

SUPPORTING

The U.S. Gov't

THROUGH ADVANCED MEDIA  
INTELLIGENCE

# BACKGROUND

➤ Epidemiology

➤ Engineering Mgmt

- ICF International

- FAA, EPA, NRC, etc....DOD

➤ Georgetown Univ. Faculty

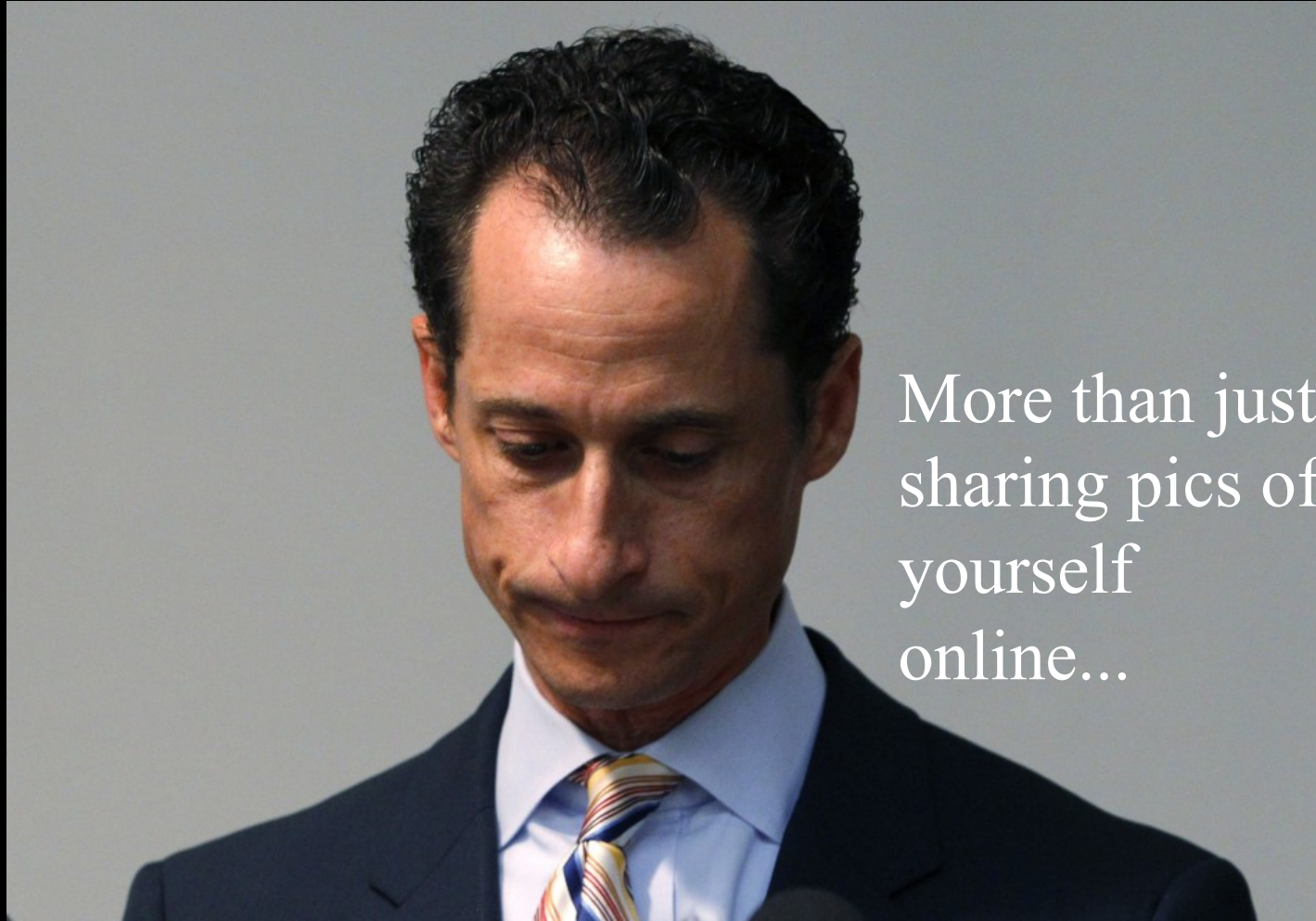
➤ OhMyGov Inc. → SBIR, MSFT

# TOPICS COVERED

*Please interrupt with questions*

- Social Media as a Data Source
- Tapping Open Source Intel
  - Investigations
  - Analysis
- Monitoring Options

