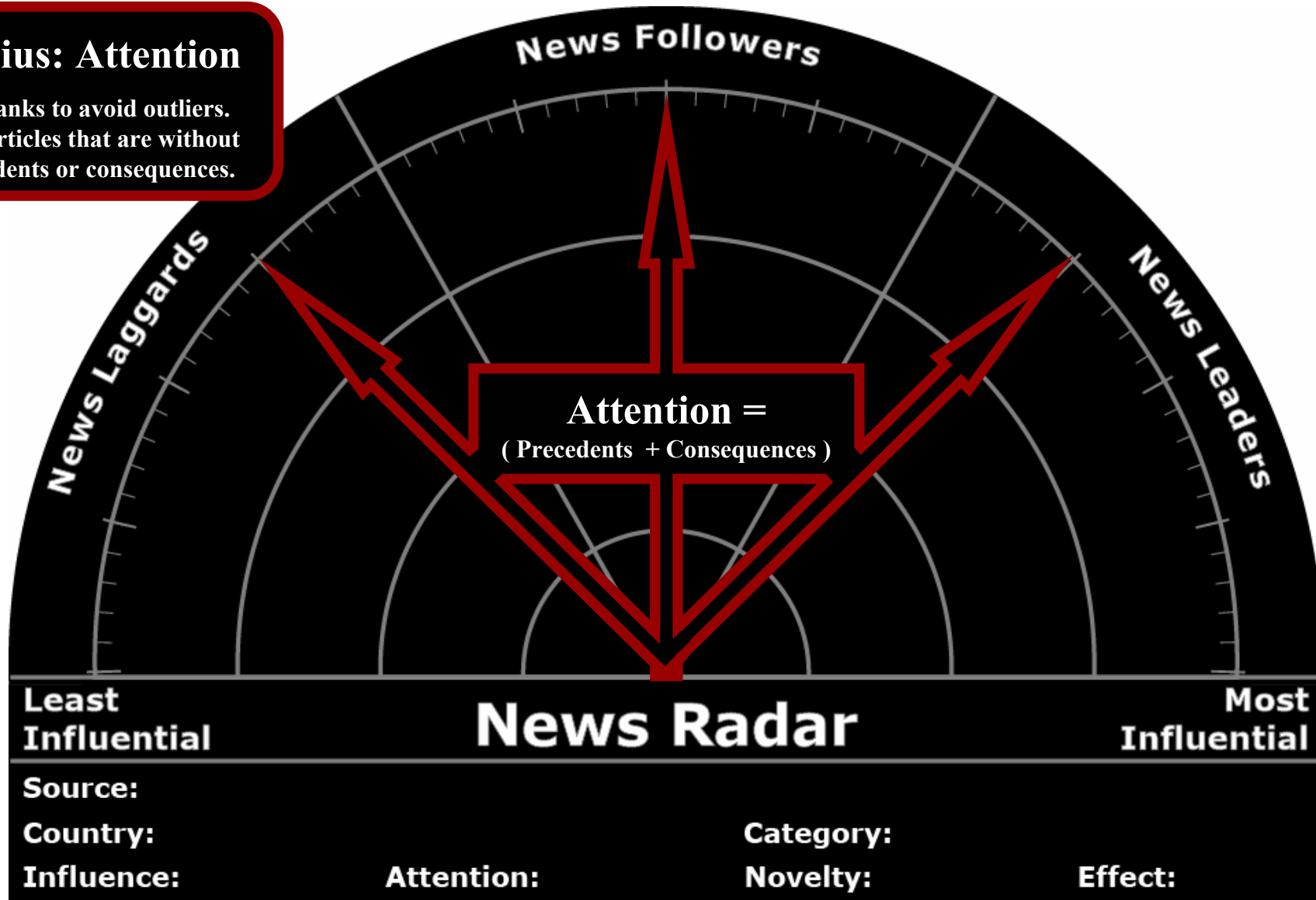
Place news articles according to the amount of press attention given to their news stories.



