**OpenText Analytics**

**10-Step Demo Script – Social Insights Application (WORKS BEST ON CHROME!)**

To access the demo go to <http://testdrive.opentext.com> and request a login. Your key will come via email in under 2 mins. Click the link in the email to launch the TestDrive site. Navigate to the ANALYTICS page, click the demo link “Social Insights”.

|  |  |
| --- | --- |
| Narration | Clicks |
| 1. 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. | **OPTIONAL**: In order to show how unstructured text is analyzed in OTA, show this quick CONTENT ANALYTICS demo where you can analyze text from any website and show the extracted meta-data. Optionally show this demo before or after the Social Insights Application dashboards:   * Copy the text from any news article on CNN.com, Yahoo.com, etc. * In your web browser launch the OTCA demo: <http://ot-election-otca.eastus.cloudapp.azure.com/otcademo/> * Paste your copied news article text into the text window of the OTCA demo and click “Analyze Text” * Point out the resulting concepts and sentiment |
| 1. Combine InfoFusion with OpenText iHub to visualize the data, and you can create rich informative unstructured data analytics applications! To demo this concept we built “SOCIAL INSIGHTS”, an analytic application that mines online news media and social data for the "top most talked about civic issues and topics" within a given city, region or country. | Launch the “OTCA Examples” app. Settle on the “Social Insights Dashboard” tab. |
| 1. The value in summarizing and visualizing vast amounts of unstructured text is realized when you view the data in aggregate. iHub is able to visualize the data in easy to understand charts and graphs that provide a picture of common themes and concepts, as well as general sentiment towards any topic. Visualizations include a current summary of assets (articles and tweets) acquired-to-date, an aggregation of overall sentiment, a historic chart of asset activity, a word cloud of key words extracted, and a breakdown of concepts that the key words and phrases roll up to. | Point out the gadgets on the dashboard |
| 1. The ability to display cumulative totals along with history on the same page clarifies understanding of the information. For example we see that in the “Tone Distribution” chart it appears the tone is overwhelmingly negative across all topics! But when we examine the history chart we can see that the negative tone is actually trending DOWN over time, indicating that sentiment is changing toward a more neutral and positive stance. This interactive chart feature lends itself to better understanding, as we can use it to zoom in and see trends more clearly | Show the “Tone Distribution” chart. Then in the “Asset Overview” bar chart, click-to-grab either edge of the slider/zoom control on the bottom of the chart and slide it inward, zooming in the time range in the bar chart above. Then slide the time range across the chart from left to right to emphasize the downward trend of the Negative (RED) bars over time. |
| 1. The concepts extracted by InfoFusion are multi-layered, comprised of underlying keywords that roll up to the concepts. This feature allows you to classify mentions of words or phrases into concept “buckets” for better analysis. Here we see the word cloud displays todays top keywords, while the Topic Categories charts shows the top most active topics in aggregate. | Point out the word cloud and concept chart. |
| 1. With this type of dashboard, Govts and Civic Administrations can use the data to understand what community programs to invest in, which civic issues are most problematic (negative) and in need of addressing, and which are most successful (positive). Govts can also use the data to track progress towards program investments and improvements, and as they are rolled out, get immediate reaction from media and social apps which can serve as a great indicator of success. | Point out value of visually summarized unstructured data. |
| 1. As an example of social data combined with location data, we created this example of twitter data overlaying a Google Map. This example mines Twitter for NFL hashtags, location coordinates, and related sentiment, and displays the information as pins on a google map. The pins are colored based on related tweet sentiment, so negative tweets are automatically colored red, and positive tweets are colored green. | Settle on the “Twitter Map” tab of the dashboard |
| 1. Users can zoom in and click on any pin to see the related tweet in an info window. They can even click the info window to link straight to the tweet conversation on twitter. By using a familiar visual app like Google Maps to depict the information, we not only see the general sentiment, we also gain the extra context of location which tells us where the tweet originated. Extrapolating on this notion, we can use twitter data to see geographic distribution of the best (and worst) social reactions to any given topic or hashtag. | Zoom on map, change map to “satellite view” to show it’s a live Google Map. Click a pin to show the info-window includes tone color, in the info-window click the ARROW ICON (upper right) to link directly to the Tweet conversation on Twitter. |
| 1. If your goal is to simply analyze tweet volume for any hashtag, iHub makes it easy. Here users can enter in a hashtag or handle name, then see the traffic associated with their selection. | Settle on the “Current Tweet Activity” dashboard tab.  In the “Enter Search Term” text box, type “#OpenText” then hit the enter key. |
| 1. We can even choose the volume of traffic to analyze, from just a few tweets in the past few mins to hundreds of tweets over the past few hours or days. Here we can see tweet traffic for OpenTexts hashtag in a history chart, the top 25 tweeters in a bar chart, and a listing of the tweets harvested for the analysis below the charts | In the “Max Tweets” text box, type “500” then hit the enter key. |