# What is Social Media?



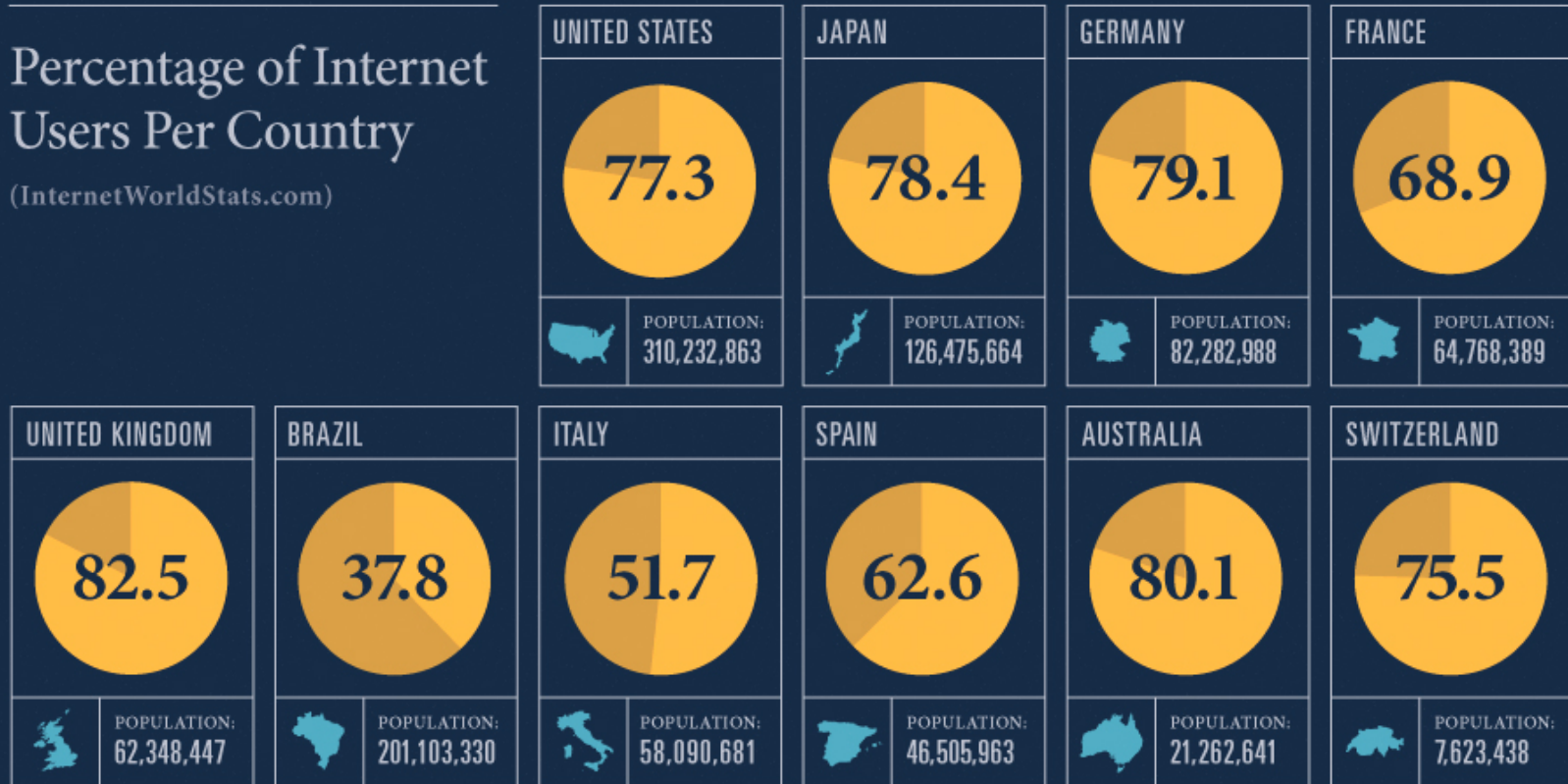
It's the **single LARGEST**  
data source  
of public perception  
**EVER** created

It's the **single LARGEST**  
data source of  
public observations  
**EVER** created

# How the World Uses Social Networks

## Percentage of Internet Users Per Country

(InternetWorldStats.com)







**Awareness of Facebook  
is close to 100%**

**More than 1 billion people  
(>70% of internet population)  
use social networks.**



Average Facebook session lasts **37 minutes**, Twitter **23 minutes**.

More than **400 million** people use **Facebook** daily.



# SOCIALDATA



0.5 billion links shared per week



19 billion comments/likes per wk



1 billion tweets per week

X 52 weeks

---

**= 1.06 Trillion data points/yr  
and growing**

<http://www.digitalbuzzblog.com/facebook-statistics-stats-facts-2011/>

<http://venturebeat.com/2012/02/01/facebook-ipo-usage-data/>

# DATAUSES?

## Peak Breakup Times

(Source: Facebook Status Updates via David McCandless)



# OPEN SOURCE INTELLIGENCE



# MEDIA MONITORING

*Real-time Situational Awareness*



US Airways Lands in Hudson



Illegal Border Crossing



Policy Changes & Incidents



# INTELLIGENCE GATHERING

OhMyGov ANALYTICS

Post something new on and Share post

andrew

Dashboard  
Scheduled Posts  
Tags  
Tasks  
Reports BETA  
User Management  
STREAMS ADD

~ 4 PLATFORM SENTIMENT LANGUAGE GENDER TAG REACH 14 Oct - 20 Oct

David  
How much has been seized from citizens legally and lawfully handling their own cash? <http://t.co/pVmn7bHv>@wwicegov Neutral

**@spyfrog**  
Spy Frog Positive

RicardosCorner: @wwicegov How can I contact you to report a Hotel who is hiring illegal aliens and firing citizens and legal residents?  
Aug 08, 2011 10:35PM EDT via Echofon  
[screamnews.com/how-do-i-repor...](http://screamnews.com/how-do-i-repor...)

13 Oct via web  
Favorite Retweet Reply

RETWEET REPLY TAG TASK OTHER HIDE VIEW SOURCE

@Alexa32437 @wwicegov

SEND Cancel Reply as ohmygov 118 characters

HIDE ALL STREAMS  
Venn  
Facebook  
Saved Searches  
Green Rankings  
Twitter  
Hard Rock  
Deloitte IM  
@wwicegov, how  
E-Verify  
EB-5  
get visa quickly

# CROWDSOURCE IDEAS



Post something new on and

Share post

andrew ▾

Dashboard

~ 4 ▾

PLATFORM ▾

SENTIMENT ▾

LANGUAGE ▾

GENDER ▾

TAG ▾

REACH ▾

14 Oct - 20 Oct ▾



**Alexandra Santos**

Neutral ▾

@wwicegov **How** about an App for anonymous submissions?

