

Content Sources

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We use a number of ways to determine the content source for a mention. These include:

- Looking at how we originally found a source (e.g. if it was through a Google news search then the source is likely to be news).
- Checking the URL against a number of rules, finding both general patterns (e.g any url with "showthread.php" in it is going to be a forum), and specific references (e.g "news.bbc.co.uk" > News).
- Checking the content of the page for metadata tags.

Each mention within your query is then automatically assigned a content source from the following list:

Content Source	Description
Blogs	Articles that are more about personal opinion and analysis rather than facts and details of current events.

Facebook Any mention from Facebook.com

Forums Mentions/sites where discussion between peers is the central goal.

Normally structured as topic threads within subject specific sub-

forums. Also includes Q&A sites, like Yahoo Answers.

Instagram Any mention from Instagram.com

News Formal articles on commercial sites. Often statements of fact from a

neutral point of view (or intended to be perceived as such).

QQ Chinese instant messaging software.

Reddit Social news aggregation, web content rating and discussion

website.

Review Articles from review sites such as Tripadvisor and Review Centre.

Tumblr Network of millions of user-generated, personal websites.

X (Twitter) Any mention from Twitter.com

YouTube Any mention from YouTube.

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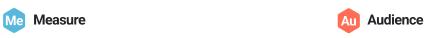




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