Manual processes usually involve one or more employees in an organisation dedicated to building & maintaining profiles of platform usage, extracting & aggregating statistics and verifying the suitability of user-generated content.

The end result is that platform operators are forced to risk the management of internal knowledge and customer relationships to a complex system that they do not understand, and whose weaknesses and strengths they cannot diagnose.

**Social Lens**

Social Lens uses novel analytical techniques and algorithms developed by the Clique Strategic Research Cluster which can automatically analyse and diagnose the heath of complex social networks, in real-time.

The core component of the final product will be a cross-platform Social Media Diagnostic Suite, providing deep & automated analysis, diagnosis and moderation capabilities for social platforms in a range of application areas.

**Applications**

- The suite will be targeted at organisations who are either involved in the development of social media platform platforms, or end-users that have deployed or intend to deploy social media systems in a commercial context.
- It can be deployed as an interactive web application or as a set of APIs that can be integrated into other systems/solutions.

**Features & Benefits**

Commercially focused product being developed & based on mature research.

*Diagnostics Dashboard*— to support the monitoring of the health of online communities, and the subsequent rapid application of corrective measures to deal with issues identified during the monitoring process.

*Real-time Metrics* for quantifying social media usage & identifying individuals who perform specific roles (e.g. key "influencers")

*Visual analytics* to represent the composition of the network in terms of:
- emergent topics
- user roles
- emergent trends
- churn of key individuals

---

**For More Information Contact:**

Patrick Mulrooney
Digital Enterprise Research Institute
tel: +353 (83) 346 7887
E-mail: commercialisation@deri.ie
www.deri.ie

---

**Social Media: The Problem**

Gartner identified social computing as one of the top 10 strategic technologies for enterprises. Over 100 Enterprise 2.0 platform providers exist and they estimate double-digit growth in this area, with annual sales to reach $15 billion by 2015.

The value of a social network is crucially dependent on the behaviour and content provided by its members.

Current diagnostic and moderation solutions have shallow analytical features and largely rely on manual processes.