RETWEET

REPLY

TAG ▾

**TASK**

OTHER ▾

HIDE ▾

VIEW SOURCE

Assign to

Task

Anything else you would like to add (optional)

THIS AREA USED TO PROVIDE INSTRUCTIONS ON HOW TO RESPOND IF NEED BE.

**SUBMIT**

Cancel

Green Rankings

Twitter

Hard Rock

Deloitte IM

@wwicegov, how

E-Verify

EB-5

get visa quickly

is hiring illegals?

RETWEET

**REPLY**

TAG ▾

**TASK**

OTHER ▾

HIDE ▾

VIEW SOURCE

**SEND**

Cancel

Reply as

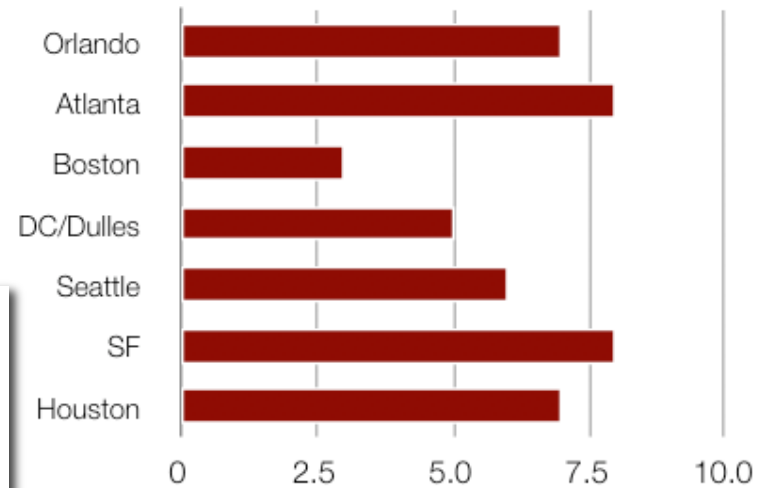
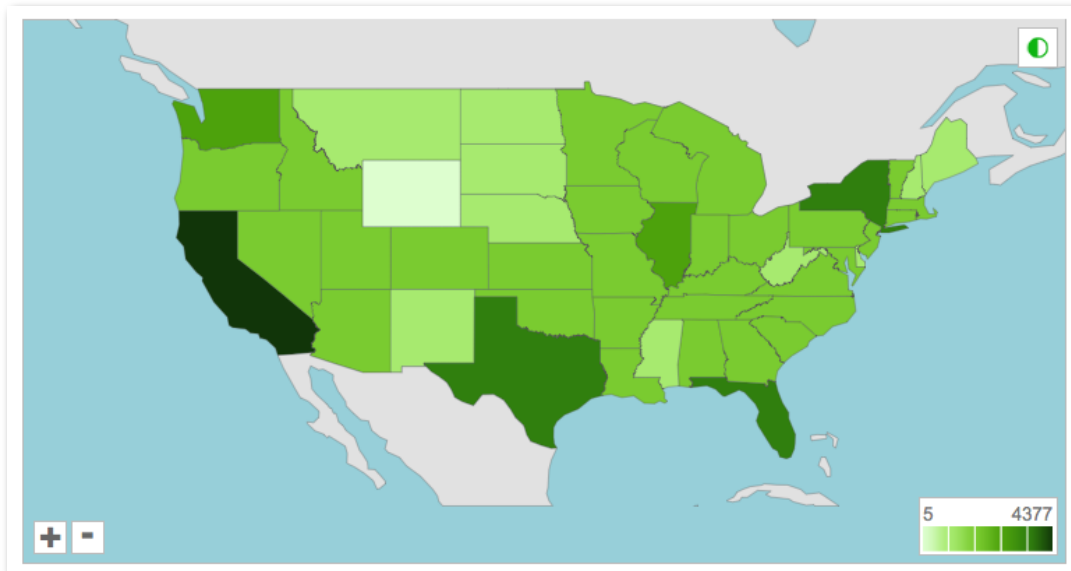
118 characters

# GEOGRAPHIC ANALYTICS

TSA

Areas Receiving Most Negative Social Media Comments

Analyze Social Media Mentions by Location




# SEARCH VIOLATIONS

twitter

Oct. 26, 2011

Just unpacked my suitcase and found this note from **TSA**. Guess they discovered a "personal item" in my bag. Wow.

# SEARCH VIOLATIONS



Transportation  
Security  
Administration

## AVISO DE INSPECCIÓN DE EQUIPAJE

Para protegerle a usted y a sus compañeros, la Administración de Seguridad de Transporte (TSA) requiere de acuerdo a la ley\* inspeccionar todo equipaje. Como parte de este proceso, se abren y se examinan físicamente algunos bolsos o maletas. Su bolso o equipaje fue seleccionado para inspección física.

Durante la inspección, su bolso y su contenido pudieron haber sido examinados en busca de artículos prohibidos. Al terminar la inspección, el contenido del bolso fue devuelto a su lugar de origen.

