LUNOX

Delivering insights quickly and intuitively.

Highlights

- Reduce the time it takes to generate rich, actionable intelligence analysis from multiple discrete text data sources.
- Identify actors, topics, and activities that are key in big data.
- Understand the connections, patterns and maps of the key entities hidden in text and social media through Social Network Analysis.
- Communicate complex information simply and punctually, to support accurate decision making and action.
- Get near real-time insight changes to data from Twitter.

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LUNOX provides easy visual analysis with rich and intuitive features, which will help transform data from multiple sources into intelligent, actionable information quickly. This platform helps analysts and anyone involved in strategy and intelligence analysis to identify actors, topics and activities; as well as view patterns, trends, and network relationship maps, which are stored in text from online media, social media, and other textual sources.

Data from social media, especially Twitter, is obtained near real-time. In just seconds after a status has been created, our platform will receive the data, and immediately processes and displays the results on the dashboard.

An intuitive and modern interface is essential to reduce the time it takes for users to understand the analysis results displayed on the dashboard. In addition to that, a fast and easy process including defining analysis, data collection, text processing and visualization is very useful for increasing the productivity of analysts and institutions.

Social Network Analysis (SNA) is one of our main features, which is designed to quickly and easily increase the analyst's understanding of the social relations and structures in the network being analyzed. Apart from displaying the relationships between actors, SNA's capabilities can also be arranged to display their relations with topics (hashtags), locations, and time.

The results obtained from this highly detailed and in-depth analysis can be easily shared or presented in slides for a compelling presentation, presenting various relevant charts and supporting intelligent analysis. In addition, if required, the data can be exported into a format that makes it easy for analysis using other software.

Benefits

LUNOX is a powerful visual analysis tool that helps institutions and their analysts to:

- Combine all available information, and present a visual analysis for strategy and intelligence.
- Strengthen understanding and knowledge of complex relationships between actors, topics, networks, patterns, trends, maps and groupings of entities in each analyzed issue.
- Communicate the findings of the analysis clearly to enable effective and actionable decision making.

Figure 1: A Social Network Analysis Graph (SNA) that features key actors, conversation topics, and the relationships between them.

Ready in 10 Minutes

Processes ranging from creating analysis projects, collecting data from online media and social media, text analysis, to visual presentation of analysis results, are carried out rapidly by the LUNOX in less than 10 minutes for standard data volumes. The speed of this analysis will greatly assist institutions and analysts in understanding rapidly developing issues.

Near Real Time Social Media Data

Near Real Time Social Media Data
When an analysis project is first created, Twitter provides data from up to 7 days ago for downloading. Furthermore, Twitter provides a streaming API so that this platform can receive new data as soon as a status is created by a Twitter user.

When data is received, this platform will immediately process and display the results on the dashboard. The user will be notified on how much new data is entering every minute.

For online media, every hour the crawler will download and parse the latest articles from more than 460 publishers and 700 news sites.
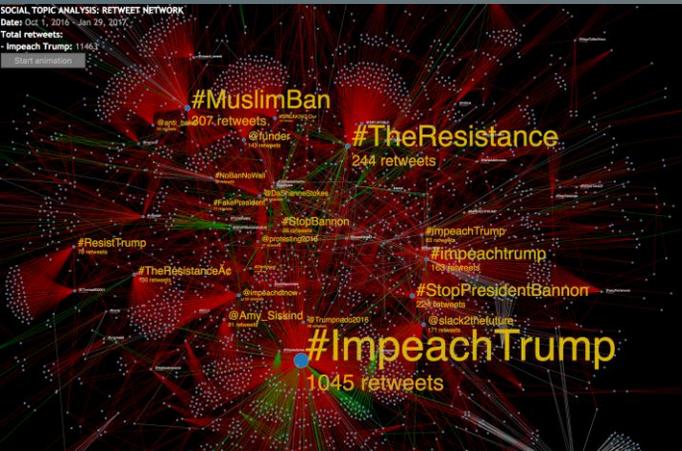

Figure 2: A Topic Map, showing the latest trending issues from online media from across Indonesia or concerning certain topics.

