

ABSTRACT

With Social media conversations and number of people participating in the conversations growing exponentially, valuable information and expertise is lost in this information overload. Develop an app to summarize free text (social media conversations like Blogs, Posts and Comments) and come out with the keywords (nouns and adjectives). The key parts to the solution are:

Summarize: Given a free flowing text (English only) the algorithm should identify the keywords (nouns and adjectives).

Synonymize: Tag root words for each of the keywords identified.

Personalize: Build profiles/personas of associates by tying back the root words identifies back to the person making such posts

The Smart Blogger Application is a utility that enables Cognizant's associates to share their thoughts on various topics. This app will allow a user to voice his opinion on any topic, in the form of a blog post. The user of this app can search for content relevant to any topic, written by any other user. This app will also generate tags automatically from a blog post and let the user pick keywords relevant to his post. Overall this app will provide a clean and convenient way of sharing thoughts between associates.

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