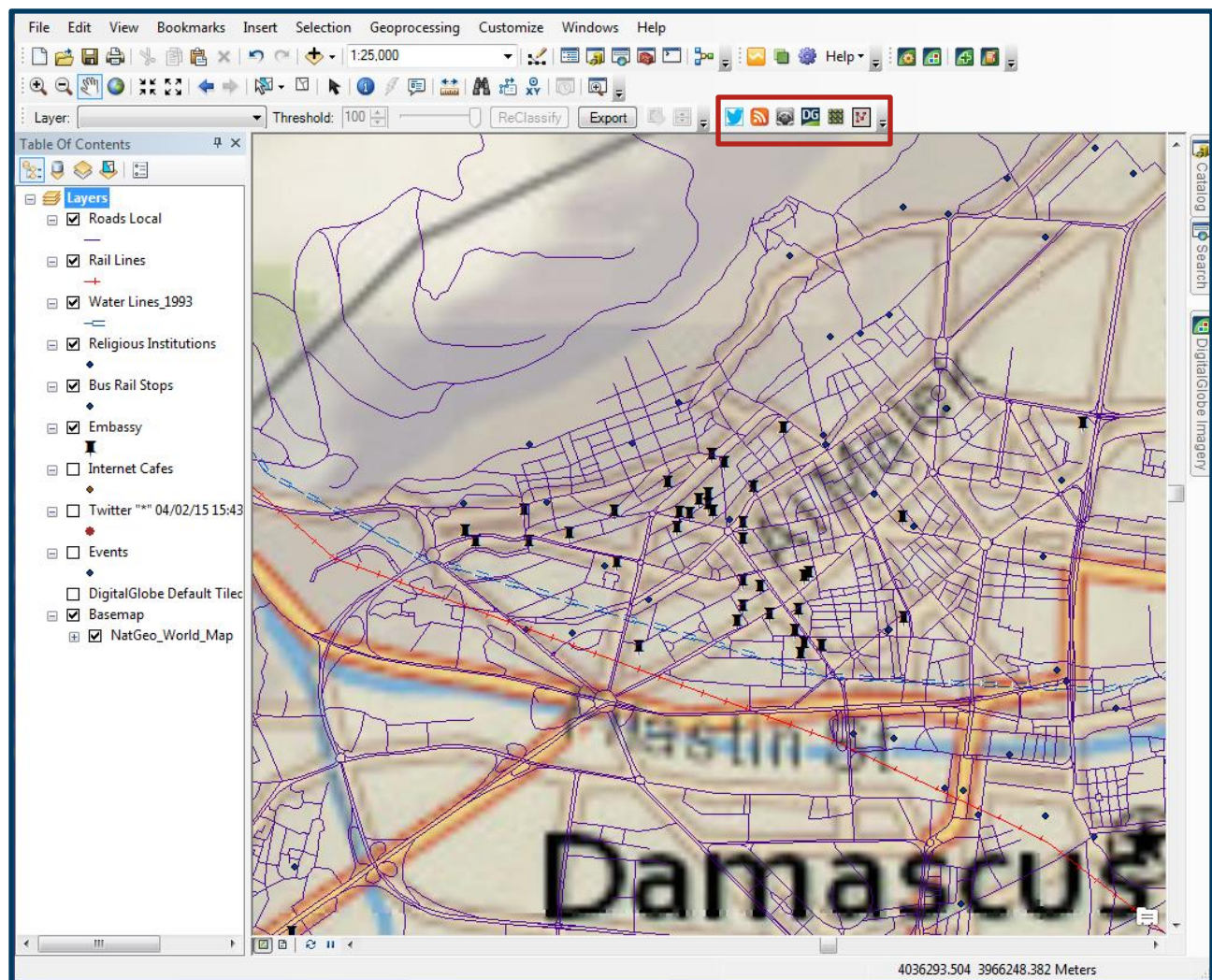


InsightCloud ArcMap Add-In


Beta 0.3



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Social Media Search

1. With the Add-In installed, the toolbar open, and the settings set to access the services, click on the Social Media Query  icon which currently supports searching Twitter data.
2. Draw the desired Area of Interest (AOI) by left-click-drag on the map to make a rectangle. Social media search AOIs will be outlined in **Red**.

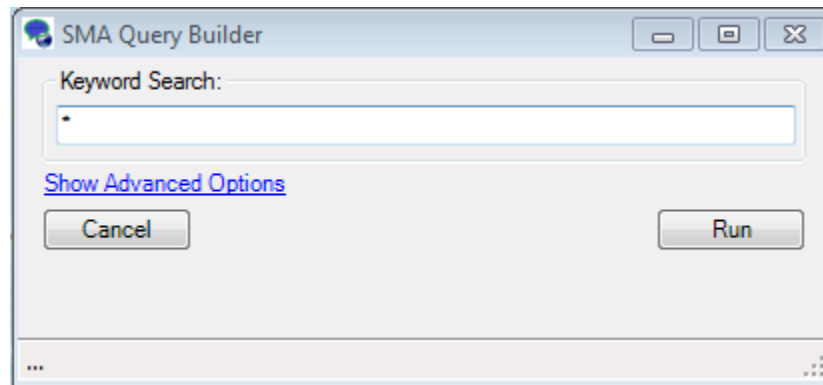
Note: To make a circular AOI, hold the SHIFT key, and then left-click-drag. The point of origin for the left-click is the center of the circle.