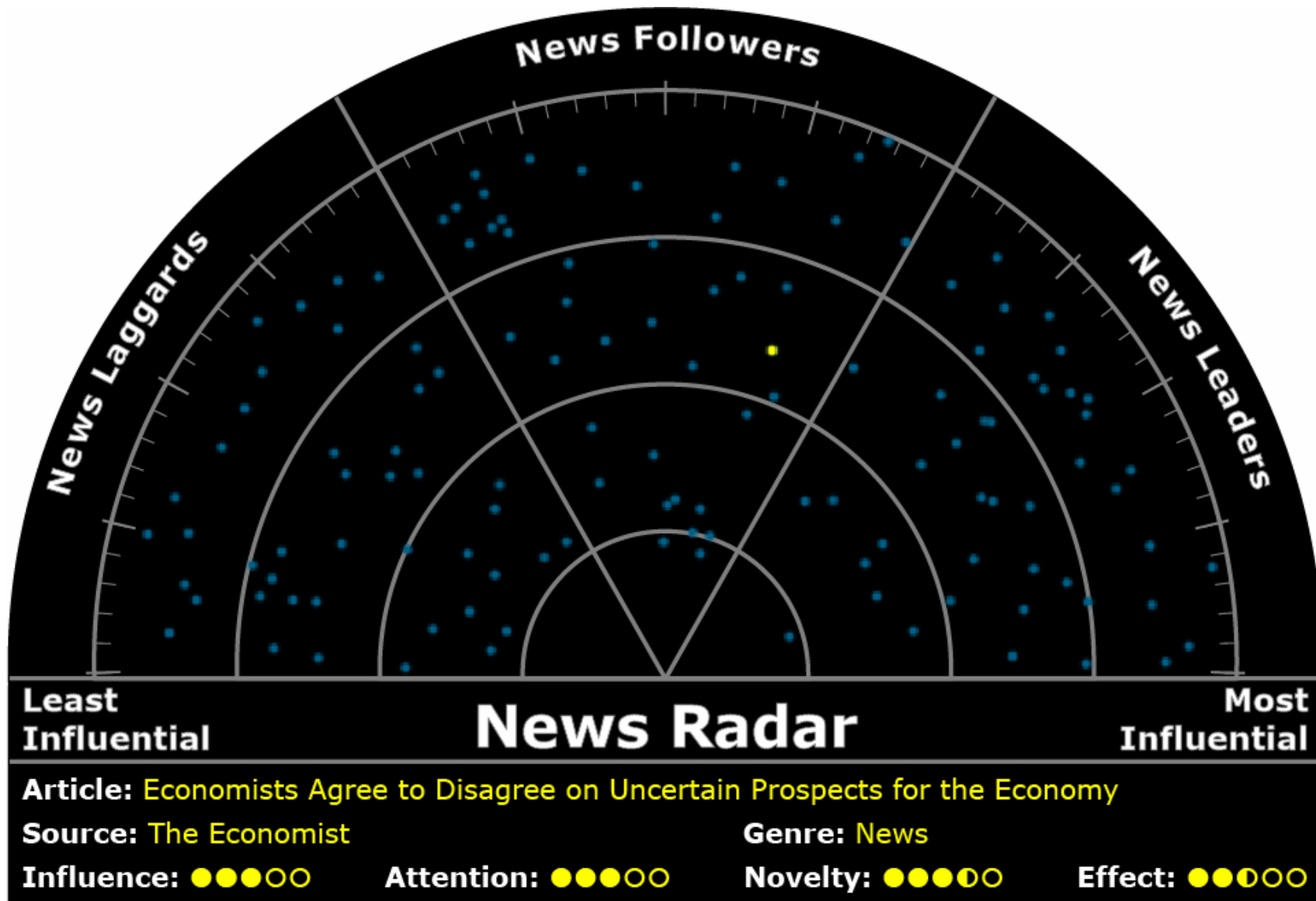
News Radar: Attention

Radius: Attention

Use ranks to avoid outliers.
Skip articles that are without precedents or consequences.



