MODUL VIENNA UNIVERSITY
WKO PRIVATE UNIVERSITY

EXPANDING HORIZONS

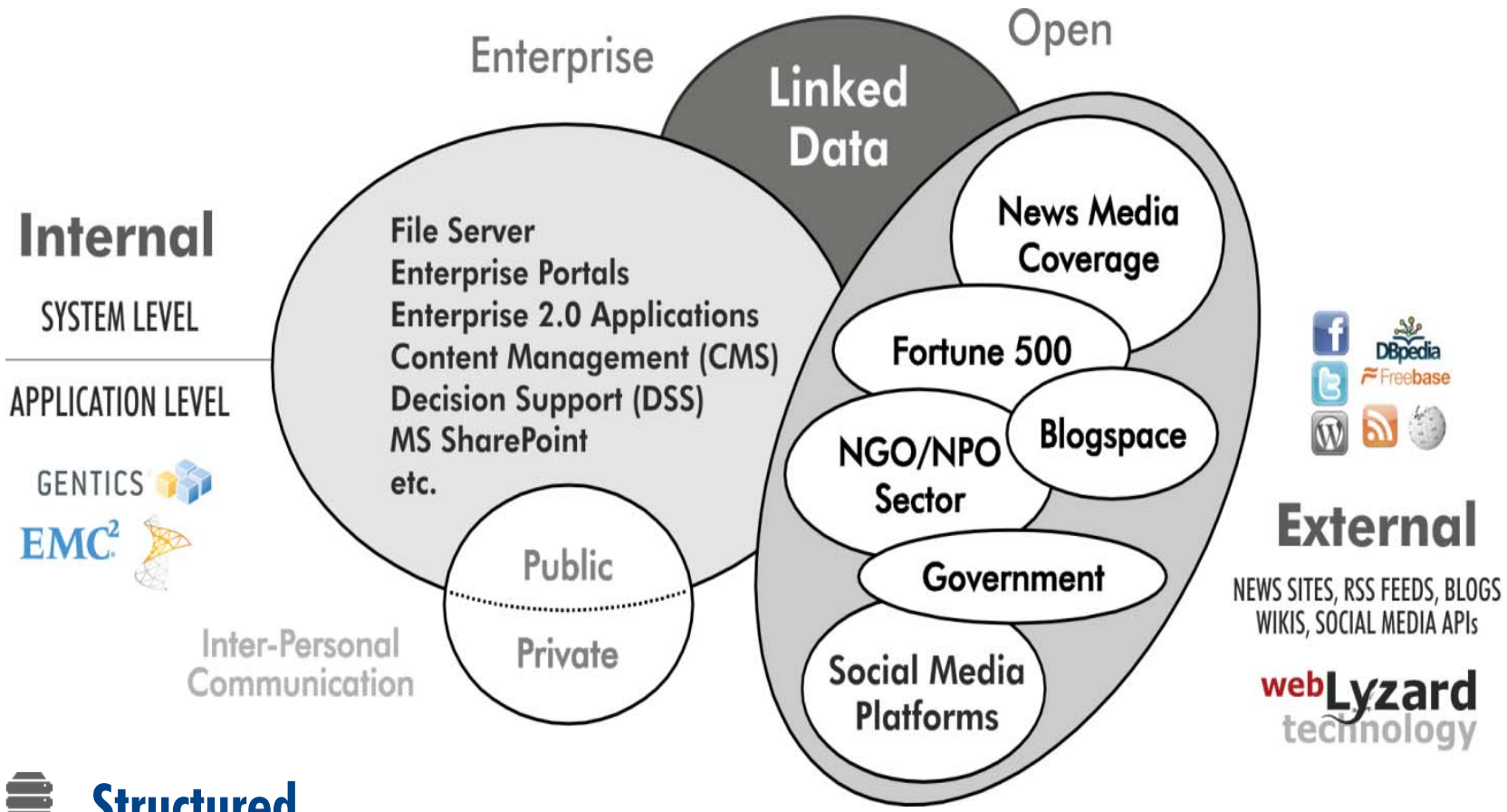
webLyzard technology

Semantic Systems for Web Intelligence and Decision Support

Arno Scharl, Professor of New Media Technology
www.modul.ac.at/nmt · www.weblyzard.com