Si el agente de seguridad de TSA no pudo abrir su bolso para ejecutar la inspección debido a que el equipaje estaba asegurado con un dispositivo de seguridad, el oficial pudo haber forzado la cerradura de su equipaje. TSA sinceramente lamenta cualquier inconveniente que esta acción haya causado. TSA no es responsable por el daño causado a su cerradura debido esta medida de seguridad.

Para recomendaciones y sugerencias de como asegurar su equipaje durante su próximo viaje, por favor visite:

[www.tsa.gov](http://www.tsa.gov)

Apreciamos su comprensión y cooperación. Si tiene preguntas o comentarios por favor comuníquese con el Centro de Contacto de TSA:

**Teléfono gratis:** 1.866.289.9673  
**Teléfono directo:** 571.227.2900 (los E.E.U.U.)  
**E-mail:** [TSAContactCenter@dhs.gov](mailto:TSAContactCenter@dhs.gov)

*GET YOUR FREAR ON GIRL*

\* Sección 110 (b) del acto de la seguridad de la aviación y del transporte de 2001, 49 U.S.C. 44901 (b)(1)

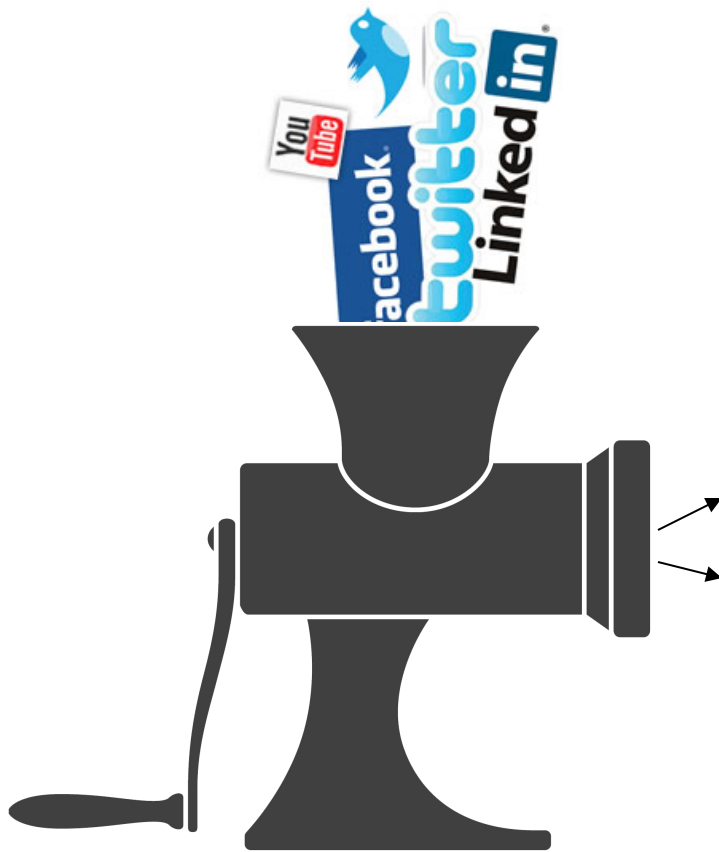




# SOCIAL INTELLIGENCE

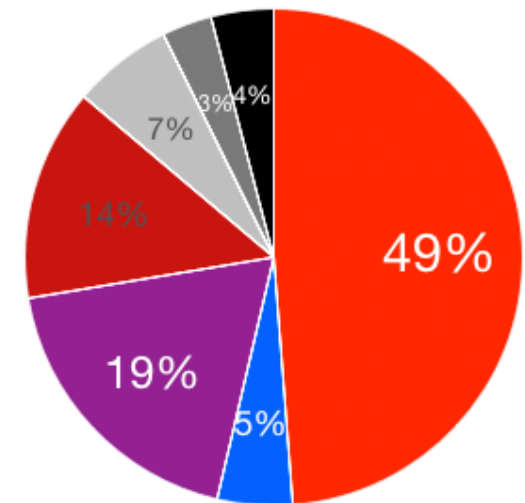
# SOCIAL INTELLIGENCE

Assess how the public or particular audiences (e.g. doctors) are actively talking about important issues in news & social media through rigorous analysis.



Popular Characterizations of Mental Health Online

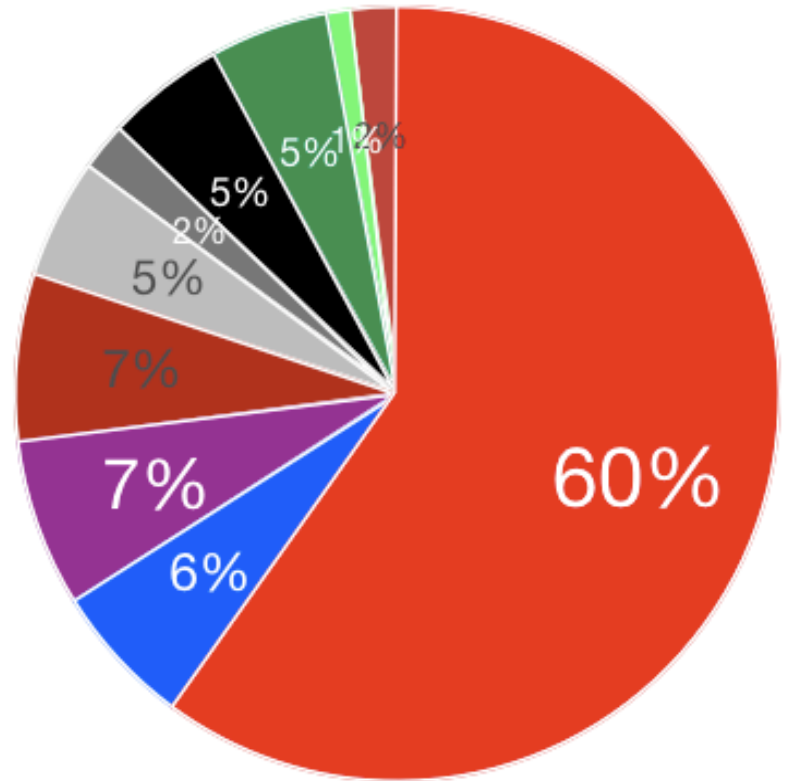
- A Crutch
- Fraudulent
- Unfulfilled Need
- Soldier Issues
- Underreported
- Affects millions
- Afraid of reporting