OR

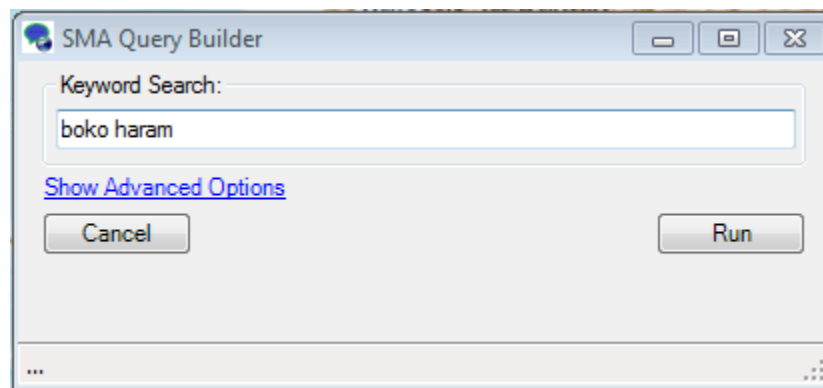


3. Once the desired AOI is drawn, release the mouse key to set the AOI for the current search. At this instance a Query window will appear.



4. Enter terms to query in the keyword search.

*Note: For all social media feeds within the current AOI, use wildcard **

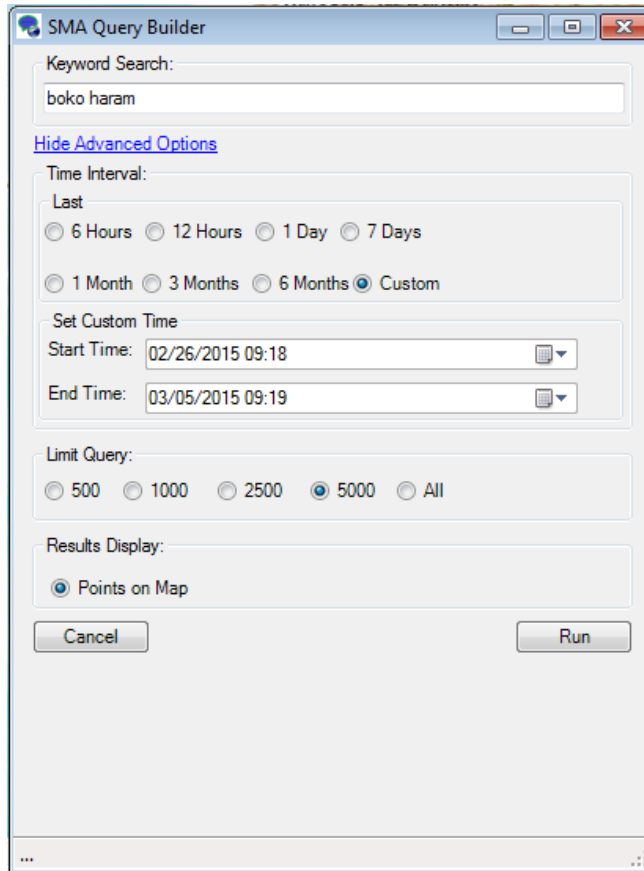


5. For more control over the query, expand the Advanced Options. Options include adjustments to the time interval being polled, as well as the number of results returned by a search.

Note: If the total number of social media feeds matching the keyword, time interval, and AOI is greater than the limit being returned, a subset of the total feeds will be returned.

Note: Select Custom in the pre-existing time interval section in order to set a custom time range; otherwise Set Custom Time will be grayed out and cannot be edited.

Note: As of April 22, 2015, "All" Limit Query will limit the returned results to a maximum of 10,000 records.



SMA Query Builder

Keyword Search:
boko haram

[Hide Advanced Options](#)

Time Interval:
Last
☐ 6 Hours ☐ 12 Hours ☐ 1 Day ☐ 7 Days
☐ 1 Month ☐ 3 Months ☐ 6 Months ☒ Custom

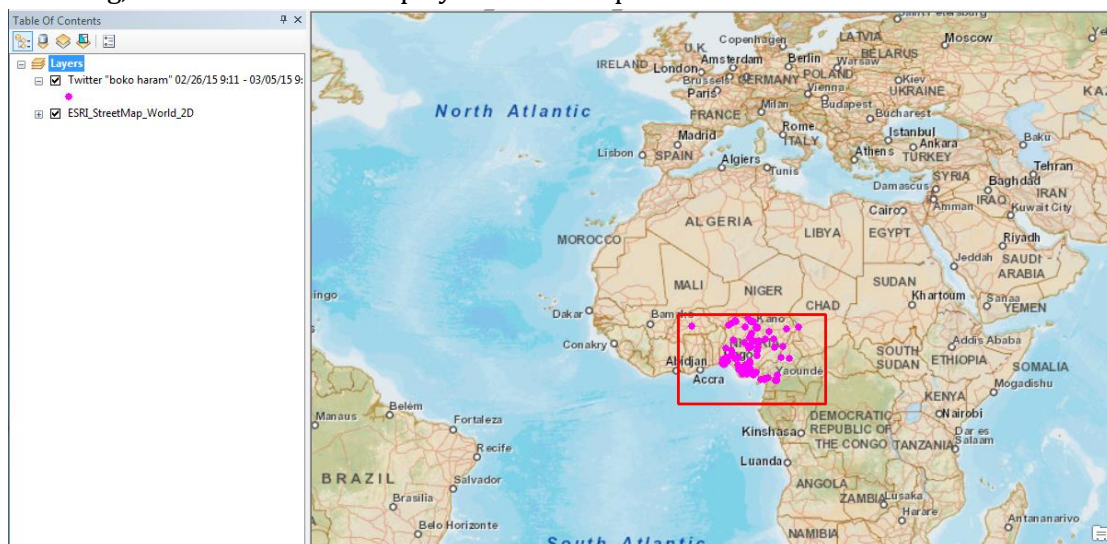
Set Custom Time
 Start Time: 02/26/2015 09:18
 End Time: 03/05/2015 09:19

Limit Query:
☐ 500 ☐ 1000 ☐ 2500 ☒ 5000 ☐ All

Results Display:
☒ Points on Map

Cancel Run

- After all options are set to execute the query, click on the Run button. Once the query has finished processing, the results will be displayed on the map and added to the Table of Contents.