Integrated Web Intelligence

webLyzard technology



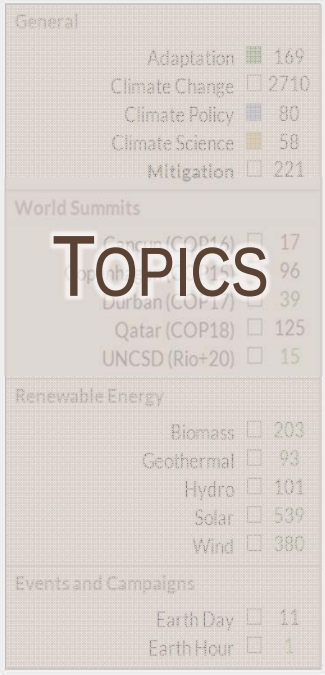
Structured

Unstructured

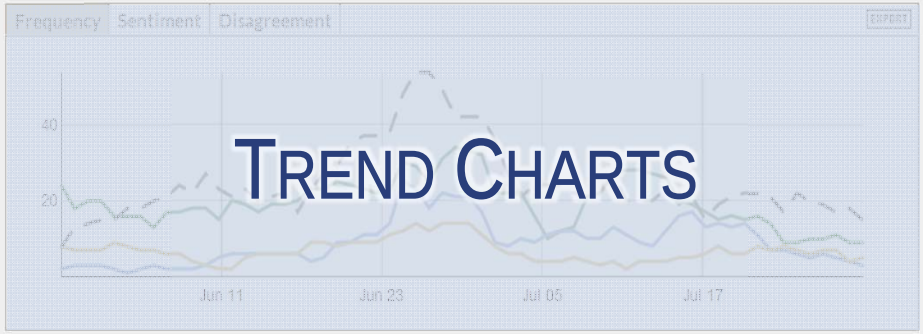
External and Internal Applications

- **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

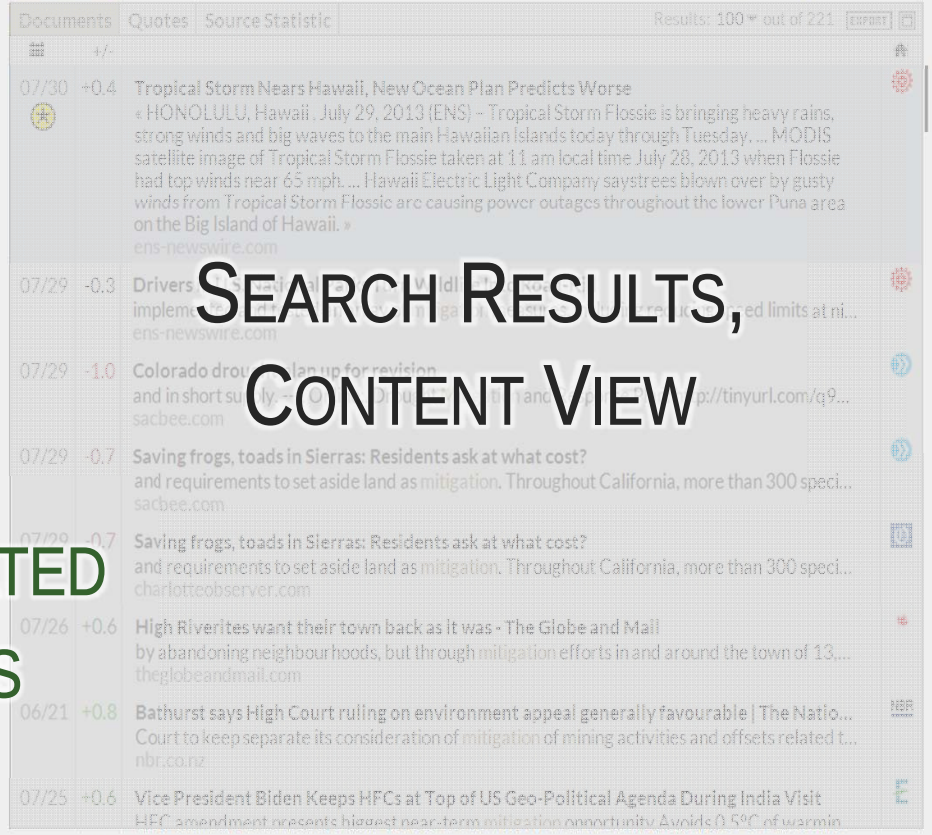
Sources and Configuration



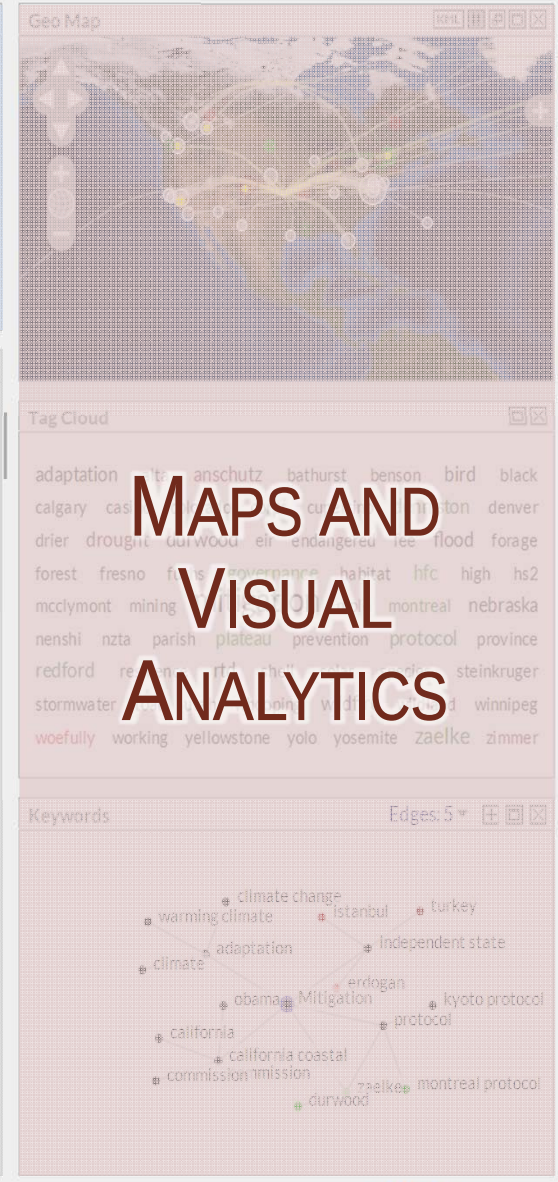
Topics



Trend Charts



Search Results, Content View



Maps and Visual Analytics

Associated Terms

powered by webLyzard technology

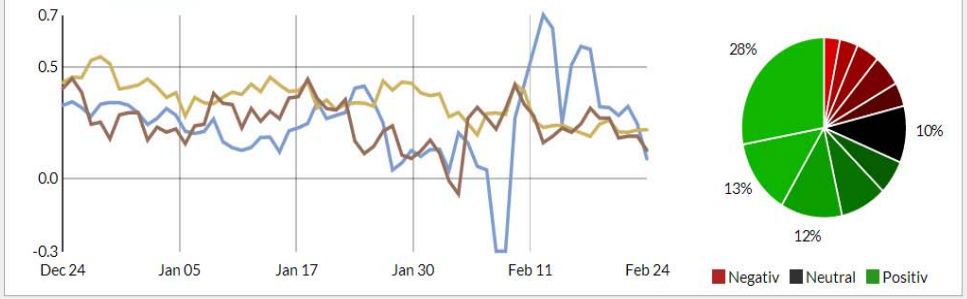
Themen

- Tourismus
