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| CLICKS | NARRATION |
| Scroll up and down homepage to show all visual elements | The election tracker is a web application hosted in the cloud. The UI is modeled as an infographic, displaying a summarization of sentiment and mentions for candidates and topics across hundreds of news agencies and thousands of political articles. |
| Settle back on top of page | The app leverages interactive data visualization to depict total articles analyzed as well as sentiment and trends over time. |
| Click DROP DOWN LIST above the “key stats” chart, select different timeframes. | For example users can choose to see the key stats for a few days, or view the sum of total articles to date, useful for spotting trends and seeing the impact of candidate remarks and campaign developments. |
| Click the VISUALIZE button next to “Most Popular Key Words” to launch WORDCLOUD.  Click the PLAY button. | The app includes a Word Cloud visualization depicting predominant keywords over the past several months. Play the visualization to see the keyword trends over time! Here we can clearly see occurrences of events as we move across the weeks, gun control, terror attacks, Flint water crisis, etc |
| Scroll down page pointing out various charts as you scroll. Settle on “Candidates vs Topics” bubble chart (center of page).  Hover over bubbles to show the red/green measure. | ElectionTracker conveys the tone of coverage in data visualizations; including an interactive bubble chart comparing mentions and tone for each candidate. Each bubbles size conveys the number of mentions, while color is used to denote sentiment. |
| On “Candidates vs Topics” bubble chart, drag a bubble to show the fluid motion.  Double click either candidate to filter the chart to just that candidate.  Click back button upper right of chart to unhide a filtered candidate. | The visualization allows you to rearrange the bubbles to see smaller measures better. It also allows you to filter the chart by clicking a candidate, adjusting all the data for just that candidate. |
| Click “Candidates vs Media”. | You can even switch comparisons on the fly, in this case comparing mentions by media agency. |
| Scroll up and click on any candidate icon (face image), which drills to details. | To delve deeper into details for any candidate or topic, simply click or tap the visualization, which in this case takes us to a page of stats about that candidate. |
| Scroll down and up to show the candidate page | The candidate stats page measures mentions and sentiment specific to the candidate, and shows their historic mentions and current list of associated election topics. |
| Point out the url: electiontracker.us  Point out “How It Works” link. | Visit electiontracker.us, and click “How It Works” to see how we leveraged OpenText Analytics to create the app! |

PREAMBLE: OpenText Analytics can access, federate, analyze and visualize any data, and this includes unstructured data based on natural language, meaning that raw text from things like documents, emails, sms messages, and online sources such as blogs, tweets and web pages are accessed as a sources of data for analysis. This capability comes via OpenText InfoFusion, which includes a TEXT MINING ENGINE that is able to extract mentions of people, places, things, events and concepts from the text and determine the sentiment of those mentions, all this across thousands of documents at once, and store that information for visual analysis.

We wanted to create a showcase of this capability, so created election tracker 16. Instead of analyzing polls or survey responses, which is structured data, ElectionTracker 16 tracks and analyzes unstructured data, specifically mentions and sentiment about the presidential candidates and top topics as covered by the top online news agencies across the world.