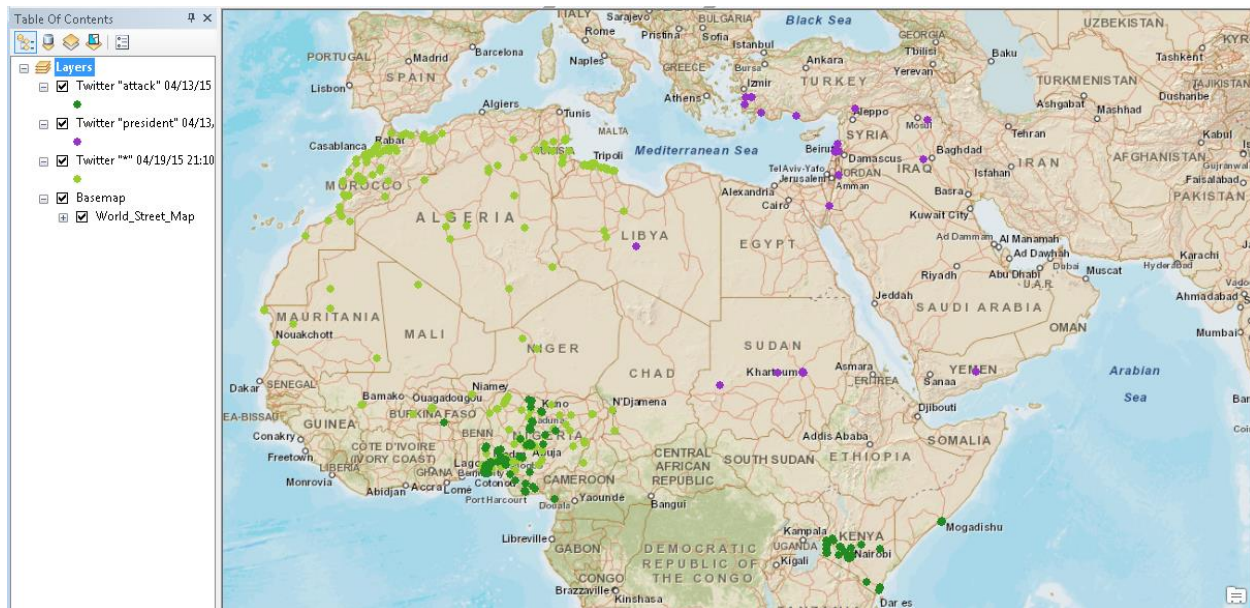
Note: Some queries may take time to process. While queries are processing, there will be notification in the lower left corner of ArcMap, identifying the query is being processed.

Running Twitter Query: "boko haram" 02/16/15 9:18 - 03/05/15 9:19

7. For more in-depth information from the results, right-click on the layer and open the Attributes.

OBJECTID	X	Y	pos_sentiment	neg_sentiment	fav_count	followers	friends	status_count	id	text
1	7.124571	13.486555	0.320306	0.679694	0	0	17	2	572489009181564926	Boko haram no goud
2	3.40571	6.61373	0.421029	0.578971	0	23	62	48	57238823825428481	@BrekingnewsUK boko haram
3	6.671613	12.160015	0.5	0.5	0	96	248	20	571194793834885121	@JaffB wu er dy boko haram?
4	12.33249	7.368701	0.164373	0.835627	0	2939	776	11914	571682203941388291	"Boko Haram. Ne touches plus a mon Cameroun" / "Boko Haram Stop touching Cameroon" #StopBokoHaram http://t.co/bvWGM
5	3.338605	6.493112	0.195468	0.804532	0	914	770	8440	572502231334952960	@_HabibB Boko Haram vs Civilian JTF
6	13.586382	7.330946	0.440156	0.559844	0	115	389	157	571071380839538688	#Boko un phénomène que nos dirigeants exploite pour booster leur popularité mais je ne vois pas du patriotisme s'il n'y a pas de la
7	8.334383	4.989865	0.420359	0.579641	0	427	1189	5717	573221277072285898	Boko haram now in Hollywood #StateOfAffairs
8	3.318219	6.855407	0.779235	0.220765	0	115	69	3447	571040313797701632	We reject Boko haram and @APCNigeria #neveragain
9	10.781423	4.786515	0.685415	0.314585	0	904	1770	770	571040313797701632	1 a sierra contra "Boko Haram" para boma. Ban plus boma nia nobina nar trou les "étudiants"

8. Any number of queries may be executed, and all the results will display on the map as different layers in the table of content with layer name including the keyword and time frame for the social media search query.




Note: Queries may only be executed one at a time for a given ArcMap instance.

