SUPPORTING

The U.S. Gov't

THROUGH ADVANCED MEDIA INTELLIGENCE

OhMyGov Inc.

www.OhMyGov.com

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?

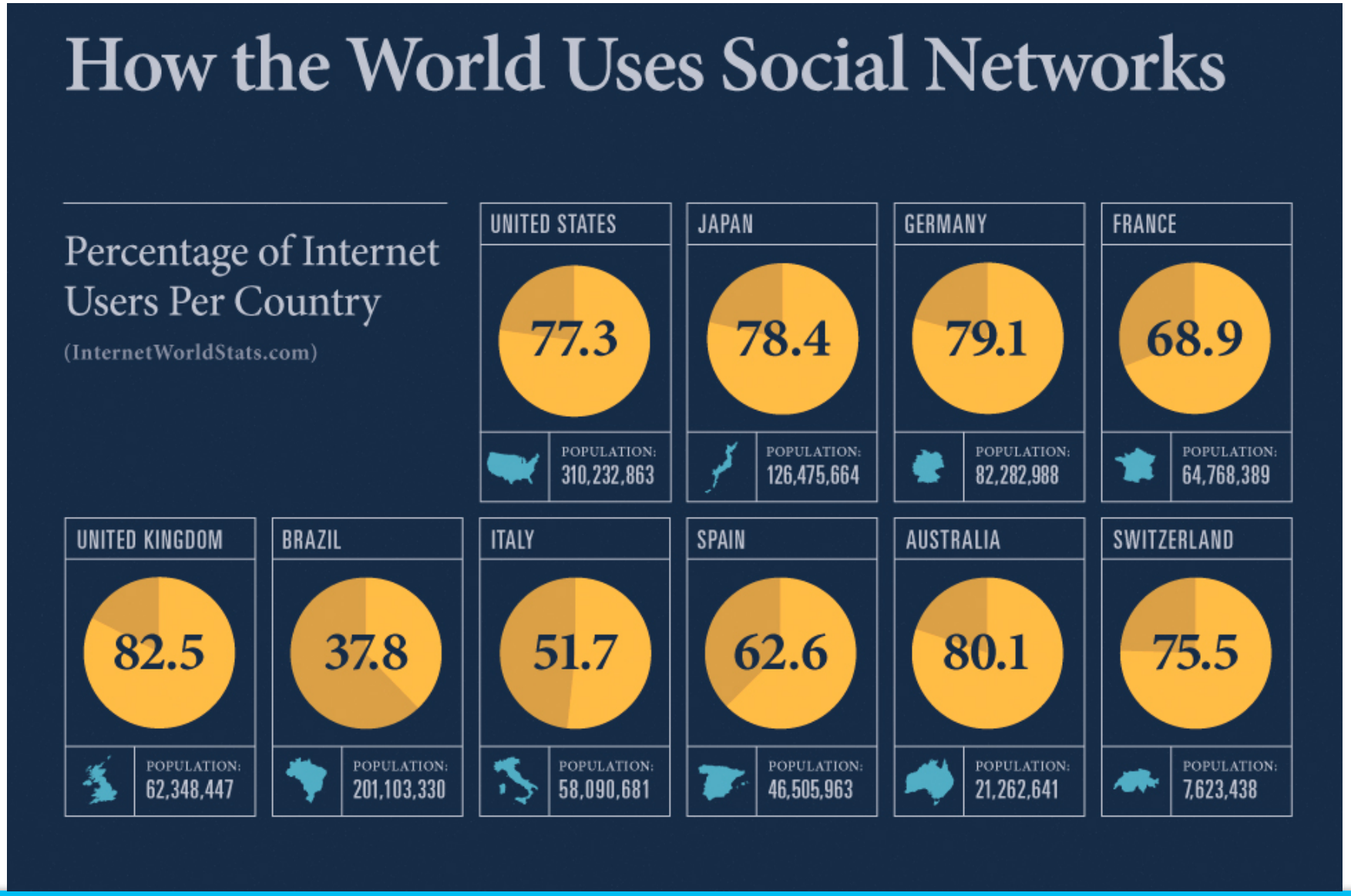
It's the single LARGEST

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)
UNITED STATES
77.3
POPULATION: 310,232,863
JAPAN
78.4
POPULATION: 126,475,664
GERMANY
79.1
POPULATION: 82,282,988
FRANCE
68.9
POPULATION: 64,768,389
UNITED KINGDOM
82.5
POPULATION: 62,348,447
BRAZIL
37.8
POPULATION: 201,103,330
ITALY
51.7
POPULATION: 58,090,681
SPAIN
62.6
POPULATION: 46,505,963
AUSTRALIA
80.1
POPULATION: 21,262,641
SWITZERLAND
75.5
POPULATION: 7,623,438

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)

