Social Media Analytics and Exploitation

Improve efficiency and accuracy of the analytic workflow through Analysis of Analysis

**Use-Case:**
- Brazil – Identify through social media and open source analysis patterns of population-level events that spark socio-political change

**Information Sources**
- Open Source Social Media data feeds
- News Articles
- Forums
- Blogs

**Analytical Methods**

- Utilize LAS Knowledge Graphs and Mind Maps to define text analytics algorithms
- Analytics applied against native Portuguese and English data
- Geolocation extrapolation and metadata creation
- Fast full-text search
- Data enrichment with SAS Entity Extraction
- Multiple aggregate views
  - Timeline
  - Map (geo-located data)
  - Phrase cloud
  - Authors

**Result Examples**

- Images from Twitter showing the public unrest leading up to the Rio Olympics
- Screen shot of LAS terms being used to filter entities in the SAS solution
- SAS Text Exploration Framework – Social Media search result in Portuguese

**RASOR**

SAS® Social Media Analytics In Support of the Rio Olympics

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