

Schneider | Minar | Jenewein

MEDIA POLITICS LITIGATION

DEMETER

SOCIAL MEDIA INTELLIGENCE

INTRODUCING DEMETER

Social media is the next frontier of social interaction. It is a mirror of society and can reflect upcoming trends while they happen. Many events in the past showed that Social Media has developed from a behavioural trend into a powerful communications tool for masses which is literally able to trigger revolutions.

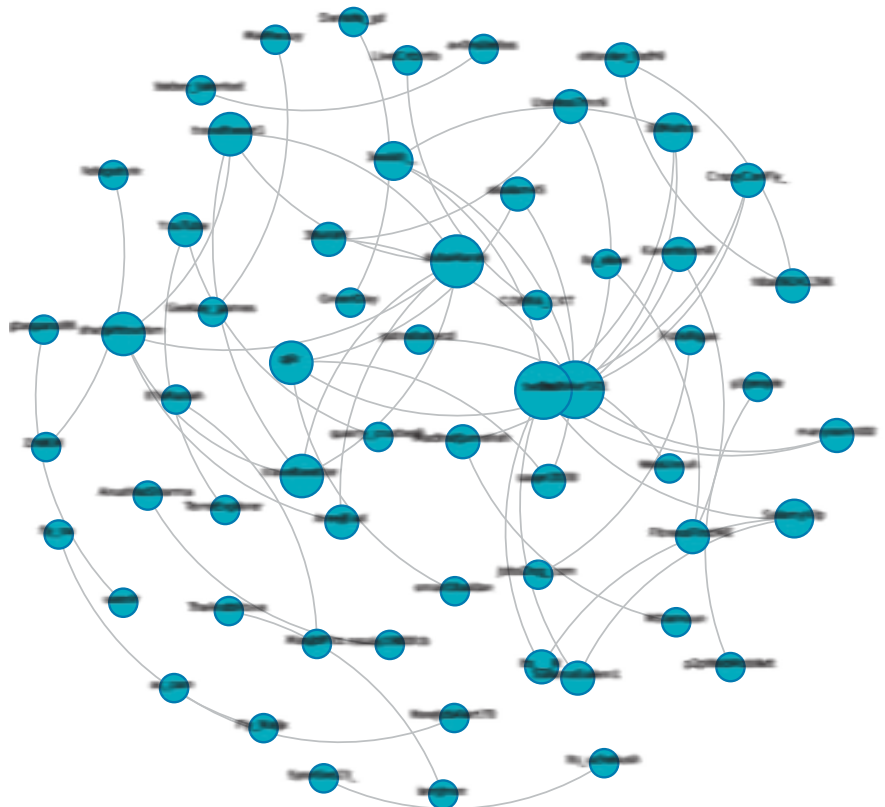
“The way Demeter explores data goes way beyond the capacity of tools provided in the mass market.”

Demeter Social Media Intelligence offers an intelligence suite which focuses on the very special needs that appear when experts undertake investigative network analysis. While most tools available on the market focus is on filtering content by a specific keyword and applying different analytics to it, Demeter is focusing on the network itself and was designed to give its user a quick and accurate overview about communities, their content, members and multipliers.

While most products stop with content, for Demeter this is merely the starting point. It uses social data such as content, friends, followers, likes, @-messages, retweets and other sources to store daily human interactions in a steadily growing database. Users can select their own dataset and filter, search, analyze, plot and export it from there.

THINK NETWORKS

Demeter network analysis is the starting point for in-depth social media research.