- Politik
- Diverses
- Finanz

Bank Austria	238
Erste Bank	225
Raiffeisen	646

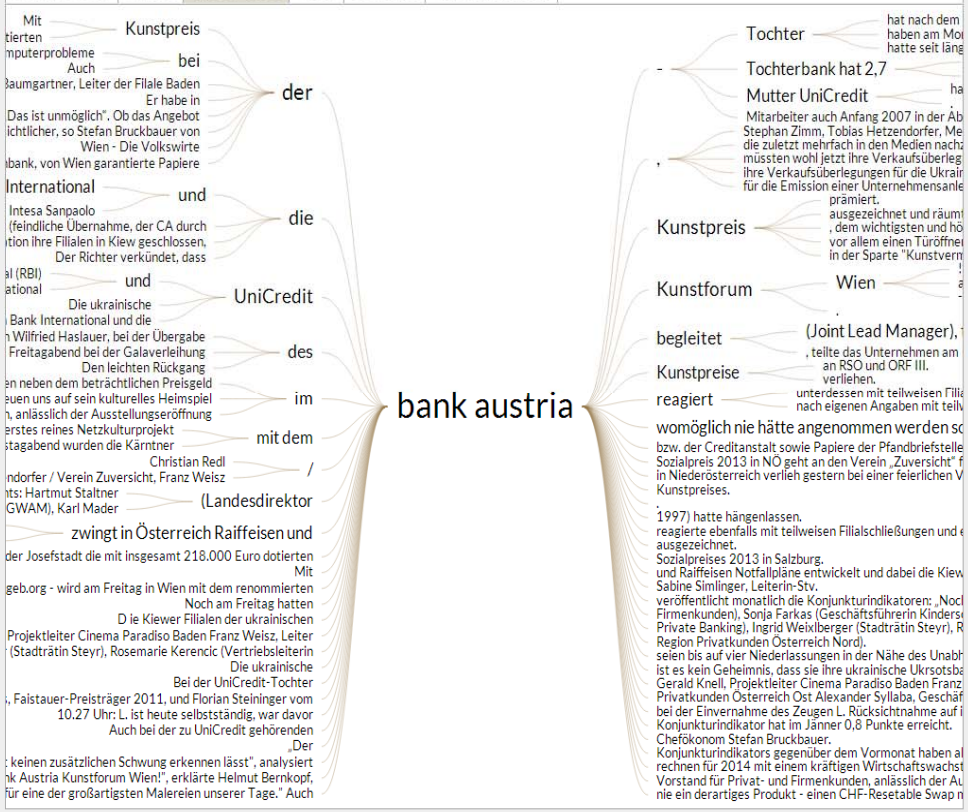
Neue Kategorie hinzufügen

Frequenz | Sentiment | Konflikt



Landkarte

Dokumente | Zitate | Word Tree | Orte | Quellen | Quellen-Karte



Assoziationen | Suchhistorie

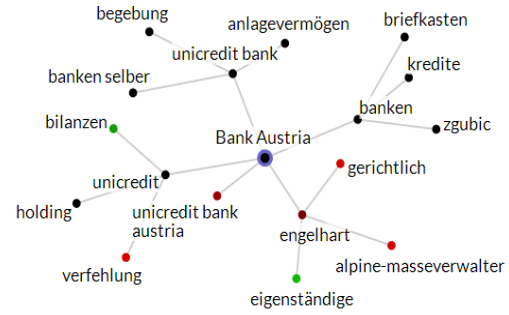
Bank Austria	238
unicredit	162
banken	1561
unicredit bank [...]	27
unicredit bank	29
engelhart	14
kredite	496
bilanzen	124
verfehlung	33
holding	567
bank	3084
nö-wien	23
überfälle	61
sparbuch	64
gewaltbereite	61
bruckbauer	18