# VA SENTIMENT ANALYSIS

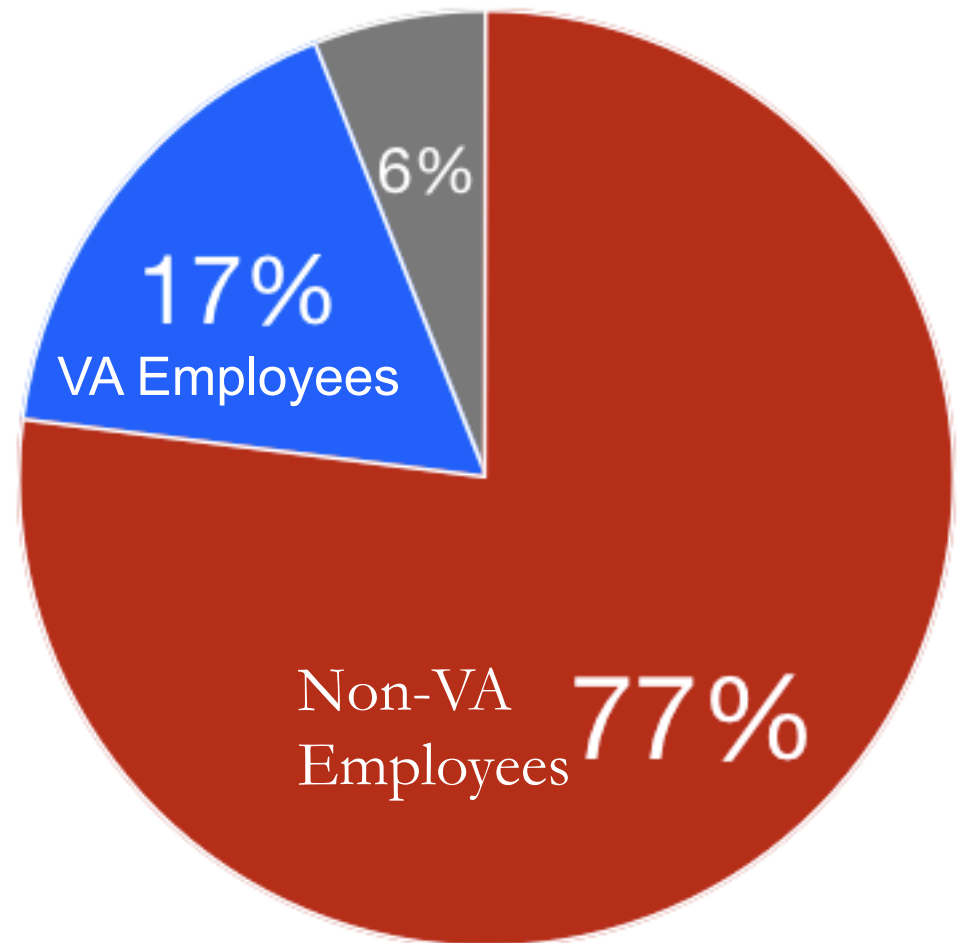


- Customer Service
- Legal
- Bureaucracy
- Claims
- Employment Practices
- Medical Care
- Quality of Care
- Veterans
- Volunteering
- Other



# VA SENTIMENT ANALYSIS

- 17.5% of comments came from current VA employees.
- Almost all negative.



# VA SENTIMENT ANALYSIS

(-)

- **Complaints were lodged about services at:**
  1. Dallas, TX
  2. Denver, CO
  3. KC VAMC
  4. Los Angeles, CA
  5. Manchester, NH
  6. West Haven, CT
  7. San Diego, CA

(+)

- **Compliments in service improvements were noted at:**
  1. Hampton, VA
  2. West Haven, CT
  3. Houston, TX
  4. Worcester, MA

Where will future problems arise?



# Case Study: US Dept. of VA

## The Problem

The VA has taken some bad publicity over the past few years, including inadequate healthcare at the nation's most well known government hospital: Walter Reed. In the midst of creating its strategic plan for the next two years, the agency had concerns about public opinion with regard to its programs.

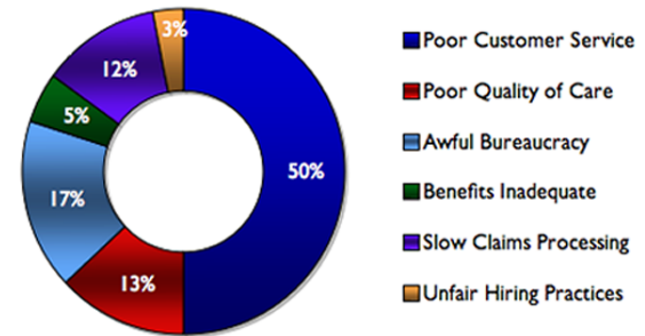
## The Analysis

Using our sophisticated tracking tools and human analysts, we provided the VA with a small but informative study analyzing what patients and VA's own employees were saying about the agency on social media across a sample of 5,000 public comments.