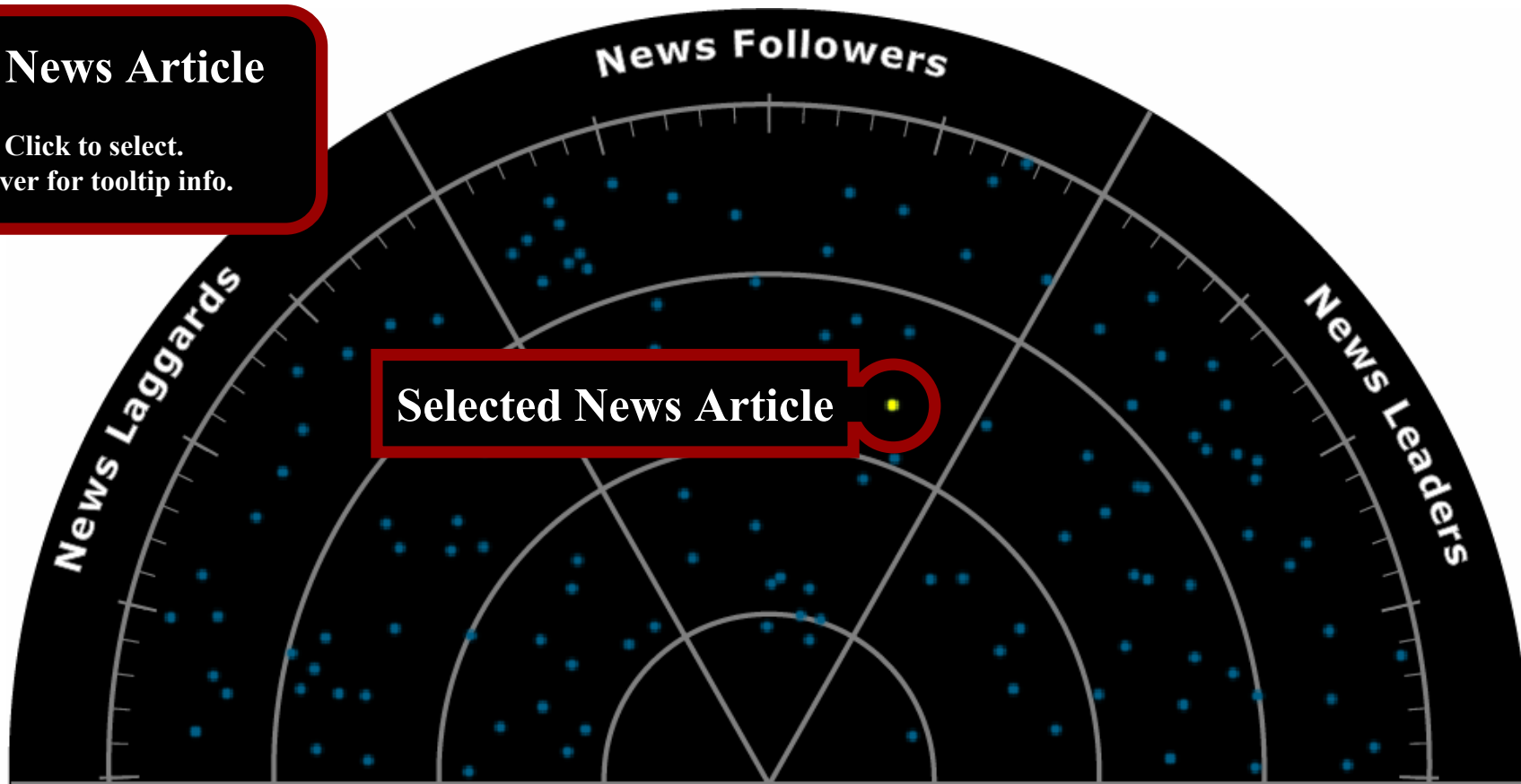
News Radar: Articles



News Radar: Articles

- News Article

Click to select.
Hover for tooltip info.



Selected News Article

Click to view news article.

Click to select news source.

Click to select news genre.