KEY CAPABILITIES AND COMPONENTS AT A GLANCE

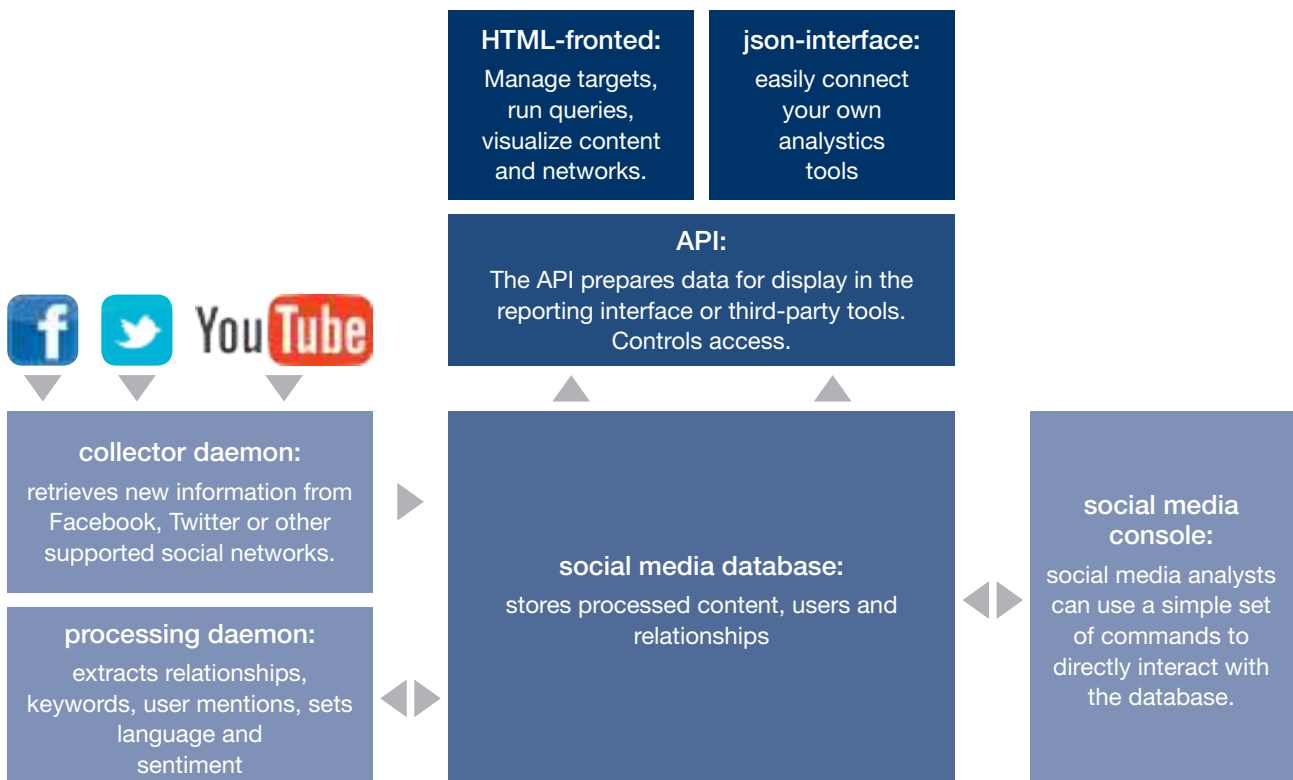
Demeter is a modular monitoring system, powered by a scalable document-oriented database. Multi-threaded collector daemons retrieve and process content from selected social media platforms and store it in an encrypted environment.

Demeter supports data collection on frequently used Social Media Platforms, such as Twitter or Facebook, but can also be applied to services, such as Youtube, Tumblr, Instagram, selected forums or blogs. postings are enhanced with additional attributes such as connections, likes, popularity, sentiment, language, external links or tags.

Once gathered in the database further analysis is simple via predefined routines that allow the user to easily identify and interpret topics, users, user-groups and see interactions and relationships at a fingertip. While the routines allow in-depth investigation, Demeter still remains flexible for adjustment to client demands regarding which content is filtered and displayed or which queries and routines are set up.

Once set up, Demeter will archive selected topics and targets for future reference. This is one of the most common limitation of other tools on the market.

ARCHITECTURE OF DEMETER



FRONTEND

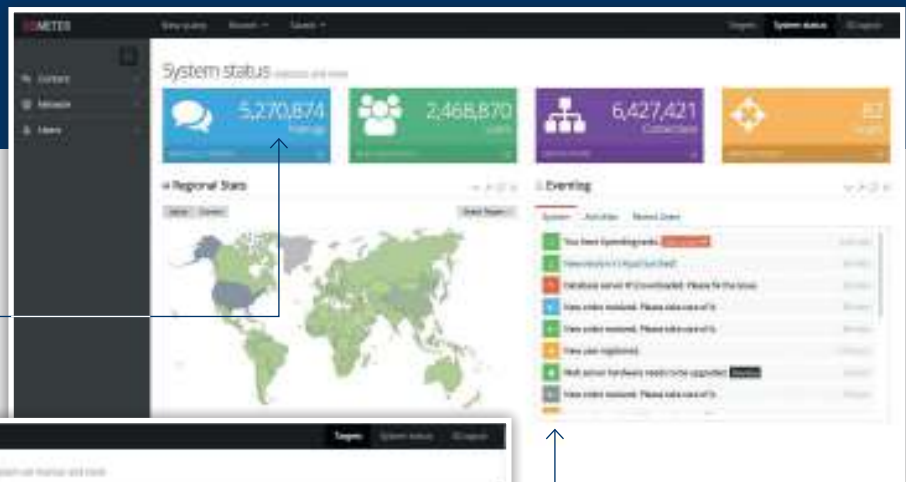
Content, users and relationships are available for viewing and processing by Demeter's social analytics layer. This layer implements powerful algorithms to help you make sense of data. Indexing speeds up data access and lets you analyse millions of items in seconds.

The user interface allows you to:

- Select targets for observation, such as topics or users for a wide range of social networks, blogs, or forums.
- Retrieve all data about these users as far as API of the Social Media Service allows access.
- Monitor and store content
- Display, filter and sort content by popularity, sentiment or interaction.
- Identify popular topics on monitored social platforms.
- Visualize networks around users and topics and interactions.
- Extract and cluster user connections and communities.
- User-friendly HTML5 interface that supports all popular browsers and is also tablet optimized.