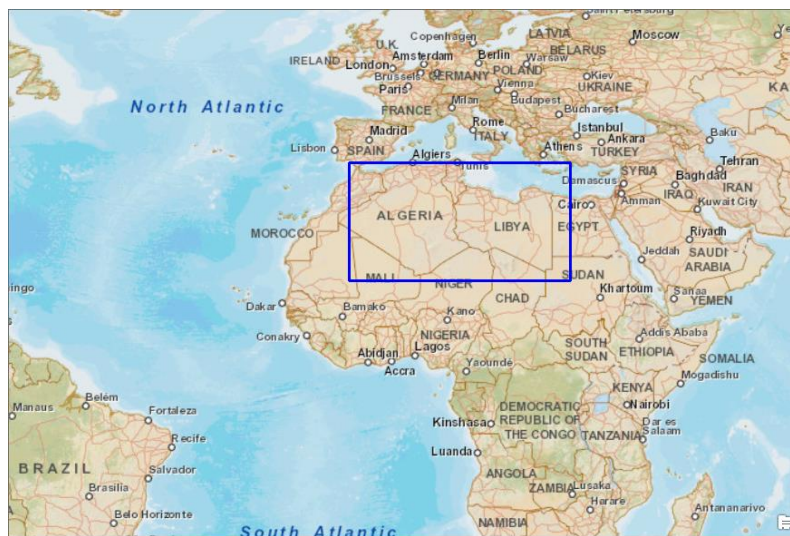
Note: At most, only one AOI will be visible on the map at a time. To remove the active AOI from the map, select the Social Media Search icon or the Text Query icon, and then double click on the map. The data layers in the table of contents will remain intact.

Text Search

Text Search or RSS query works virtually identically to the Social Media Query.

1. With the Add-In installed and configured, click on the Text Search  icon.
2. Draw the desired AOI by left-click-drag on the map to make a rectangle. Text search AOIs will be outlined in Blue.

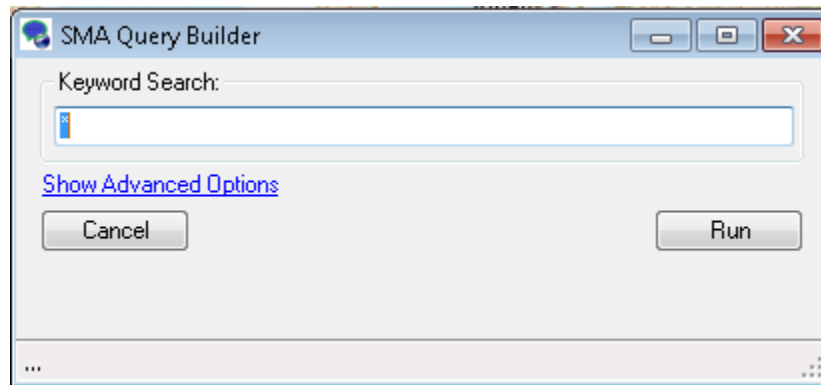
Note: To make a circular AOI, hold the SHIFT key, and then left-click-drag. The point of origin for the left-click is the center of the circle.



OR

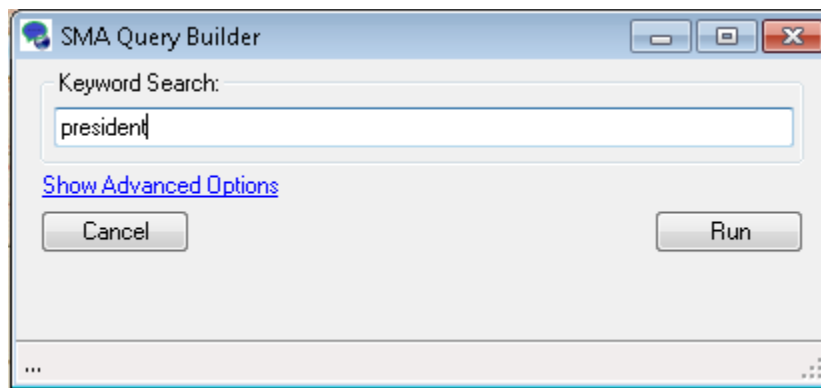


3. Once the desired AOI is drawn, release the mouse key to set the AOI for the current search. At this instance a Query window will appear.



4. Enter terms to query in the keyword search.

*Note: If users want all RSS articles within the current Aoi, enter wildcard **

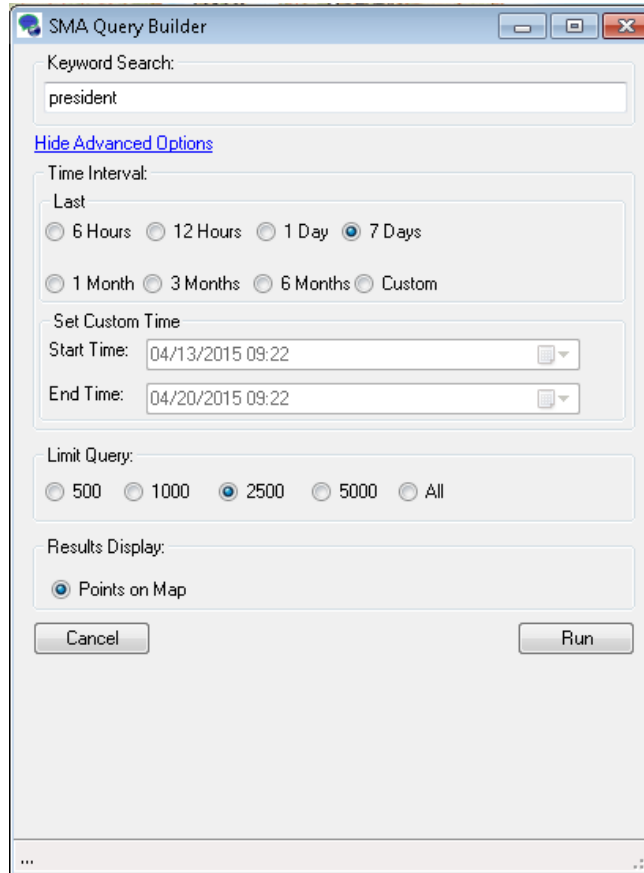


5. For more control over the query, expand the Advanced Options. Options include adjustments to the time interval being polled, as well as the number of results returned by a search.