Least Influential **News Radar** Most Influential

Article: Economists Agree to Disagree on Uncertain Prospects for the Economy

Source: The Economist

Genre: News

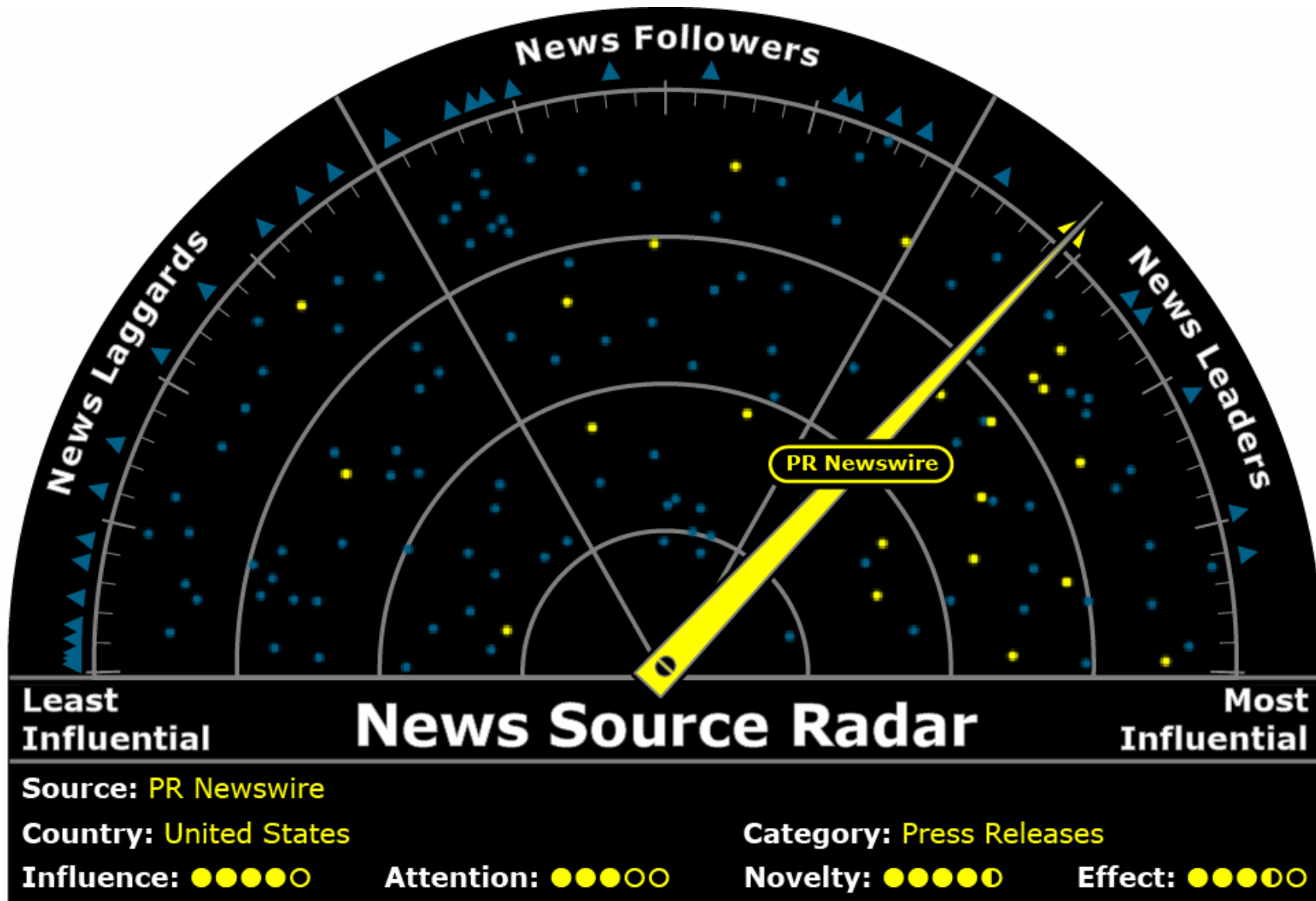
Influence: ●●●○○

Attention: ●●●○○

Novelty: ●●●○○

Effect: ●●●○○

News Radar: Groups



News Radar: Groups