Demeter's user interface

Well-structured and easy-to-use interface, presenting fast facts to the user.



Stay informed with regular event updates.

The screenshot shows the 'Manage targets' interface. It features a table with the following columns: ID, Description, Keyword, Category, Added, Times detected, and Remove. Below the table is a form to add a new target.

ID	Description	Keyword	Category	Added	Times detected	Remove
1	1 word search terms	searching	search	Sep 25, 2012	264	[Remove]
2	1 word search terms	searched	search	Sep 25, 2012	0	[Remove]
3	1 word search terms	whatsapp	search	Sep 25, 2012	0,001	[Remove]
4	1 word search terms	whatsapp	search	Sep 25, 2012	0,001	[Remove]
5	1 word search terms	whatsapp	search	Sep 25, 2012	0,001	[Remove]
6	1 word search terms	whatsapp	search	Sep 25, 2012	0,001	[Remove]
7	1 word search terms	whatsapp	search	Sep 25, 2012	0,001	[Remove]
8	1 word search terms	whatsapp	search	Sep 25, 2012	0,001	[Remove]

Easily add and manage target users or search terms for structured data collection and reporting.

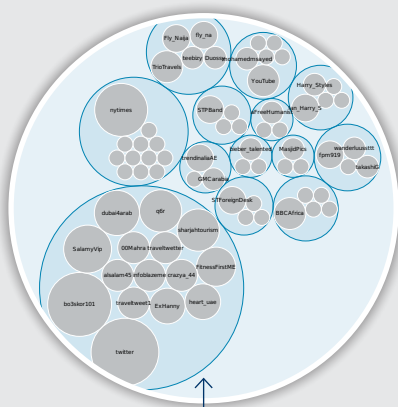
DISPLAYING AND MODELING DATA

Demeter allows you to easily model acquired content by applying different queries and interpretation techniques. As data is standardized there are almost no boundaries for the customized interpretation of data depending on our client's preferences. Standard routines include:

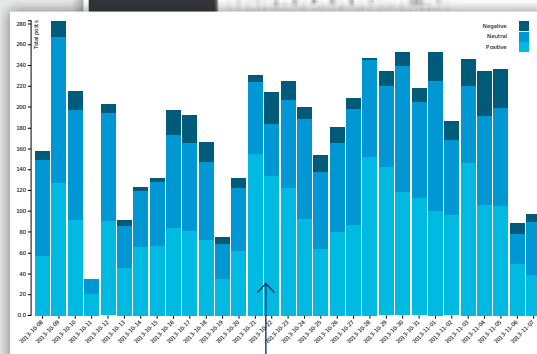
- Data retrieval of data related to users or topics.
- Retrieve historic data as far as provided by Social Media service.
- Display full content of user/topic
 - Sort content by popularity and time
 - View high-impact content based on popularity and audience
 - View popular keywords
 - Run sentiment analysis
- Display networks as graph, matrix, community table or community circle.
- See user list by query or identify most connected users on certain topics.

Analysis Toolbox

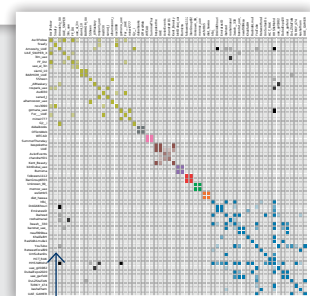
Content Tables: Browse the whole database or run queries and sort content by popularity, date published, audience or impact.



Community Circles: Isolate communities in social networks and isolate leading members.



Bar Charts: Identify multipliers in a community by displaying their in- and outbound links or sentiment of their activities.



Adjacency Matrix: Isolate communities and communication patterns in large, interconnected networks.



SPECIAL FEATURES

We try to fulfil our client's demands whatever they might be. Demeter already offers many possibilities, but can easily be adjusted to further client needs.

These special features make Demeter a more than useful tool for data investigators. Some of the core features include:

- SSL-secured access to platform
- Use of secure one-time password token
- Server hosting in secured environment in Singapore.
- Full UTF-8 compatibility. Demeter runs in all languages including Arabic, Indian and Chinese.



OPTIONAL SERVICES

- Backend programming related to information sources to be monitored.
- Frontend programming services related to the display of data.
- Configuration of a Virtual Server for client use.
- Power users can connect their own tools via a well-documented API or Python-driven social media console.



SUPPORT

Demeter is provided as convenient all-inclusive tool, which puts our clients in a comfortable position. All services that are necessary to get Demeter up and running are provided by a team of experts. After the initial start-up and testing phase, we launch Demeter for operations, define initial settings and offer further training on the tool.

Also after training online/phone support will instantly be available for client requests.

- Acquisition, Setup and secure hosting of all Hardware Components
- Initializing and Setup of Demeter for first client use.
- 3-day training on the tool with development team and Social Media experts.
- online and telephone support for technical issues.



INFORMATION

For further information please get in touch with:

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