Tag Cloud

aktionär anleihen attacken bank **banken** bankenabgabe banking begebung bernkopf bilanzen bilanzsumme brettern briefkasten bruckbauer dortige ece engelhart filialen gerasdorf gewaltbereite gläubigerbanken hausfeldstraße holding iban kredite landeskriminalamt leitzinsen liebscher oberwart operandi pence pesendorfer popolare praters privatkundengeschäft pudschedl raiffeisenbank republik sachgüter santander schulden sepa shoppingcenter sorgenia sparbuch stephansplatz strafrechtlich swap transaktion transparency transparentes ukraine umbaus **unicredit** unilever verbund verfehlung vorabmeldung vorstandschef weltwirtschaftskrise zgubic zweieinhalb überfälle überfällen

Keyword Graph

Verzweigungen: 5



Topics

Brands

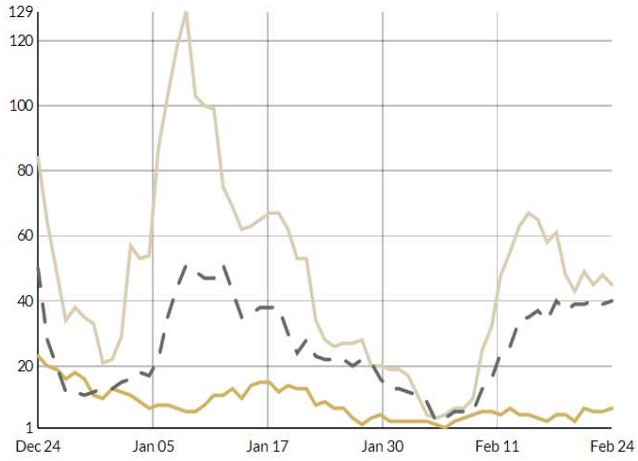
Citibank	67
UBS	423

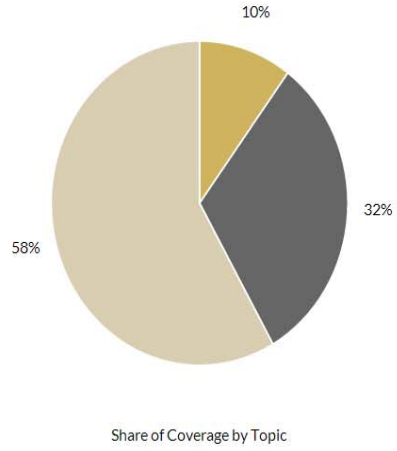
Radar Dimensions

Competence	6692
Excitement	11919
Ruggedness	7268
Sincerity	5528
Sophistication	8787

+ Add new Category

Frequency | Sentiment | Disagreement

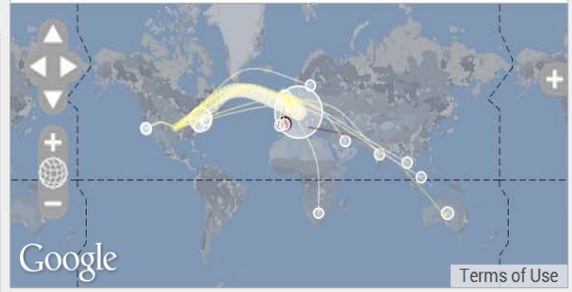




Documents | Quotes | Word Tree | Locations | Sources | Source Map

Source	Count	Reach	Impact	Sentiment
www.reuters.com company | bank | equity	95	0.5	47.5	+0.1
online.wsj.com rev | billion dividend yield | market cap	14	1	14	-0.1
www.bizjournals.com company | stock | capital	13	1	13	+0.1
finance.fortune.cnn.com capital | funding | stake	11	1	11	+0.2
blogs.wsj.com household | india | hong	9	1	9	+0.0
www.telegraph.co.uk ftse | credit | company	18	0.5	9	+0.0
money.cnn.com banking | unemployment | reluctant	6	1	6	-0.0
www.forbes.com healthcare | pace | blockbuster	5	1	5	+0.3
www.sacbee.com offer | markets | sale	5	0.9	4.5	+0.7
www.bnn.ca bank | revenue | income	5	0.7	3.5	+0.3
uk.reuters.com bank | manager | morgan	7	0.5	3.5	-0.2
www.washingtonpost.com				

Geo Map



Tag Cloud

analyst **bank** banking bid **capital** cash chinese
company consumer credit deal december
deutsche **equity** financing firm ftse fund funding
google income **index** investment ipo leverage liberty
market mobile **morgan** november **offer** officer
partners pricing **private** profit quarter rating ratio
recovery rev **revenue** sale sec stake **stock** swiss
switzerland tax trading ubs unemployment unit
venture ventures warner wealth wealthy

Associations | Search History

Credit Suisse	233
company	26454
bank	12292
capital	15030
stock	7773
equity	2827
analyst	5366
banking	4233
private	13554
market	20858
revenue	6815
december	23691
morgan	2676
swiss	1917
deal	21647
offer	12255

