Semantic Systems for Web Intelligence and Decision Support

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www.modul.ac.at/nmt · www.weblyzard.com
Integrated Web Intelligence

Internal

SYSTEM LEVEL
APPLICATION LEVEL

GENTICS
EMC²

File Server
Enterprise Portals
Enterprise 2.0 Applications
Content Management (CMS)
Decision Support (DSS)
MS SharePoint etc.

Public
Private

Inter-Personal Communication

Linked Data

Open

Enterprise

News Media Coverage
Fortune 500
NGO/NPO Sector
Blogspace
Government
Social Media Platforms

External

NEWS SITES, RSS FEEDS, BLOGS
WIKIS, SOCIAL MEDIA APIs

Structured
Unstructured
External and Internal Applications

**External: News and Social Media Monitoring**
- Frequency and Sentiment Analysis (Brands, Organizations, Products and Services, etc.)
  - **Negative**: Early Warning System
  - **Positive**: Trend-Scouting, Emerging Topics
- Success Measures for Communications, PR and Public Outreach
- Strategic Positioning and Topic Identification (Measuring the Sensitivity of Topics, Conflict Detection and Avoidance)

**Internal: Corporate Knowledge Management**
- Semantic Search | Enterprise Portals
- Integration into CMS and CRM Systems
- New Forms of Communication and Collaboration
Context-Aware Editing Environment

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Sentiment</th>
<th>Disagreement</th>
<th>Edit Document</th>
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**Timeline**

AT • Baladjiyat ad Dawjah • 2013-03-24

After a first prototype was shown during a side event at last year’s United Nations Conference on Sustainable Development (Rio+20), the official launch of the embedded document editor for the Media Watch on Climate Change followed in September 2012 at a public symposium on “Networking Knowledge, Networking People: New Media for Climate Change Action” held in Vienna, Austria. An updated version of the tool was presented at the UN Climate Change Conference (COP-18) in Doha, Qatar.

**Document Summary**

**RACHEL | SARAH | CLARKE**

*World Bank condemns ‘business as usual’ approach to climate change - ABC News (Australian Broadcasting Corporation)*

www.abc.net.au/news/2013-03-21/world-bank-condemns-business-as-usual-appro...

« TANYA NOLAN: Four months after the Doha climate summit, and the World Bank says it’s worrying to see little global effort being made in tackling climate change. It says the “business as usual” approach is undermining any effort the bank has made in addressing global poverty. The vice president for Sustainable Development says the poor are already being hit hard and inaction on climate change is making it worse. Rachel Kyte is talking to environment reporter Sarah Clarke. »

**Document View**

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<td>03/24</td>
<td>8.8 applies of liquefied natural gas from Qatar is due to arrive at the Fesus.</td>
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<td>8.6 Cup plans. Last Updated: 22.01.2013. Qatar 2022 World Cup organisers have insist the first move must come from qatar. A statement from the Qatar 2022 Sup. still stands. The move must come from Qatar to the FIFA executive to move it.</td>
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<td>8.6 been based in the UK and doha recently for speaking engagements and</td>
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**Geo Map**

**Tag Cloud**

doha kyoto climate

**Semantic Map**

webLyzard technology gmbh

www.weblyzard.com
Language Resource Requirements

- Language Resource Acquisition
e.g. Context-Specific Sentiment Lexicons

- Gold Standard Data
  - NER / Opinion Holder vs. Opinion Targets
  - Multilingual Sentiment Analysis

- uComp Project | www.ucomp.eu
  - Embedded Human Computation (EHC) for knowledge extraction workflows – factual, affective
  - Evaluate EHC performance in heterogeneous settings
  - Address challenges of noisy data
Interface Description
www.weblyzard.com/interface

Climate Change Showcase
www.ecoresearch.net/climate

webLYzard Newsletter
www.weblyzard.com/newsletter

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Twitter
@weblyzard