Note: If the total number of text articles matching the keyword, time interval, and AOI is greater than the limit being returned, a subset of the total feeds will be returned.

Note: Select Custom in the pre-existing time interval section in order to set a custom time range; otherwise Set Custom Time will be grayed out and cannot be edited.

Note: As of April 22, 2015, "All" Limit Query will limit the returned results to a maximum of 10,000 records.



SMA Query Builder

Keyword Search:
president

[Hide Advanced Options](#)

Time Interval:
Last
☐ 6 Hours ☐ 12 Hours ☐ 1 Day ☒ 7 Days
☐ 1 Month ☐ 3 Months ☐ 6 Months ☐ Custom

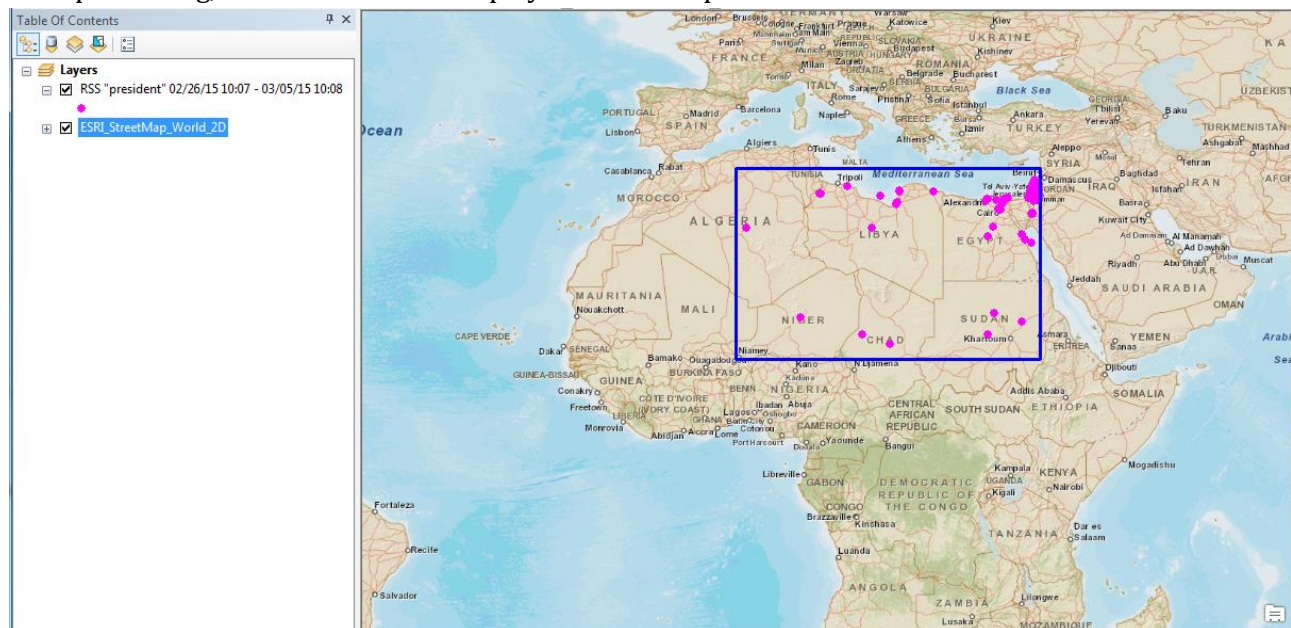
Set Custom Time
 Start Time: 04/13/2015 09:22
 End Time: 04/20/2015 09:22

Limit Query:
☐ 500 ☐ 1000 ☒ 2500 ☐ 5000 ☐ All

Results Display:
☒ Points on Map

Cancel Run

- After all options are set to execute the query, click on the Run button. Once the query has finished processing, the results will be displayed on the map and added to the Table of Contents.



