SnapShot News Analysis and Visualisation System

Mark Grundland
Functional Elegance

Created for Grapeshot Ltd. in partnership with IBM
Functional Elegance

Online Advertising  Software Design  Social Media

Market Analysis  Business Strategy

Online Media  Technical Research  Image Processing
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

Similarity to subsequent news stories
Effect of news stories

Novelty of news stories
Dissimilarity to previous news stories

Eccentric
Leader
Laggard
Follower

Few precedents
Many precedents
Few consequences
Many consequences
News Map

Novelty of news stories

Dissimilarity to previous news stories

What's What's

not! not!

What's hot!

Similarity to subsequent news stories

Effect of news stories

Few consequences

Many consequences

Few precedents

Many precedents
Links

**Grapeshot:**
SnapShot News Analysis Technology  
www.grapeshot.co.uk/snapshot/snapshot.html

**Functional Elegance:**
Software Design Consulting  
www.functionalelegance.com/cv

Thank you!
Metaphors for Dynamic Visualization
News Radar: Overview

PR Newswire

Source: PR Newswire  
Country: United States  
Category: Press Releases  
Influence: ⚫⚫⚫⚫  
Attention: ⚫⚫⚫⚫  
Novelty: ⚫⚫⚫⚫⚫  
Effect: ⚫⚫⚫⚫  

News Source Radar
News Radar: Metrics

Annotate
Measure
Group
Aggregate

News Annotations:
- Precedents
- Consequences

News Metrics:
- Influence
- Attention
- Novelty
- Effect

Influence =
\[
\frac{(\text{Consequences} - \text{Precedents})}{(\text{Precedents} + \text{Consequences})}
\]
Average Score of News Articles

Attention =
\[
\frac{(\text{Precedents} + \text{Consequences})}{1}
\]
Median Rank of News Articles

Novelty =
\[
\frac{(-\text{Precedents})}{1}
\]
Median Rank of News Articles

Effect =
\[
\frac{(+\text{Consequences})}{1}
\]
Median Rank of News Articles

News Source Radar

Source: PR Newswire
Country: United States
Influence: ⋅⋅⋅⋅⋅
Attention: ⋅⋅⋅⋅⋅
Novelty: ⋅⋅⋅⋅⋅
Effect: ⋅⋅⋅⋅⋅
News Radar: Coordinates
News Radar: Influence

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

Follow-up News

News Radar

<table>
<thead>
<tr>
<th>Least Influential</th>
<th>News Radar</th>
<th>Most Influential</th>
</tr>
</thead>
<tbody>
<tr>
<td>Source:</td>
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11/12/2010
Mark Grundland
News Radar: Influence

Influence = \frac{\text{Consequences} - \text{Precedents}}{\text{Precedents} + \text{Consequences}}

Follow-up News

Angle: Influence
Note: \(-1 \leq \text{Influence} \leq 1\)
Skip articles that are without precedents or consequences.
Radius: Attention
Place news articles according to the amount of press attention given to their news stories.

- Front Page Headline
- Section Headline
- Back Page
- Sideline

News Radar

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<tr>
<td></td>
<td>Effect:</td>
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News Radar: Attention

Attention = (Precedents + Consequences)

Radius: Attention
Use ranks to avoid outliers. Skip articles that are without precedents or consequences.
News Radar: Articles

Article: Economists Agree to Disagree on Uncertain Prospects for the Economy
Source: The Economist
Genre: News
Influence: ★★★★☆ Attention: ★★★★★ Novelty: ★★★★★ Effect: ★★★★★
News Radar: Articles

- News Article
  Click to select.
  Hover for tooltip info.

Selected News Article

Article: Economists Agree to Disagree on Uncertain Prospects for the Economy
Source: The Economist
Genre: News
Influence: ●●●●●
Attention: ●●●●●
Novelty: ●●●●●
Effect: ●●●●●
News Radar: Groups

News Source Radar

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

Selected News Group

Drag to select another news group.

Click on a news metric to select the top scoring news article of the news group.

Source: PR Newswire
Country: United States
Influence: ⬛⬜⬜⬜⬜
Attention: ⬛⬜⬜⬜⬜
Novelty: ⬛⬜⬜⬜⬜
Effect: ⬛⬜⬜⬜⬜
News Radar: Comparison

News Source Radar

Source: PR Newswire
Country: United States
Category: Press Releases
Influence: Attention: Novelty: Effect:

Search Query 1

Search Query 2
News Radar: Comparison

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<tbody>
<tr>
<td>Business Wire UK</td>
<td>United Kingdom</td>
<td>⬤⬤⬤⬤</td>
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Category: Press Releases
Radar + Gauge

Questions?