NOAA NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION

("noaa")|("national oceanic

0 - 50 out of 479

2 Jan 2014 - 2 Mar 2014

Help

Logout | Mode: Advanced

News | Blogs | Social Media | Press Info | NOAA | Partners | Congress | Fortune 1000 | My Favorites | Favorites | Semantic Map | Geo Map | Tag Cloud | Keywords

NOAA Overview

Climate	1122
NOAA	479
Oceans	628
Satellites	191
Weather	2474

NOAA Services

adaptation	41
climate change	1175
climate impact	17
climate science	94
climate service	6
climatewatch	0
copenhagen	16
mitigation	43

Custom

WYSDOM Desired Topics

WYSDOM Undesired Topics

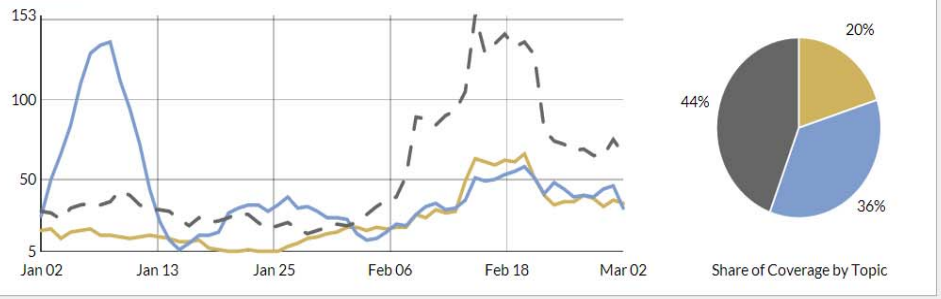
Brand Dimensions

Add new Category

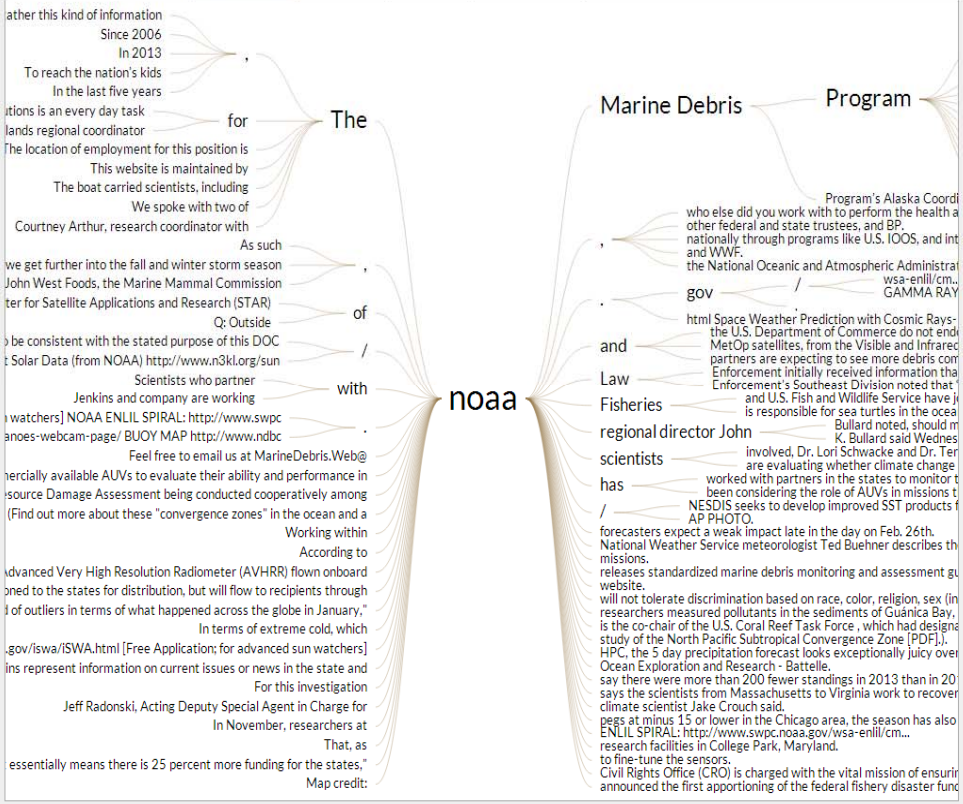
Associations | Search History

NOAA	479
ocean	439
office	638
marine	260
national	2380
fish	214
program	381
information	616
weather	2474
fishing	135
water	1011
research	611
arctic	374
january	780
state	1534
sea	517

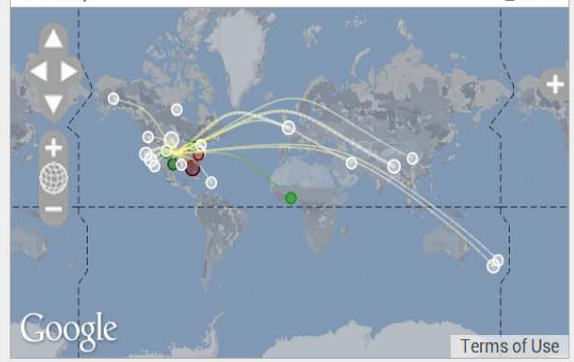
Frequency | Sentiment | Disagreement | WYSDOM