© David McCandless

OPEN SOURCE INTELLIGENCE

MEDIA MONITORING

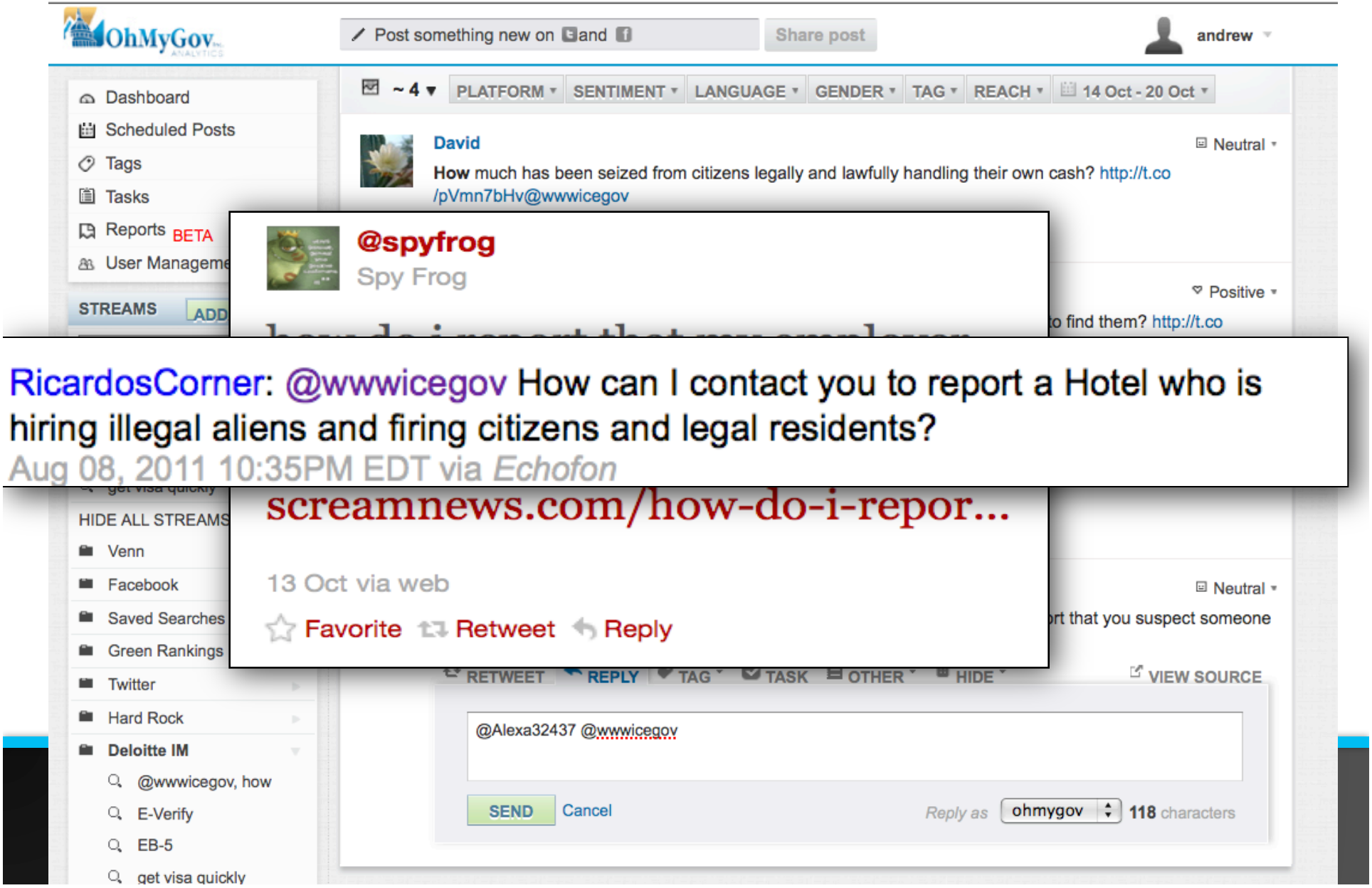
Real-time Situational Awareness

US Airways Lands in Hudson

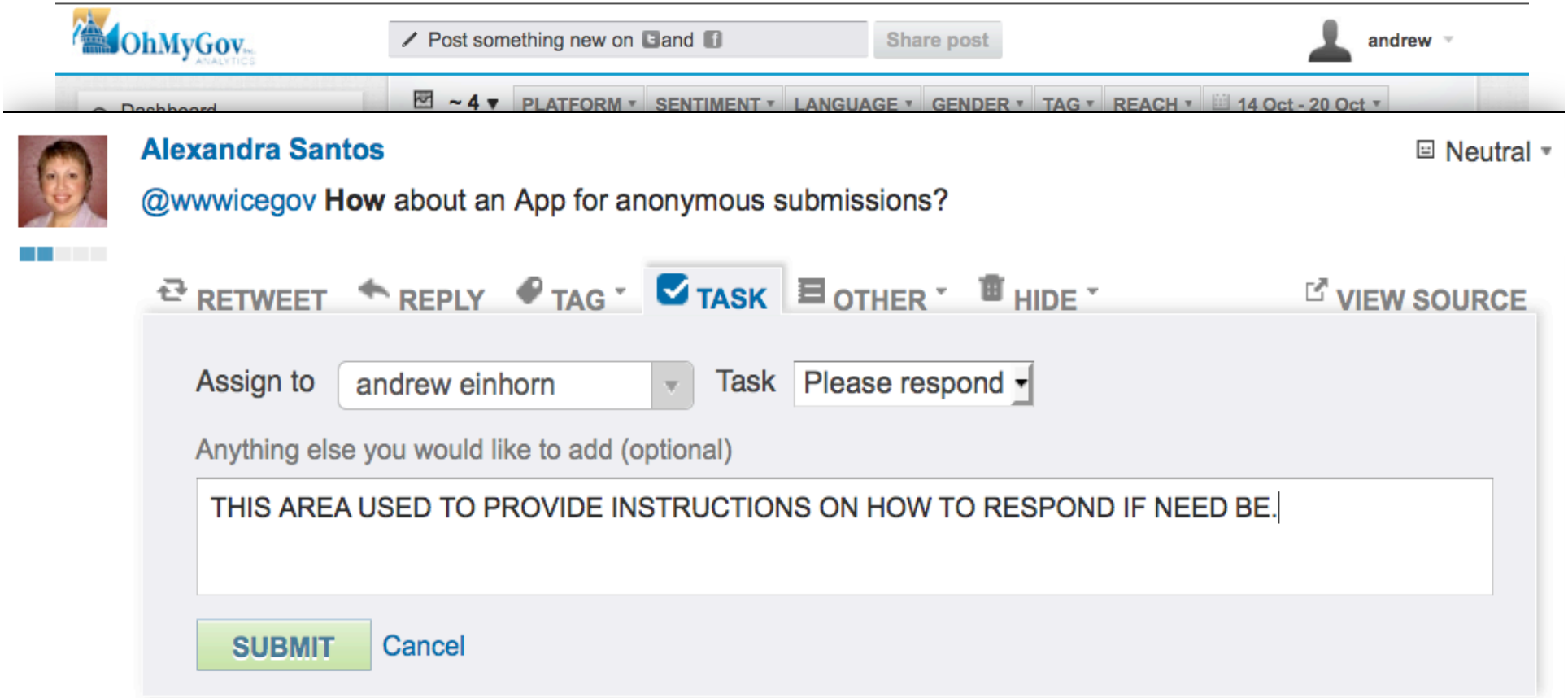