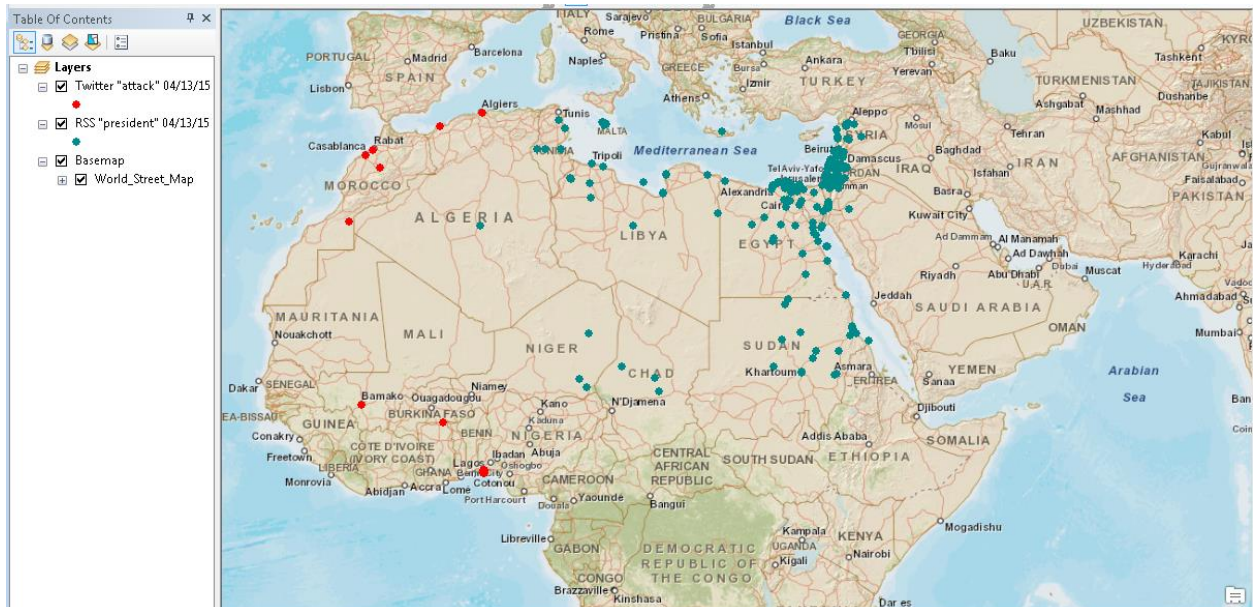
Note: Some queries may take time to process. While queries are processing, there will be notification in the lower left corner of ArcMap, identifying the query being processed.

Running RSS Query: "president" 02/26/15 10:07 - 03/05/15 10:08

7. For more in-depth information from the results, right-click on the layer and open the Attributes.

titleNegative	descriptionPositive	lucene Score	negativeSentiment	positiveSentiment	descriptionNegative	titlePositive	url
0.160933	0.788852	0.666667	0.357938	0.642062	0.211148	0.639067	http://www.bbc.co.uk/news/world-middle-east-31682021
0.160933	0.788852	1	0.439206	0.560794	0.211148	0.639067	http://www.bbc.co.uk/news/world-middle-east-31682021
0.160933	0.788852	0.666667	0.60908	0.39092	0.211148	0.639067	http://www.bbc.co.uk/news/world-middle-east-31682021
0.160933	0.788852	0.666667	0.439206	0.560794	0.211148	0.639067	http://www.bbc.co.uk/news/world-middle-east-31682021
0.160933	0.788852	1	0.357938	0.642062	0.211148	0.639067	http://www.bbc.co.uk/news/world-middle-east-31682021
0.160933	0.788852	1	0.60908	0.39092	0.211148	0.639067	http://www.bbc.co.uk/news/world-middle-east-31682021
0.160933	0.788852	0.666667	0.211148	0.788852	0.211148	0.639067	http://www.bbc.co.uk/news/world-middle-east-31682021
0.160933	0.788852	1	0.211148	0.788852	0.211148	0.639067	http://www.bbc.co.uk/news/world-middle-east-31682021
0.160933	0.788852	1	0.000023	0.999977	0.03823	0.644643	http://www.bbc.co.uk/news/business-31668189


8. Any number of queries may be executed, and all the results will display on the map as different layers in the table of content with layer name including the keyword and time frame for the text search
9. *Note: Text and Social Media queries may both be displayed on the map at the same time.*

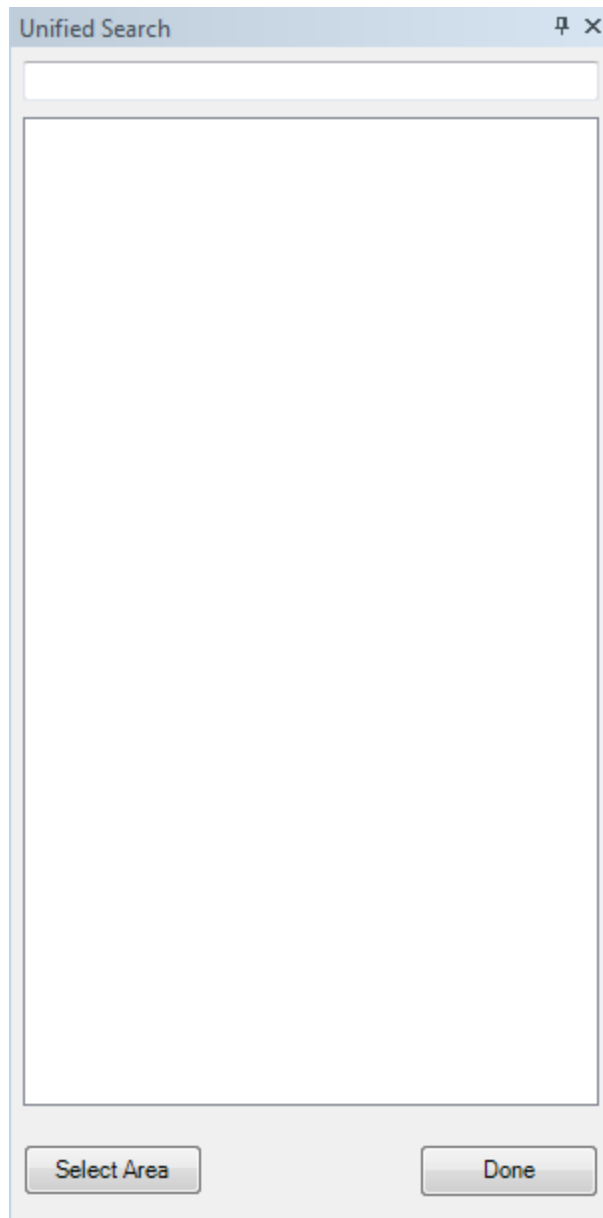


Note: Queries may only be executed one at a time per ArcMap instance.