Topic Map

The Topic Map feature analyzes documents from online news portals every hour; extracts the main topic from the document; and showcases the most trending and most discussed topics by the media in the last 24 hours; making it useful for predicting new issues that may occur. More detailed Topic Maps can be generated when the analyst enters the filters related to the analyzed sub-topics.

LUNOX

Sentiment Analysis

The Sentiment Analysis feature uses an artificial intelligence system to determine positive, negative or neutral sentiment tones from conversations on social media or documents on online media. Analysts can easily correct misclassified sentiments, then increase the accuracy of the analysis results created by the algorithm.

Social Media Topic Map

The Social Media Topic Map feature analyzes documents or statuses from social media; show topic changes from hour to hour or day to day; making it easier for analysts to quickly identify changing issues.
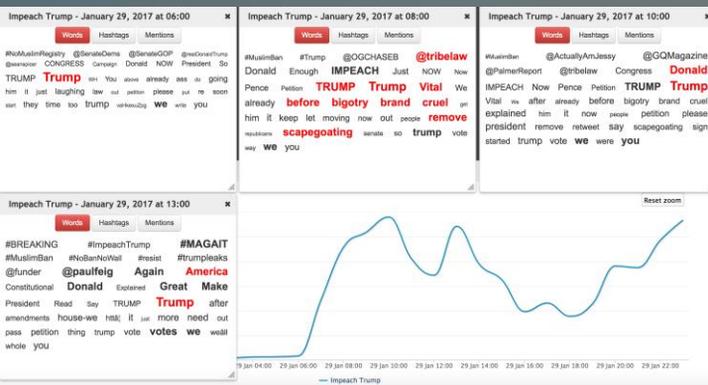

Figure 3: A Topic Map for social media, which can show changes in topic from hour to hour or day to day.

LUNOX

LUNOX is a platform for monitoring and analyzing documents from social media (Twitter, Facebook, Instagram, YouTube) and online media (blogs, online news, forums), and other text documents supported by NLP (Natural Language Processing) technology and Artificial Intelligence.

LUNOX was developed since 2009, and has continued to be updated and improved until now.

Site Analysis

The Site Analysis feature makes it easy for analysts to find out which news sites are most active in raising or frying an issue; reading framing and agenda; making it easier for analysts to develop a credible counter-narrative.
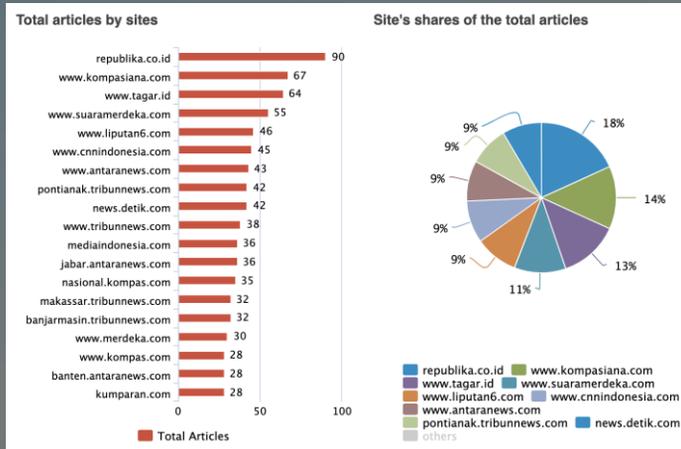

Figure 4: Site Analysis shows the most active websites on an issue, equipped with a feature to view which topics are being raised.

Location Map

The Actor Location Map feature displays the geographic locations of the actors involved in conversations on social media (Twitter) or online media about an issue; giving analysts an understanding of how an issue has spread or resonated.

Figure 5: A Location Map displaying the spread of actors and conversation on Twitter.

