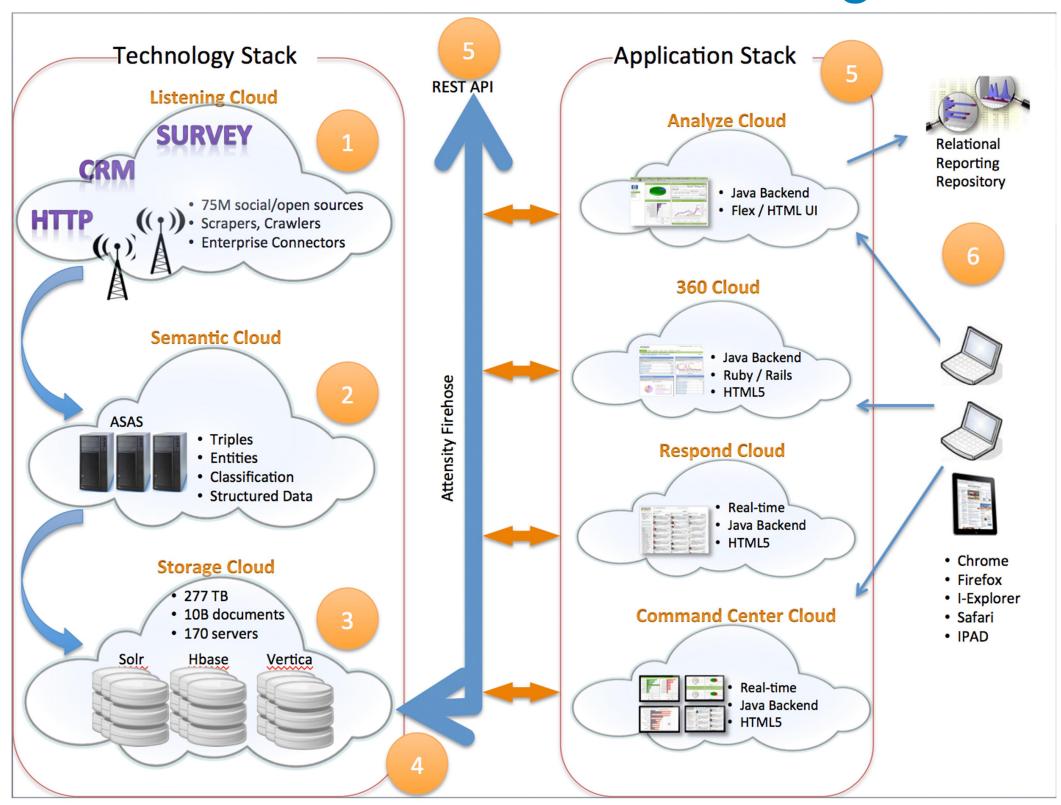# InTTENSITY™

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InTTENSITY is a collection of Best of Breed Linguistic Engines for computational text understanding. It works against social media micro blogs on a large scale and a real time. InTTENSITY allows users to monitor and be alerted to changing trends of importance across all channels of social media.

InTTENSITY Workflow Diagram

We are seeking seed funding to utilize existing proven capabilities against social media problems in the Intelligence Community.

Social Media has revolutionized the availability of information about situations around the world. Any of the 6 billion people worldwide who have web access have the ability to post thoughts or comments. They are in effect sensors that pick up and disseminate information.

The challenge lies in how to capture the information, and turn it into intelligence about global occurrences. Information from messages on the Internet as well as other data sources are mostly unstructured text, and vary widely in accuracy, focus, and level of impartiality. Though individual text messages may be organized for review in information portals, it is difficult to visualize, link, consolidate, summarize, compare, fuse, or otherwise analyze unstructured text dispersed among disparate sources, especially in a time-sensitive environment. However, when information is structured, it may be consolidated and then examined using a broad spectrum of powerful fusion tools.

InTTENSITY will provide the following technologies to be used for the project:

Robust, Real-Time Social Media Data Processing: InTTENSITY runs a cloud-based service that collects over 75 million social media sources on an ongoing basis, including Facebook, public pages, and the full Twitter fire hose. This data is injected into a real-time ingestion and orchestration engine that allows creation of distinct processing pipelines to filter and perform specific Natural Language Processing (NLP)-based enrichment of the social media data of interest.