Note: To remove the active AOI from the map, select the Social Media Search icon or the Text Query icon, and then double click on the map. The data layers in the table of contents will remain intact.

Unified Vector Index

1. With the Add-In installed and configured, click on the Unified Vector Index  icon. The InsightCloud Vector Index dockable window will appear.

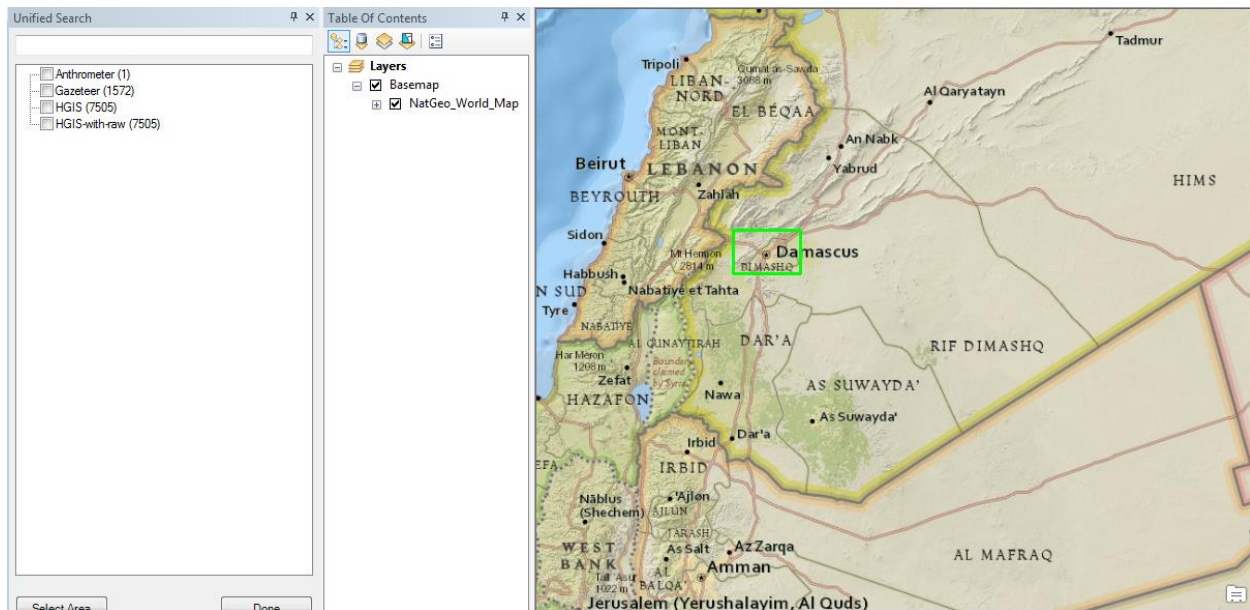


2. Click Select Area. If there is a specific text query, enter it now in the query box. If no specific query is desired, leave the query box blank.

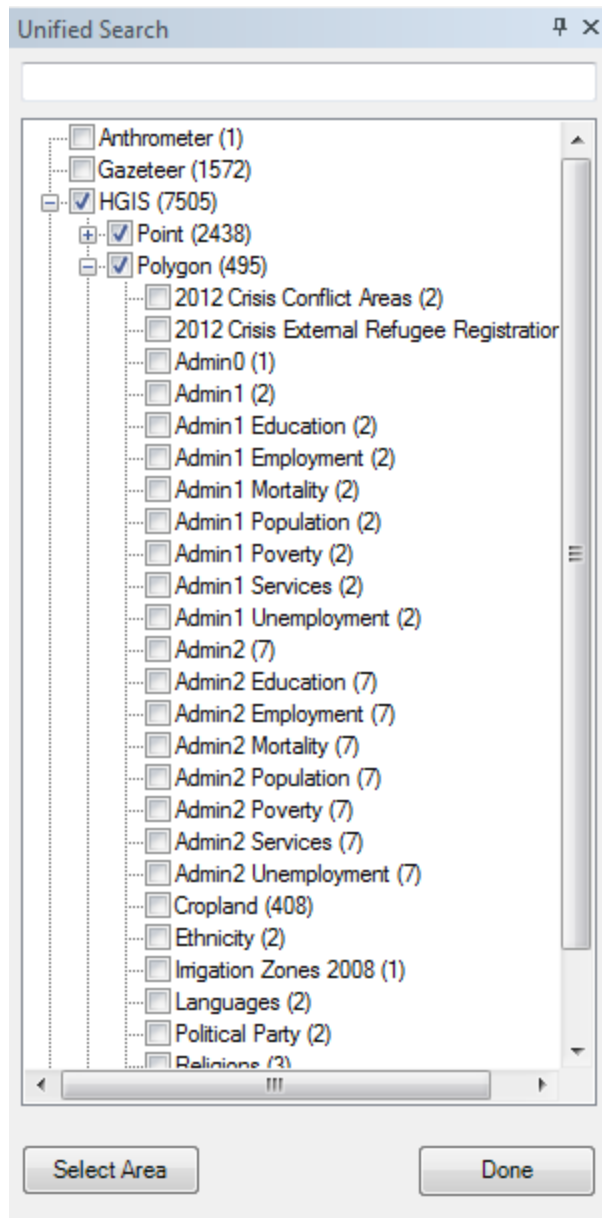
Note: Entering a query will refine the returned results, but all further steps remain the same whether a specific query has been entered or not.