Documents | Quotes | Word Tree | Locations | Sources | Source Map



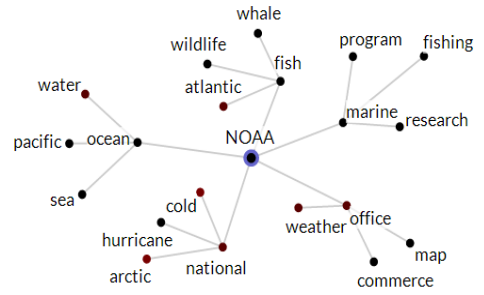
Geo Map



Tag Cloud

activity angeles arctic area atlanta bowl california carbon carolina climate cold drought earth energy environment extreme february flood flooding freeze freezing game georgia global ice icy information january long los maine marine model national noaa ocean office polar precipitation program project rain research salt science sea service snow snowfall south storm study super system temperature thames union warming water weather wind winter world york

Keywords Edges: 5



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NOAA NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION
UNITED STATES DEPARTMENT OF COMMERCE

12 Sep 2013 - 12 Nov 2013 ▼ Unfiltered ▾ Help

("noaa")("national oceanic

News | Blogs | Social Media | Press Info | NOAA | Partners | Congress | Fortune 1000 | Semantic Map | Geo Map | Tag Cloud | Keywords

NOAA Overview

Climate	1461
NOAA	444
Oceans	778
Satellites	224
Weather	1707

NOAA Services

adaptation	64
climate change	1702
climate impact	45
climate science	204
climate service	1
climatewatch	0
copenhagen	53
mitigation	60

Custom

Add new Category

Geo Map

Associations | Search History

NOAA	444
shutdown	264
philippines	120
hurricane	585
karen	208
super	143
sandy	198
landfall	238
october	638
boulder	211
ashore	113
cyclone	137
tropical	550
satellite image	53
study	457

NOAA NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION
UNITED STATES DEPARTMENT OF COMMERCE

25 Jun 2012 - 25 Aug 2012 ▼ Unfiltered ▼

coral reefs

Help | News | Blogs | Social Media | Press Releases | NOAA Sites | Partners | NAPA Dialogue | Results: 82 ▼ out of 82 | Semantic Map | Geo Map | Ontology | Tag Cloud | Keywords

TOPICS

NOAA Overview

Climate	724
Lubchenco	67
NOAA	1084
Oceans	954
Satellites	254
Weather	2410

NOAA Services

adaptation	36
climate change	522
climate impact	3
climate science	59
climate service	5
climatewatch	1
copenhagen	24
mitigation	62

