Intertopic Distance Map (via multidimensional scaling) Top-30 Most Relevant Terms for Topic 4 (16.7% of tokens) 0 20 60 80 100 PC2 datum rule threat financial intelligence host way security information business traffic opportunity PC1 context clutter prioritisation level customer discovery feature range 2 device source client analytic Marginal topic distribution Overall term frequency Estimated term frequency within the selected topic 2%

5%

10%

1. saliency(term w) = frequency(w) \* [sum\_t p(t | w) \* log(p(t | w)/p(t))] for topics t; see Chuang et. al (2012)

2. relevance(term w | topic t) =  $\lambda * p(w | t) + (1 - \lambda) * p(w | t)/p(w)$ ; see Sievert & Shirley (2014)