## The Results

The research showed that while only 5% complained of receiving inadequate healthcare, 50% complained of receiving poor customer service at VA facilities. This alerted the VA to the presence of a major issue in their customer service, providing the insights to support shifting some funding from healthcare to service initiatives. In addition, the research identified 7 specific facilities where complaints were the highest and 4 facilities where customers were noting significant improvements in customer service. Additional research at these four facilities would reveal the policy shifts that triggered these online compliments.

Type of Complaint About Dept of VA Healthcare



# Monitor Federal Agencies

# Centers for Disease Control and Prevention (CDC) - Remove tracking

Department of Health and Human Services (HHS)

Profile

Charts

Media Mentions

Facebook Posts

Rankings



**Mission:** The Centers for Disease Control and Prevention (CDC) is a U.S. federal agency under the Department of Health and Human Services. It works to protect public health and safety by providing information to enhance health decisions, and it promotes health through partnerships with state health departments and other organizations. The CDC focuses national attention on developing and applying disease prevention and control (especially infectious diseases), environmental health, occupational safety and health, health promotion, injury prevention and education activities designed to improve the health of the people of the United States.

**Employees:** 9358

**Peer Groups**  
[Gov Agencies - Large](#)  
[Gov Agencies - All](#)

**5th**  
 MEDIA POWER RANK

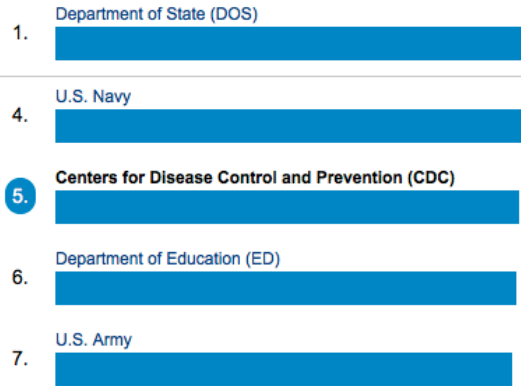
**2,003,896**  
 Followers

**214,616**  
 Fans

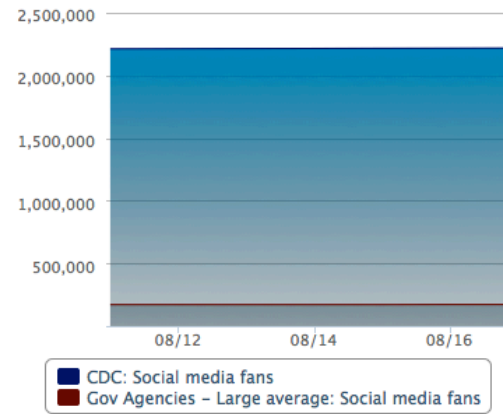
**11,122**  
 Total Tweets Sent

**5,636**  
 Mentions Last 7 Days

## Media Power Rank (145 peers) Gov Agencies - Large



## Social Media Fans (7 days)



1000  
 Profiles

Quotes &  
 Posts

Latest News

Top Tweets

Engages

Listens To



### YOUTH VOICE: Schools need to take action

Peace Arch News - Aug 17, 2012 05:18PM EDT  
 According to the U.S. Centers for Disease Control and Prevention, children aged six to 17 should be dedicating at least 60 minutes per day towards physical activity. The Public Health Agency of Canada supports the 60-minute recommendation for youth aged ...



### Hantavirus Pulmonary Syndrome Found in Two California Residents

Pine Tree - Aug 17, 2012 05:16PM EDT






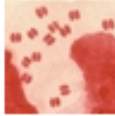









# TRACK AGENCY INFLUENCERS

Latest News

Top Tweets

Engages

Listens To

- |  |  |  |
|--|--|--|
| 1.  <a href="#">ElinSilveous</a>                                      | 6.  <a href="#">theNCI</a><br>National Cancer Institute (NCI) | 11.  <a href="#">TFGHer</a>           |
| 2.  <a href="#">damianbuchman</a>                                     | 7.  <a href="#">SGRegina</a>                                  | 12.  <a href="#">diplocokeyed</a>     |
| 3.  <a href="#">HepB Foundation</a>                                   | 8.  <a href="#">BeAnExample</a>                               | 13.  <a href="#">TeenHealthGov</a>    |
| 4.  <a href="#">melissagrossman</a>                                  | 9.  <a href="#">NALBOH</a>                                  | 14.  <a href="#">tobaccofreefla</a> |
| 5.  <a href="#">SmokefreeGov</a><br>National Cancer Institute (NCI) | 10.  <a href="#">nphic</a>                                  | 15.  <a href="#">killermonkey</a>   |

# FINDWASTE

What Keyword(s) are you interested in?

TOBACCO

*Use "quote marks" for exact matches only*

Appearing in which media?

All Media

News

Twitter

Facebook

Related to which Persons, Groups, or Agencies?