State-of-the-Art Natural Language Processing:
InTTENSITY NLP core technology extracts triples, facts, named entities, entity types, and events from unstructured data which reveal 'who', 'what', 'where', 'when' and 'why' information. NLP extraction results are added to the social media data as enriched metadata that can be used for further analysis, grouping and visualization in downstream applications, such as this Google Earth Plug-In.
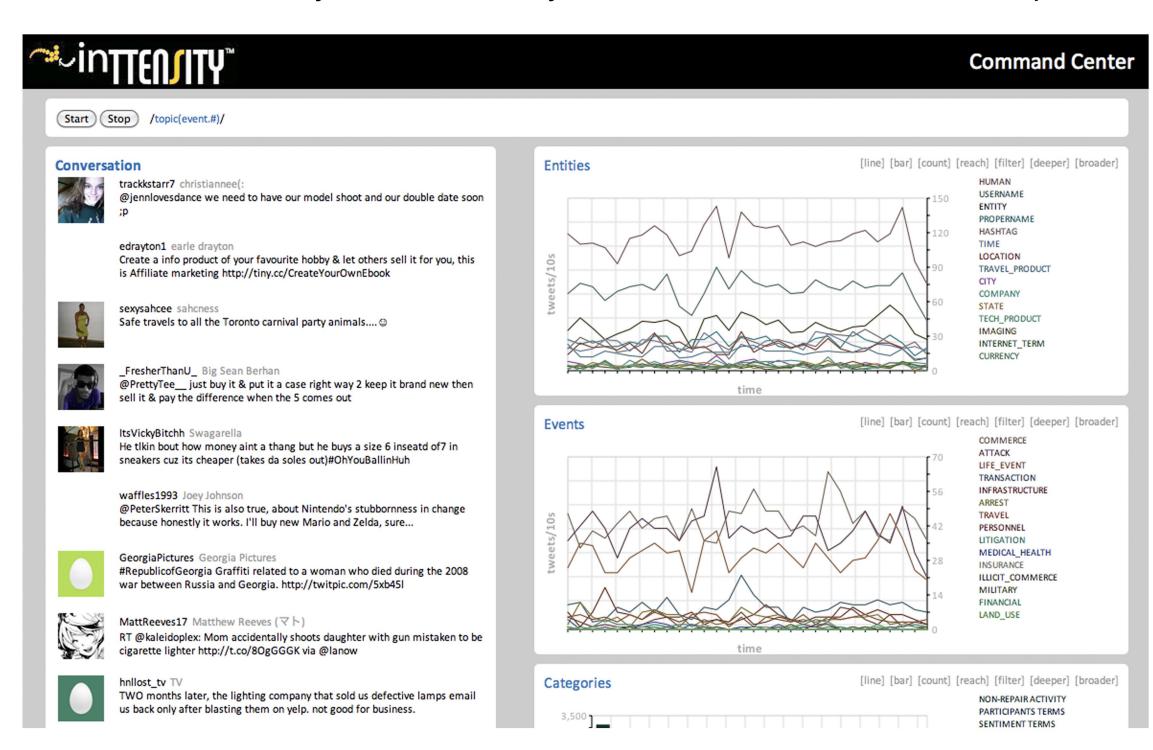

Classification/Filtering:
InTTENSITY classification technology understands the content of unstructured text data and provides the ability to manipulate the processed data based on specific classification. InTTENSITY classification technology also recognizes and displays relevant relationships between data points and divides the results into contextual groups. Its clustering functionality classifies unstructured information into thematic groups, identifying the major topics in documents, and recommends structure for classification.

Post-Collection Analytics and Visualization:
A web-based Indications and Warnings application that looks specifically for spikes in social media volume of any sort compared to normal distribution (as calculated and adjusted periodically by a baselining activity). For example, if normal Twitter distribution for a given day and hour is approximately 1000 tweets per second and there is a spike up to 3000 for a sustained period within that timeframe, the system will identify and collect statistics about that spike.

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