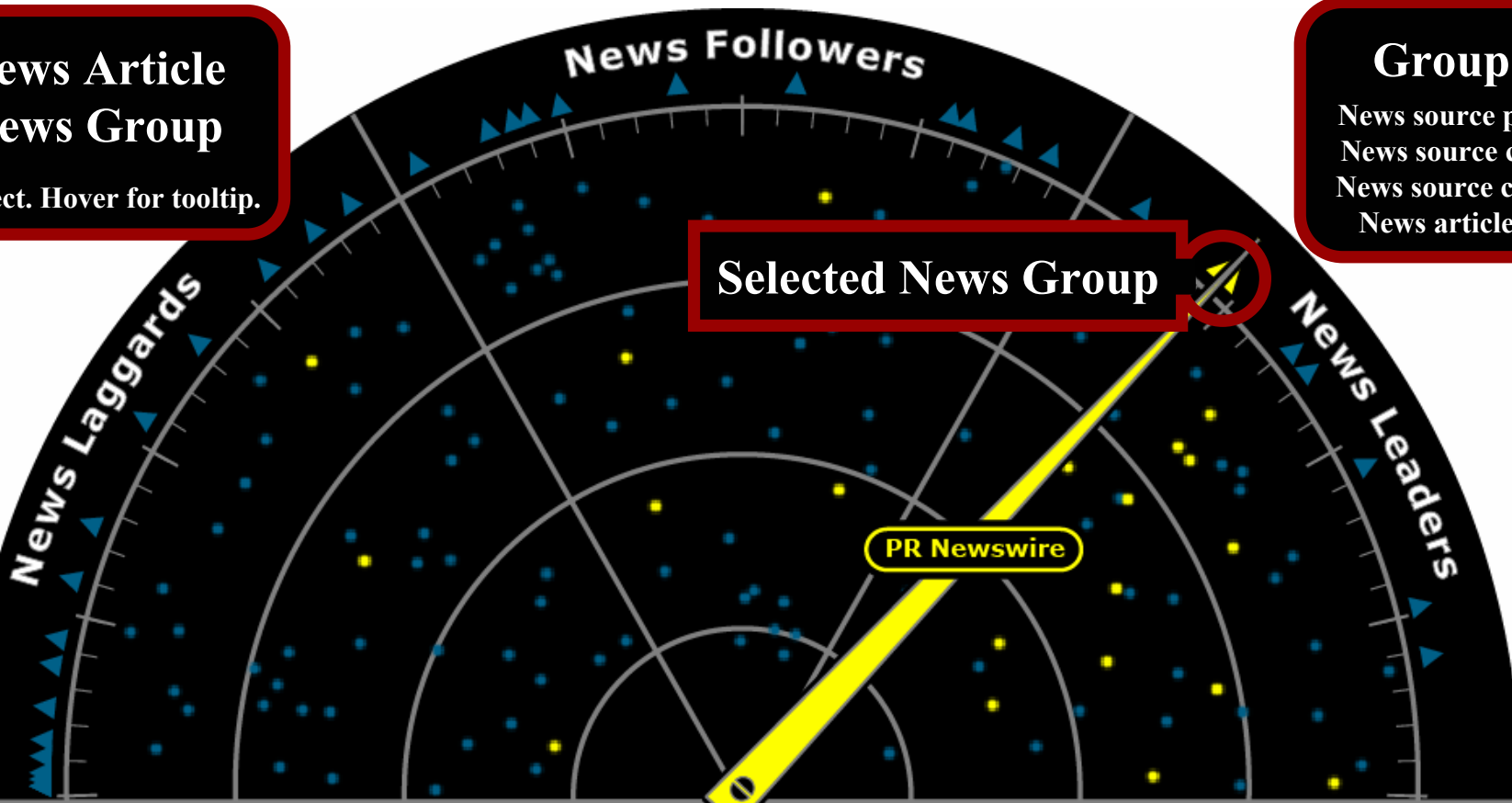
- News Article
- ▲ News Group

Click to select. Hover for tooltip.

Group by:

- News source providers
- News source countries
- News source categories
- News article genres

Selected News Group



Click to select the top news article.

Click to select news country.

Click to select news category.