My Topics

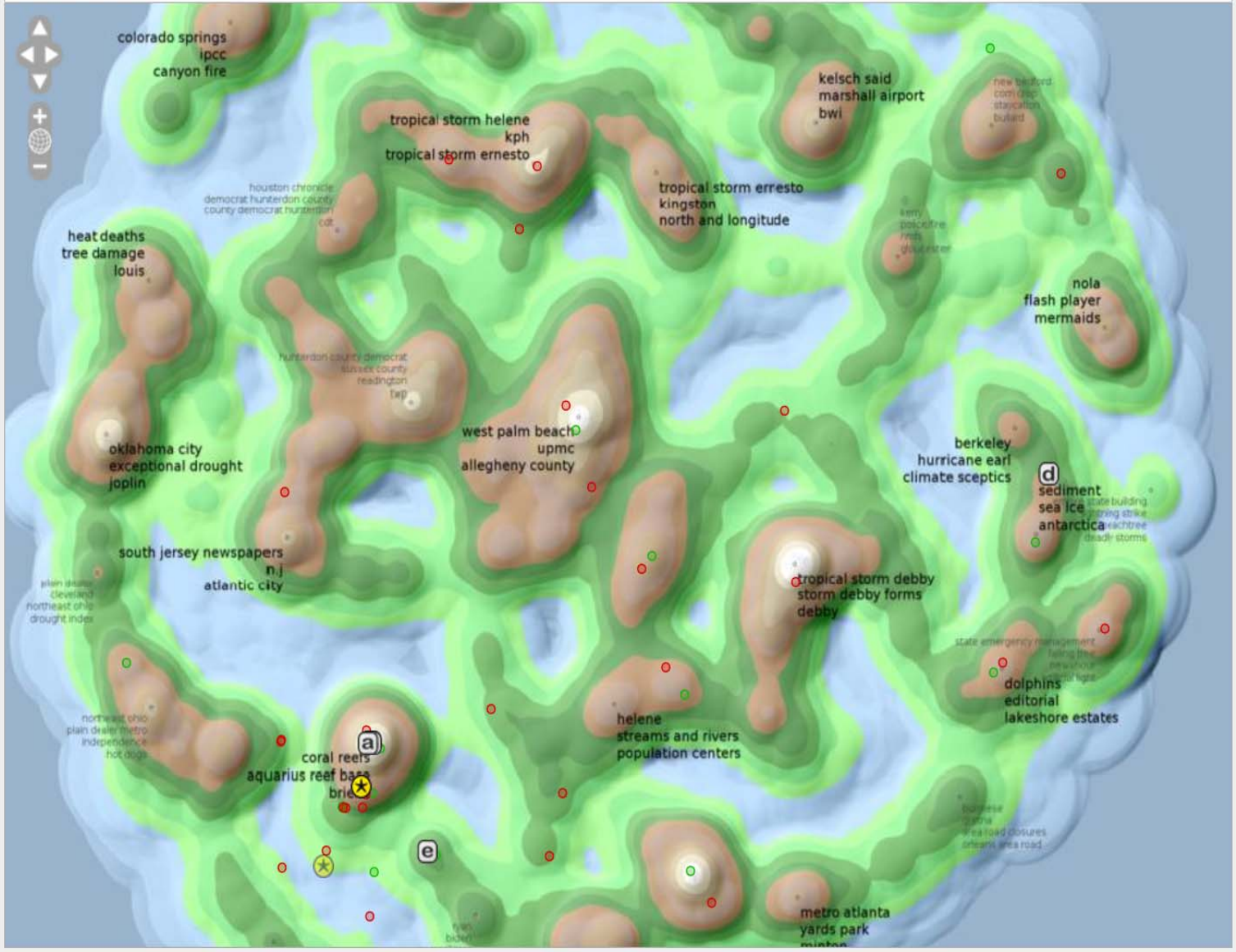
+ Add new Category

ASSOCIATIONS

coral reefs

reefs	57
hawaiian islands	17
coral	73
world's	122
aquarius reef base	10
lubchenco said	17
acid	40
acidity	15
ecosystems	55
key largo	8
two options	8
ocean	686
boynton beach	62
surface waters	12
csiro	12

Semantic Map



25 Aug 2012, 19:44 | NOAA Media Watch

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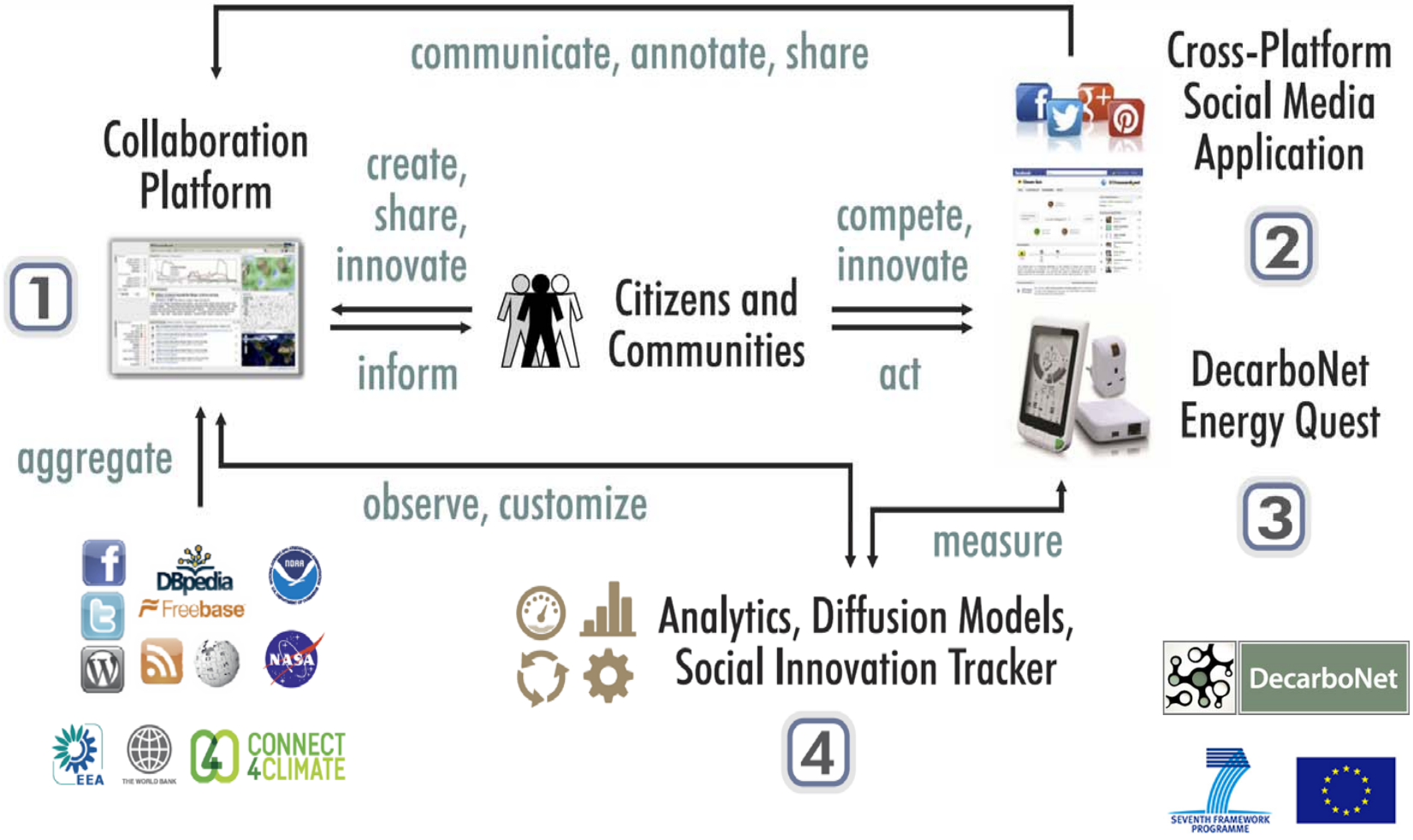
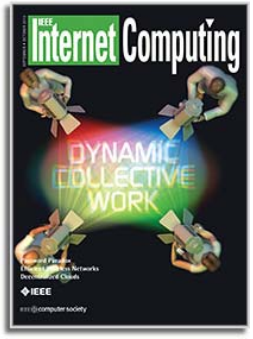