All Accounts

Select Groups

Select Persons / Agencies

*Search for keyword mentions in relation to the following groups:*

- 2012 Governor Candidate
- 2012 Pres Candidate
- 2012 U.S. Congress Candidates
- Campaign Committees
- Gov Agencies - All
- U.S. Governors
- U.S. House
- U.S. House Committees
- U.S. Senate
- U.S. Senate Committees
- US Mayors

Search  
Dialogue

News &  
SocMed



Find any **POLITICIAN** or **GOVERNMENT AGENCY**

Search **WORDS MENTIONED** by Politicians or Agencies

### Modify Search

Filter Results Below:

Search

**TOBACCO** (233)

Media

- News (0)
- Facebook (71)
- Tweets (162)
- @Mentions
  - Only Retweets
  - Only @Replies
  - Mentions by Name

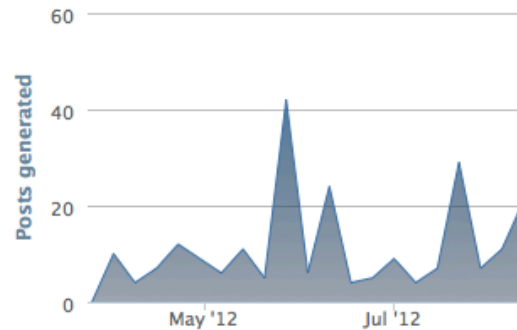
Related To

- Gov Agencies - All (233)
- Only posts by these accounts

Top Sources

- Centers for Disease Control and Prevention (CDC) (190)


### Mentions Over Time





### Top Sources

|   |     |
|---|-----|
| 1. <a href="#">Centers for Disease Control and Prevention (CDC)</a> | 190 |
| 2. <a href="#">Food and Drug Administration (FDA)</a>               | 77  |
| 3. <a href="#">Department of Health and Human Services (HHS)</a>    | 57  |
| 4. <a href="#">National Cancer Institute (NCI)</a>                  | 52  |
| 5. <a href="#">TRICARE Management</a>                               | 6   |
| 6. <a href="#">National Institutes of Health (NIH)</a>              | 5   |
| 7. <a href="#">Medical Command (MEDCOM)</a>                         | 5   |
| 8. <a href="#">National Heart, Lung and Blood Institute</a>         | 3   |

| Media Type | Relevance | Date ▼ |
|------------|-----------|--------|
|------------|-----------|--------|

 [fdatabacco](#): RT [@AngieMcGowan](#): Since we're in Kansas City focused on #tobacco control this sign stood out! #2012nctoh <http://t.co/tYOkllib>  
Aug 17, 2012 10:43AM EDT via web

 [womenshealth](#): RT [@FDATobacco](#): Everyone plays a role in protecting youth from #tobacco. Join FDA & pledge to support responsible retailing:[http://t ...](http://t...)  
Aug 16, 2012 02:26PM EDT via web

 [thenci](#): RT [@NCIBulletin](#): #Tobacco use is the leading cause of premature and preventable death in the U.S. To see how you can help, visit: [http:// ...](http://...)  
Aug 16, 2012 07:21AM EDT via web

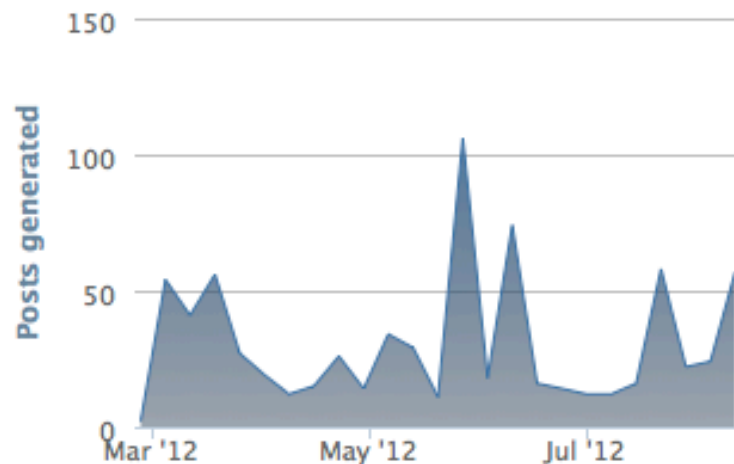


**National Conference on Tobacco or Health: Convening for a Healthier Future | FDA Voice**

# FINDWASTE

## 40 AGENCIES TALKING ABOUT TOBACCO

Mentions Over Time



Top Sources

|  |     |
|--|-----|
| 1. <a href="#">Food and Drug Administration (FDA)</a>                                  | 473 |
| 2. <a href="#">Centers for Disease Control and Prevention (CDC)</a>                    | 457 |
| 3. <a href="#">National Cancer Institute (NCI)</a>                                     | 217 |
| 4. <a href="#">Department of Health and Human Services (HHS)</a>                       | 99  |
| 5. <a href="#">TRICARE Management</a>  | 15  |
| 6. <a href="#">National Institute on Drug Abuse (NIDA)</a>                             | 14  |
| 7. <a href="#">National Institutes of Health (NIH)</a>                                 | 12  |
| 8. <a href="#">National Library of Medicine</a>  | 11  |
| 9. <a href="#">Broadcasting Board of Governors</a>                                     | 10  |
| 10. <a href="#">Substance Abuse and Mental Health Services Administration (SAMHSA)</a> | 10  |