News Source Radar

Least Influential Most Influential

Source: PR Newswire

Country: United States Category: Press Releases

Influence: ●●●●○ Attention: ●●●○○ Novelty: ●●●●○ Effect: ●●●●○

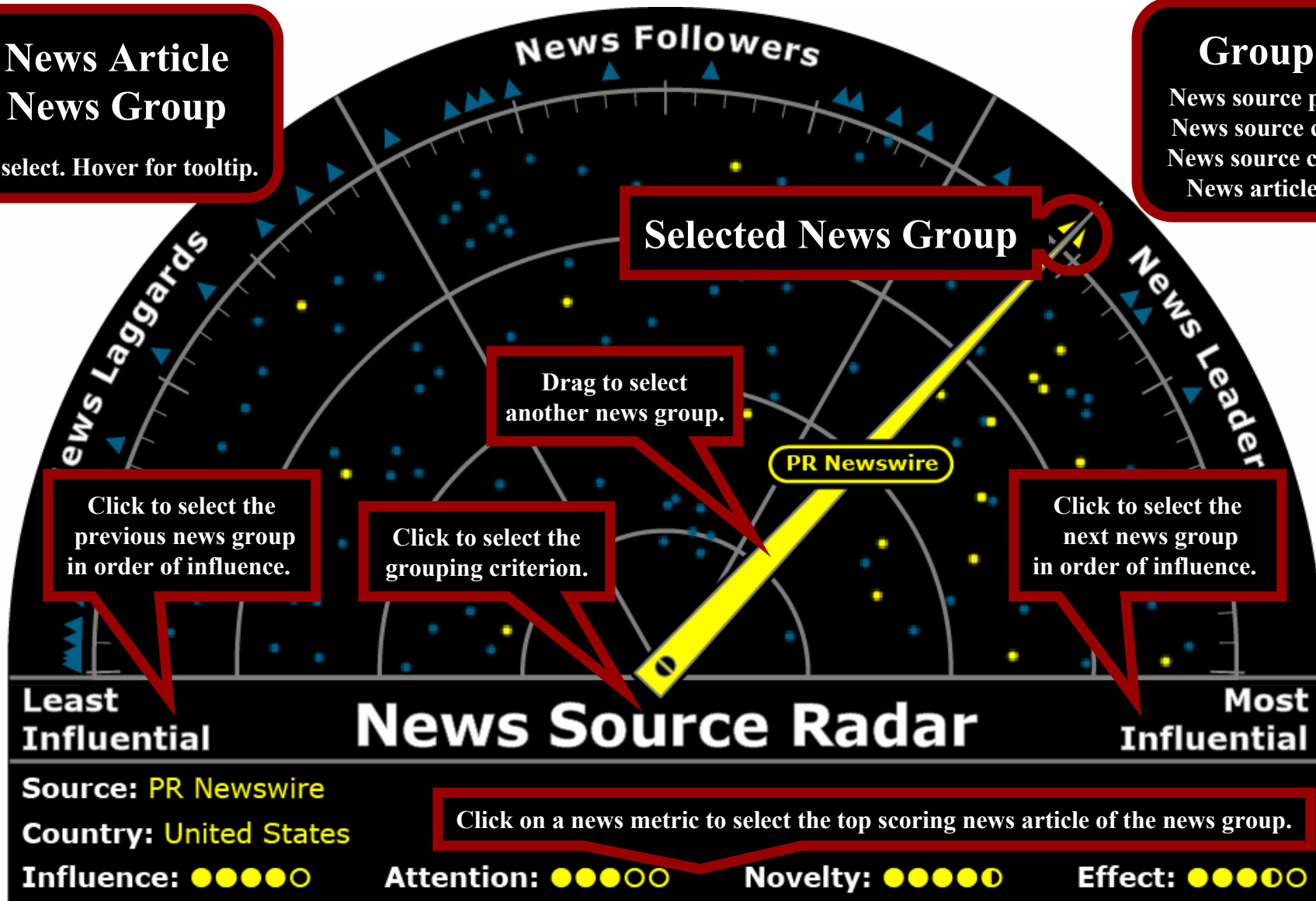
News Radar: Groups