communicate, annotate, share
Collaboration Platform
1
create, share, innovate
inform
Citizens and Communities
compete, innovate
act
Cross-Platform Social Media Application
2
DecarboNet Energy Quest
3
aggregate
observe, customize
measure
Analytics, Diffusion Models, Social Innovation Tracker
4
DBpedia
Freebase
NASA
EEA
THE WORLD BANK
CONNECT 4CLIMATE
DecarboNet
SEVENTH FRAMEWORK PROGRAMME

Sentiment Quiz

Context-Aware Editing Environment

webLyzard technology



IEEE Internet Computing
Volume 17, Issue 5
Sep/Oct 2013
pp. 21-29

Frequency | Sentiment | Disagreement | Edit Document

Timeline

AT • Baladīyat ad Dawḥah • 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 | Extended Quote

RACHEL | SARAH | CLARKE

-0.9

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-approa…

News: AU • Baladīyat ad Dawḥah • 2013-03-21

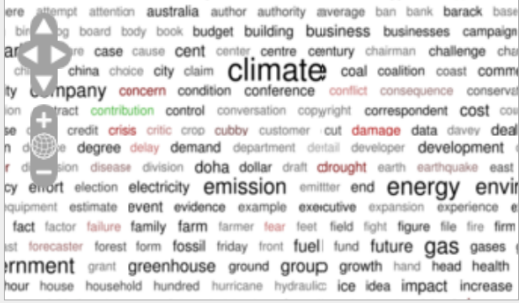
« TANYA NOLAN: Four months after the **Doha** climate summit, and the World Bank says it's worrying to see little global effort being made in tackling climate change. It says the "business as usual" approach is undermining any effort the bank has made in addressing global poverty. The vice president 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 | Sentence View | Source Statistic

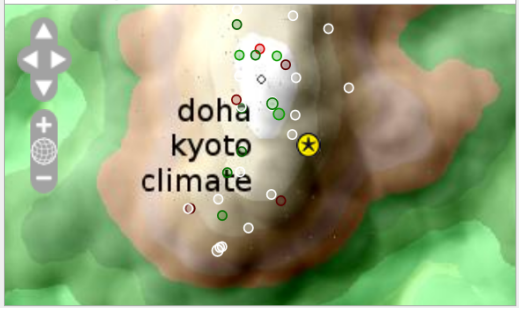
Date	+/-	+/- (Sentence)	∅ Sentiment: 0.1
03/24	-0.8	ıpplies of liquefied natural gas from qatar is due to arrive to ease the pressur
03/22	+0.6	Cup plans. Last Updated: 22.03.2013. qatar 2022 World Cup organisers have insisi
		ısisted the first move must come from qatar. A statement from the Qatar 2022 Supı
		still stands. The move must come from qatar to the FIFA executive (to move it)."
03/22	-0.6	ıld import liquefied natural gas from qatar – the world's biggest producer – but
03/21	-0.9	TANYA NOLAN: Four months after the doha climate summit, and the World Bank sa
03/19	+0.5	ɔercent of the equity is owned by the qatar Investment Authority, which has recer
03/19	-0.8	:ry." Whoever paid for this weapon in qatar or any other country and whoever brou
03/18	-0.4	. In the wake of weekend reports that qatar's sovereign wealth fund was consider:
		effect on J Sainsbury – in which the qatar Investment Authority (QIA) holds a 2(
03/18	-0.4	. In the wake of weekend reports that qatar's sovereign wealth fund was consider:
		effect on J Sainsbury – in which the qatar Investment Authority (QIA) holds a 2(
03/12	+0.3	ır allies Norway, the Netherlands and qatar, the latter in the form of liquefied
03/11	+0.4	ıtial of China, Hong Kong, Abu Dhabi, qatar. I think weâll see more of these inve
03/08	+0.7	ıgly limitless supplies of cash. Take qatar, for example, which is sitting on 80
03/05	+0.6	been based in the UK and travelled to doha recently for speaking engagements and

Geo Map

Tag Cloud



Semantic Map



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

IEEE Intelligent Systems
Volume 28, Issue 2
Mar/Apr 2013
pp. 39-49

Interface Description
www.weblyzard.com/interface

Climate Change Showcase
www.ecoresearch.net/climate

webLyzard Newsletter
www.weblyzard.com/newsletter

Contact and Login Requests
scharl@weblyzard.com

Twitter
@weblyzard