Dashboard

After logging in, the analyst will see a dashboard that displays the trends from the last 7 days of each monitored keyword. This view makes it easy for analysts to quickly tell which issues are rising or falling, so they can take a deeper look and perform in-depth analysis
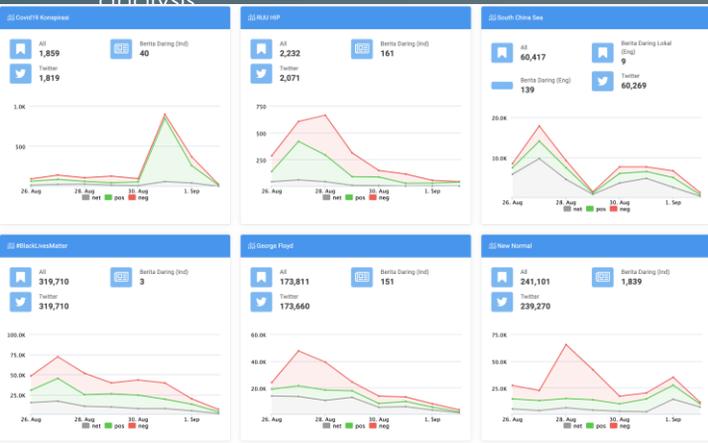

Figure 6: The Dashboard shows trends rising or falling regarding issues that are being monitored.

Social Media Account Analysis

The features for monitoring and analyzing Twitter or Facebook accounts in LUNOX are quite comprehensive. Analysts can see the developing trend and number of followers of the account, as well as various statistics related to account data.
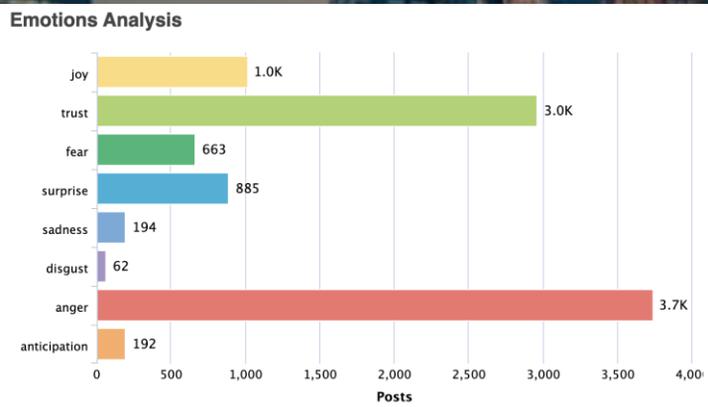
Feature Summary

LUNOX has quite a number of features, the details of which cannot be shown in this brochure. The following is a summary of features in the LUNOX that have not yet been explained:

- Reach, Potential Reach, Exposure, Engagement
- Twitter analysis: most retweeted, most shared URL, most shared video
- Facebook page: status analysis and comments, most commented, most liked, most shared.
- Influencer analysis: users by impact, users by engagement, users by reach, users by posts, most engaged users, users by followers, bubble map.
- Demography: gender, age, type.
- Emotion analysis
- Bot Analysis
- Raw data interface: edit sentiment and relevancy, export data, search data.
- Comparison: comparative analysis between issues.
- SNA: social networks, topic map, social topic, geo social topic, social resonance.
- Background process interface.
- Source management.
- User management.

Figure 7: Emotion Analysis classifies conversations into categories representing the opinions conveyed in the text.
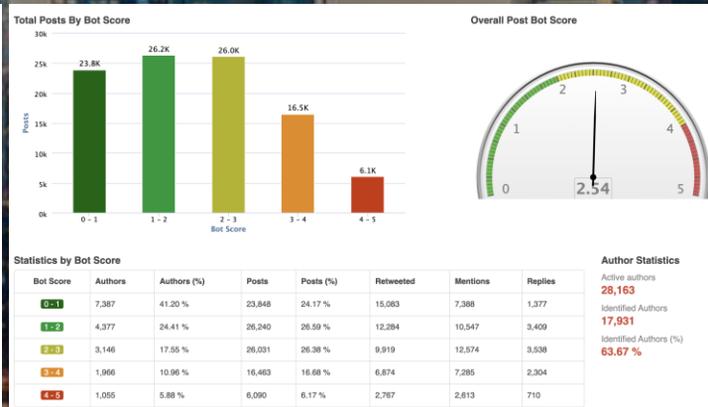

Figure 8: Bot Analysis shows the proportion of posts and accounts identified as human, cyborgs, or bots (robots).