- News Article
- ▲ News Group

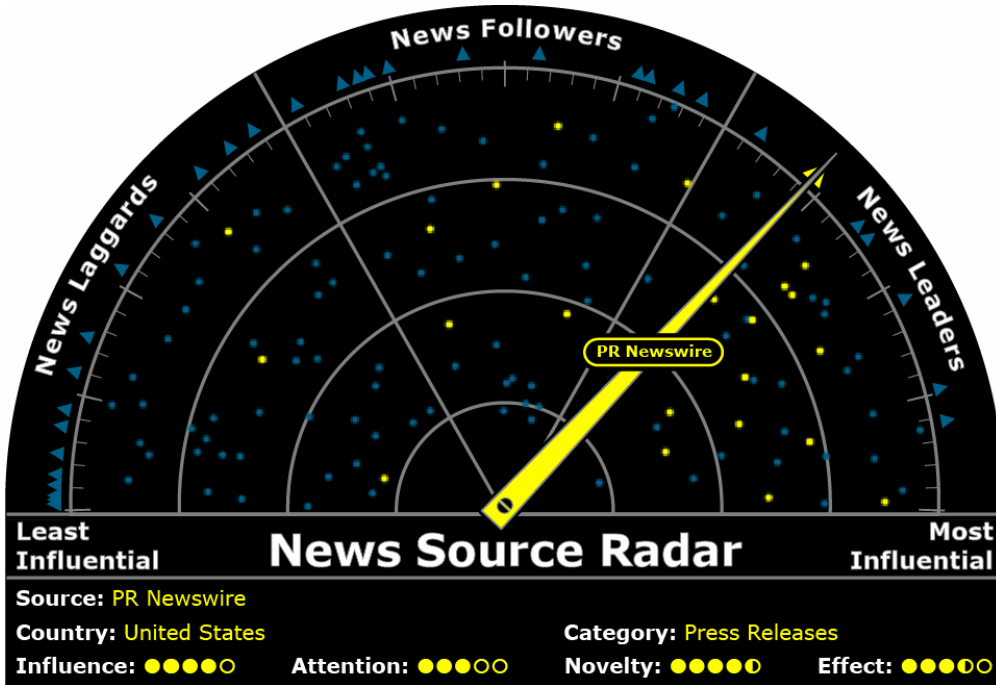
Click to select. Hover for tooltip.

Group by:

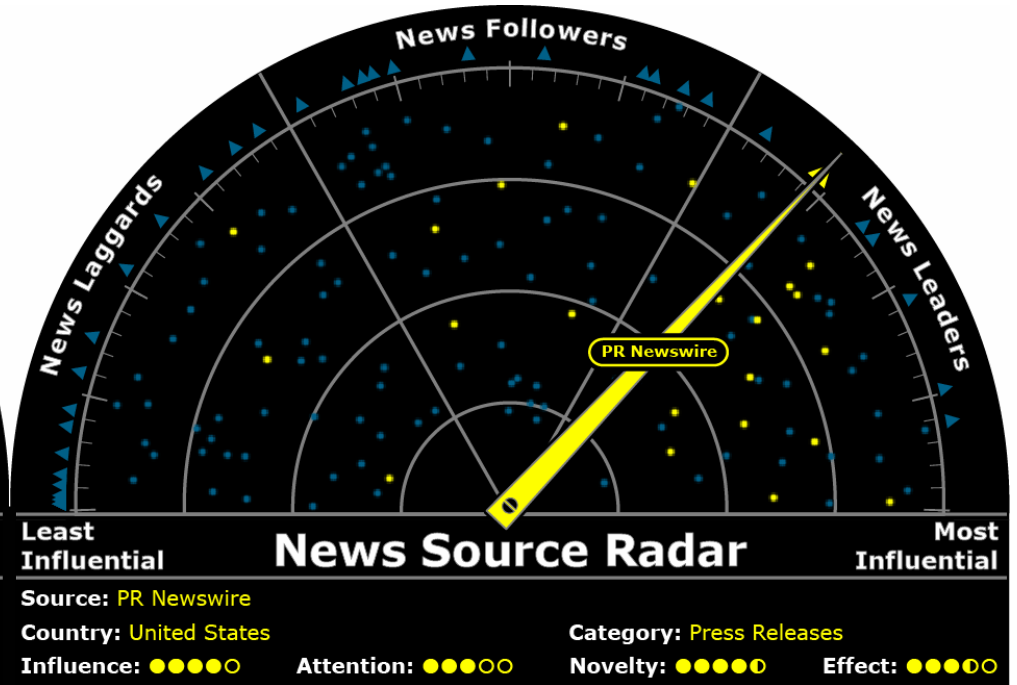
News source providers
News source countries
News source categories
News article genres