# FINDWASTE

## 1200 Mentions of Gov't Conferences in 3 months by agencies – next GSA?

Find any **POLITICIAN** or **GOVERNMENT AGENCY**

Search **WORDS MENTIONED** by Politicians or Agencies

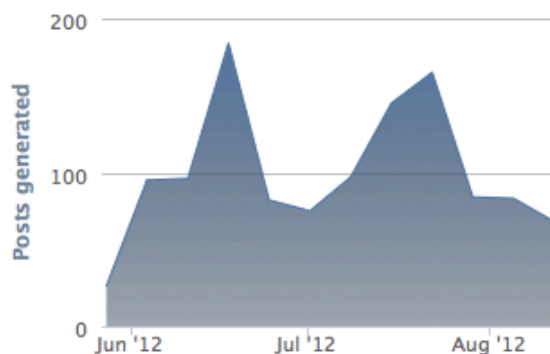
### Modify Search

Filter Results Below:

|                   |               |
|-------------------|---------------|
| Search            | Modify        |
| <b>conference</b> | <b>(1200)</b> |

|                                    |       |
|------------------------------------|-------|
| Media                              |       |
| <input type="checkbox"/> News      | (0)   |
| <input type="checkbox"/> Facebook  | (446) |
| <input type="checkbox"/> Tweets    | (754) |
| <input type="checkbox"/> @Mentions |       |

### Mentions Over Time



### Top Sources

|  |     |
|--|-----|
| 1. <a href="#">Department of State (DOS)</a>                         | 218 |
| 2. <a href="#">Department of Health and Human Services (HHS)</a>     | 116 |
| 3. <a href="#">Environmental Protection Agency (EPA)</a>             | 67  |
| 4. <a href="#">U.S. Agency for International Development (USAID)</a> | 64  |
| 5. <a href="#">National Cancer Institute (NCI)</a>                   | 55  |
| 6. <a href="#">U.S. Mission to the United Nations</a>                | 42  |
| 7. <a href="#">Agency for Healthcare Research and Quality (AHRQ)</a> | 38  |
| 8. <a href="#">Department of Commerce (DOC)</a>                      | 37  |
| 9. <a href="#">Federal Reserve Bank of Chicago</a>                   | 36  |
| 10. <a href="#">Department of Defense (DOD)</a>                      | 35  |



# Hatch Act Violations

Search dialogue from all agencies for violations.



Romney Picks Fiscal Conservative Paul Ryan as Running Mate | IIP Digital

👍 2 💬 0



*The U.S. vice presidency was once an office designed mainly to ensure that an unplanned presidential succession would occur smoothly, and to break tie votes in the U.S. Senate. But the last three vice presidents have been able to transform the office into an independent power center.*

Learn more about the U.S. vice presidency and Mitt Romney's running mate pick, Paul Ryan. Upcoming convention dates: GOP Convention 27-30 Aug in Tampa, Florida and DNC Convention is 3-6 Sept in Charlotte, North Carolina.

Aug 14, 2012 04:40PM EDT - by [Department of State \(DOS\)](#)



[usembassyprus](#): Texas win gives #Romney majority needed for #Republican nomination. <http://t.co/9baiZcbl>

Jun 01, 2012 07:39AM EDT via web

# Hatch Act Violations

Search dialogue from all agencies for violations.



Leon Panetta: There's a war going on - Stephanie Gaskell and Philip Ewing

**Neither Mitt Romney nor Paul Ryan mentioned the war in Afghanistan during their big running mate roll-out in Virginia Saturday.**

Secretary of Defense Leon Panetta has had enough. "I thought it was important to remind the American people that there is a war going on." <http://ow.ly/cYXsj>

Aug 15, 2012 09:00AM EDT - by [Defense Logistics Agency \(DLA\)](#)



# Groups we can monitor:





# MONITOR GROUPS

**Create a specific group to monitor:**

- **Contracting firms**
- **Unofficial accounts of Gov personnel**
- **Grantees**
- **Etc.**

# CUSTOM DASHBOARDS

*Real-time monitoring of traditional and social media channels.*



## Data on Tap.

- Track thousands of keywords
- Monitor key subjects
- Identify major purveyors of information or misinformation.

# TAKWAEAYS -WHYIT' SUSEFUL

1. Use public sentiment & complaints to ID program weaknesses & strengths.
2. Monitor government agencies for waste and violations.
3. Track contractors, feds, and grantees to ID potential leads.
4. Crowdsourcing observations about programs at lower costs than traditional investigation.

# ABOUT OHMYGOV INC.

**OhMyGov Inc. helps government agencies use digital media for intelligence gathering, performance management, and improved decision-making.**

“ I can see every Cabinet and federal agency using this technology in the future. ”

— *Former Obama Chief  
Technology Advisor*

In association with:



[www.OhMyGov.com](http://www.OhMyGov.com)

# COMPANY LEADERSHIP

**Andrew B. Einhorn, CEO**

A published author, epidemiologist and technology consultant, Mr. Einhorn has over 11 years of experience providing the government technical support.

**Richard Hartman, COO**

Dr. Hartman is a former federal senior executive and a retired Lt. Colonel with over 23 years of experience running government programs and departments.

**Lisa Singh, Principal Technology Consultant**

Dr. Singh is an expert in data mining, analysis and visualization, a highly sought after consultant, and head of the Georgetown University computer science department.

**Mark Malseed, Cofounder and Exec Editor**

Mr. Malseed is a best-selling author, information architect and information technology consultant.

**Management is supported by** a robust and highly talented team of former federal senior executives, communications experts, statisticians, and software engineers.

# THANK YOU!

## Contact

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## Follow

 @ohmygov

[www.ohmygov.com](http://www.ohmygov.com)

