# Exhibit\_F\_G

**(g) Auto detection of new conversation threads within CMTA conversation networks and across targeted markets**

## **Our interpretation:**

* Once we have a data pipeline setup for mining data from Facebook, twitter and Instagram, we can use the data in our local storage and look for conversation threads.
* Active/Popular conversation threads can then be pulled up and studied.

## **Example**

* A large thread of discussion may start off on twitter due to outrage sparked from changes to schedules of CMTA trains. Multiple threads can be detected using NLP and then pulled up to be analyzed manually or included in reports.
* Events/Infrastructure changes corresponding to those event dates/times can be studied.

## **How will we achieve this?**

* References below
* We will need to look for tools or integrate the techniques below into our own app manually

## **Resources/Tools/References?**

1. <https://www.isi.edu/natural-language/people/hovy/papers/06HLT-NAACL-thread-focus.pdf>
2. <https://www.researchgate.net/publication/269518241_Conversation_Analysis_on_Social_Networking_Sites>
3. <http://www.cs.uoi.gr/~ksemer/docs/publications/data16.pdf> - Clustering (unsupervised)