News Radar: Comparison

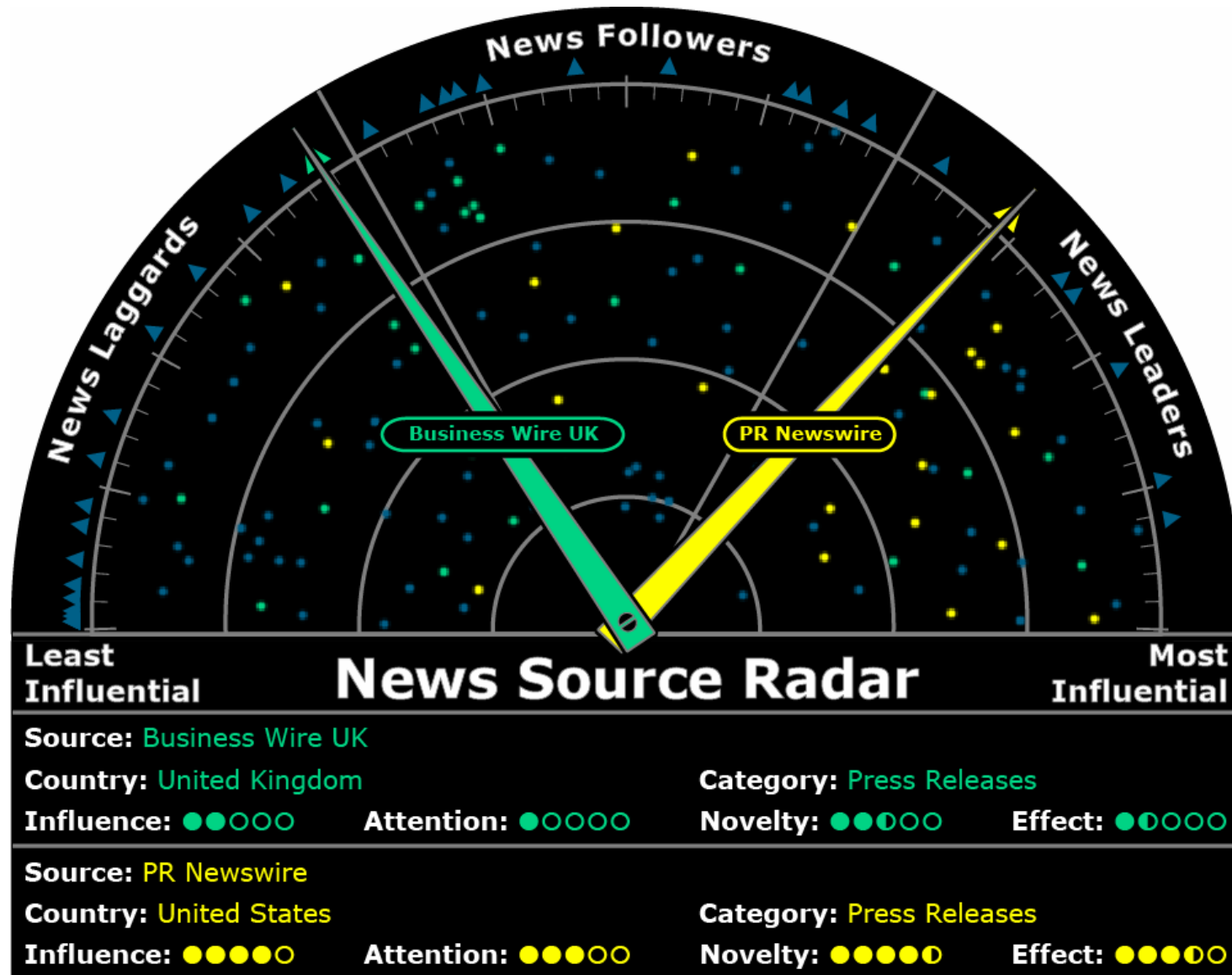


Search Query 1

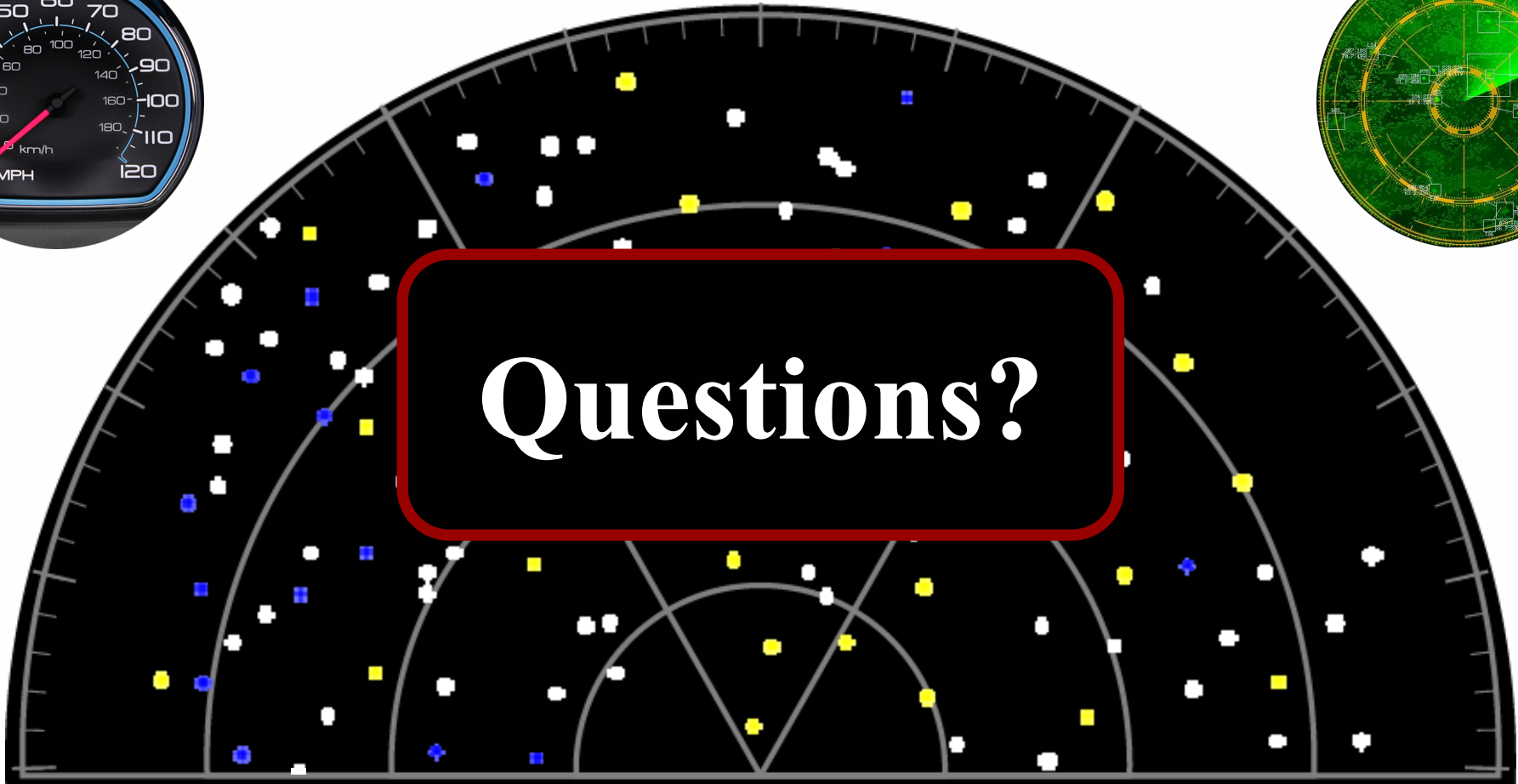
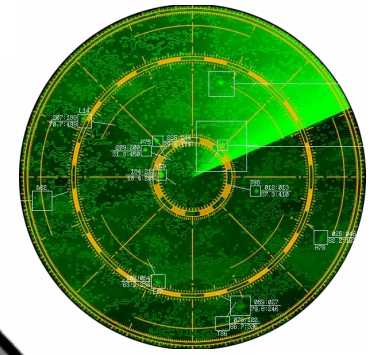


Search Query 2

News Radar: Comparison



Radar + Gauge



Questions?