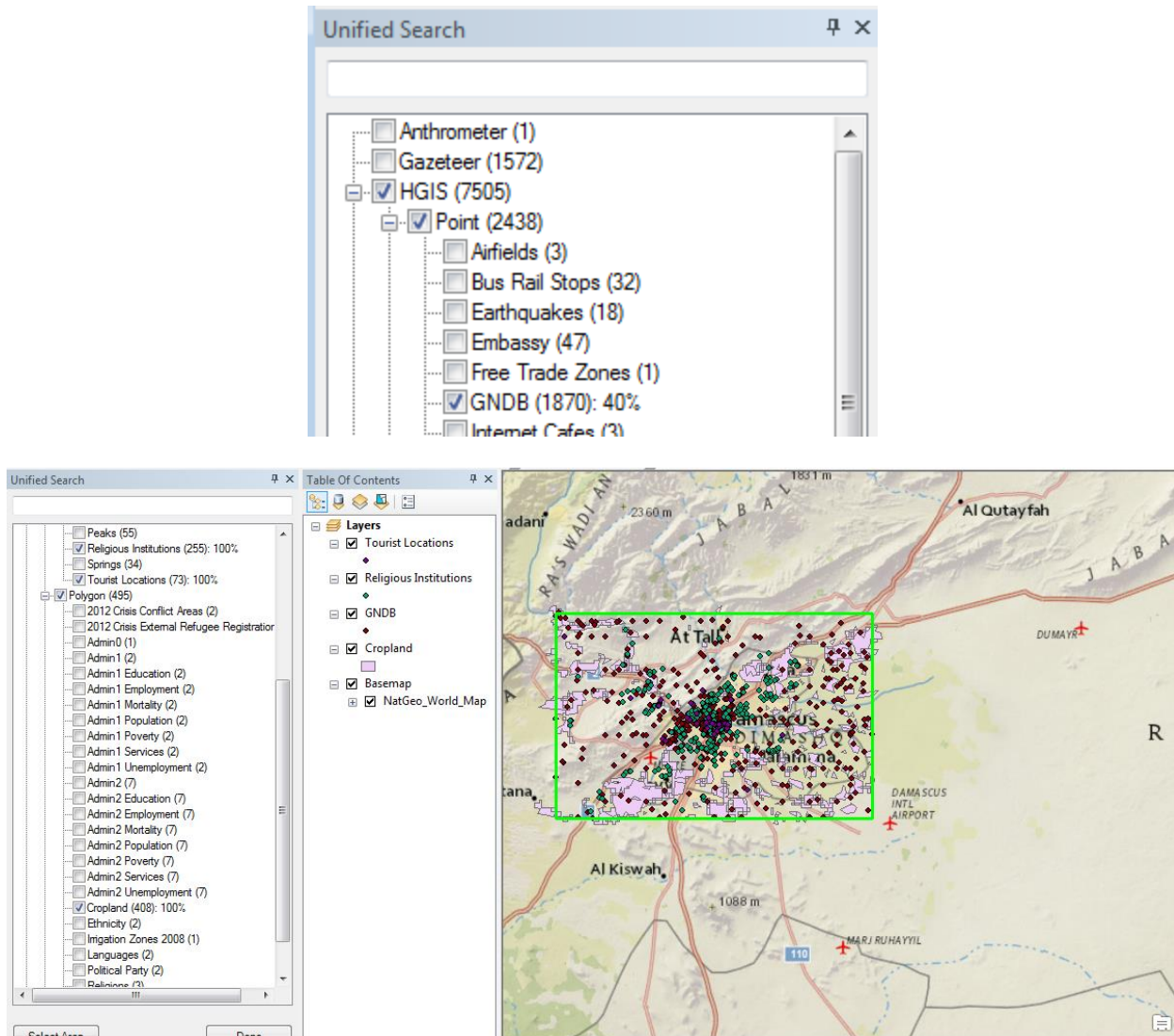
3. Draw the desired AOI by left-click-drag on the map to make a rectangle. Vector Index AOI will be outlined in **Green**. As soon as the AOI is drawn, a query is sent and the vector sources within the AOI are returned.



4. Toggle on the desired source, and the query is sent and returned for the types (Point, Polyline, Polygon) available for that source within that AOI. Toggle on the desired type under the desired source, and the query is sent and returned for the list of vectors available for that type within that AOI.



5. Select the vectors from the list and selected layers will be loaded. A numeric percent value will display by selected vectors, informing the user of the stage of the loading process – only vectors that have 100% complete loading process will be added to the Table of Contents and to the map.



- If the user wants to choose a different AOI, simply click Select Area again and the InsightCloud Vector Index tab will be cleaned. Draw the next AOI to issue the query for sources available under the new AOI.

Note: All layers within the Table of Contents will remain when new AOI is generated.

- Once the user has finished with the Vector Index, the InsightCloud Vector Index tab may be closed by clicking the Unified Vector Index icon in the toolbar, or clicking either the "x" or the Done button in the InsightCloud Vector Index tab.

Note: All layers within the Table of Contents will remain when InsightCloud Vector Index tab is closed.