Text analysis of heterogeneous (online-) media

A central issue in the field of communication is the influence of media messages on the environment (target groups, readers, listeners, viewers). Nowadays, media are filtered and opinions interpreted through manual and labour-intensive content and text analysis. So as to reduce costs and to increase reaction speed, the process of information extraction needs to be automatised so that human experts can concentrate on the evaluation and interpretation of the results. Nowadays, the internet plays an important role in the identification of opinions. Hence, information extraction must also be possible on websites and blogs.
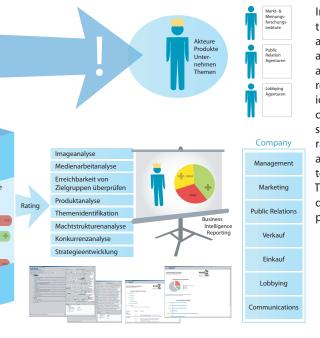
uma as solution partner

uma's team has dealt with the topics of information extraction, text analysis and knowledge transfer for a long time. uma offers tailored solutions to its customers by collaborating with leading market research institutes.

Showcase

Image and media analysis

The solution offers an infrastructure for semi-automatic text analysis – Analysis of the information diffusion process.

The solution includes a clearly defined process model and supporting functionalities, which allow for both monitoring and analysis of the information diffusion process within a document collection.

In particular, this solution can be used for image analysis and for the analysis of prominent actors in the media with respect to various topics. To do so, a collection of rated words is used, so as to identify and rate all statements in an article which are related to the selected actor. The illustration here describes the whole process.

At a glance

Topic

– What influence do media messages have on the environment?

– Content and text analysis is performed manually and thus labour-intensive

– Automation reduces costs and increases reaction speed

– Analysis of online content such as blogs will be necessary in the future

– Continuous image and media analysis will be rendered possible over an arbitrary period of time

– arbitrary period of time

uma as solution partner

– A team with more than 10 years of both consulting and implementation experience

– A competent partner in the fields of information extraction, text analysis and knowledge transfer

– Customer solution for semi-automatic text analysis

– Analysis of information diffusion in online media is enabled (information flows are visualised)

Akteure Produkte Unternehmen Themen

Akteure Produkte Unternehmen Themen

Markt- & Meinungs-forschungs-institute

Public Relation Agenturen

Lobbying Agenturen

Company

Management

Marketing

Public Relations

Verkauf

Einkauf

Lobbying

Communications

Melvil ®

Meinungen

Journalisten, Blogger, Forum Users, Meinungsbildner, etc.

Dokumente, Blogs, Postings, Artikel, etc.

negativ neutral positiv

Medien-analyse

Rating Engine

Bewertete Begriffe

Rating

Imageanalyse
Medienarbeitanalyse
Erreichbarkeit von Zielgruppen überprüfen
Produktanalyse
Themenidentifikation
Machtstrukturenanalyse
Konkurrenzanalyse
Strategieentwicklung

Business Intelligence Reporting

Melvil ®
is uma's knowledge service platform supporting its corporate solution.

uma information technology GmbH,
Zollergasse 9-11, 1070 Wien,
info@uma.at,   +43 1 526 29 67-0