Illegal Border Crossing

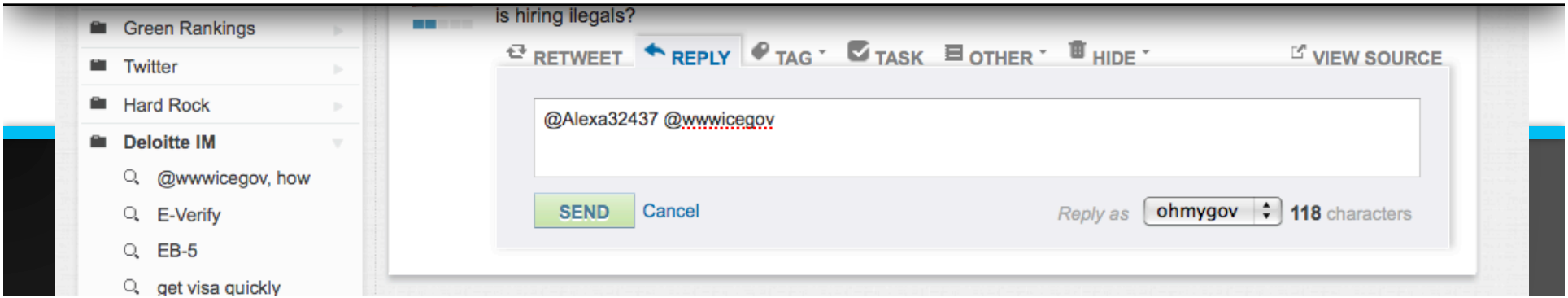
Policy Changes & Incidents

INTELLIGENCE GATHERING



CROWDSOURCE IDEAS

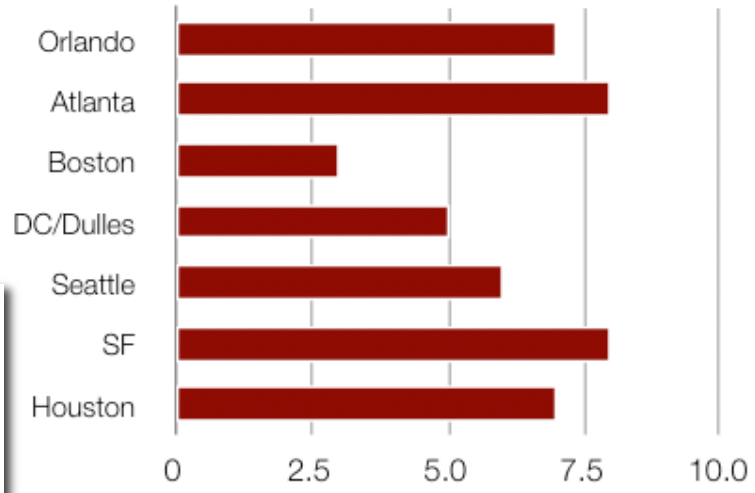




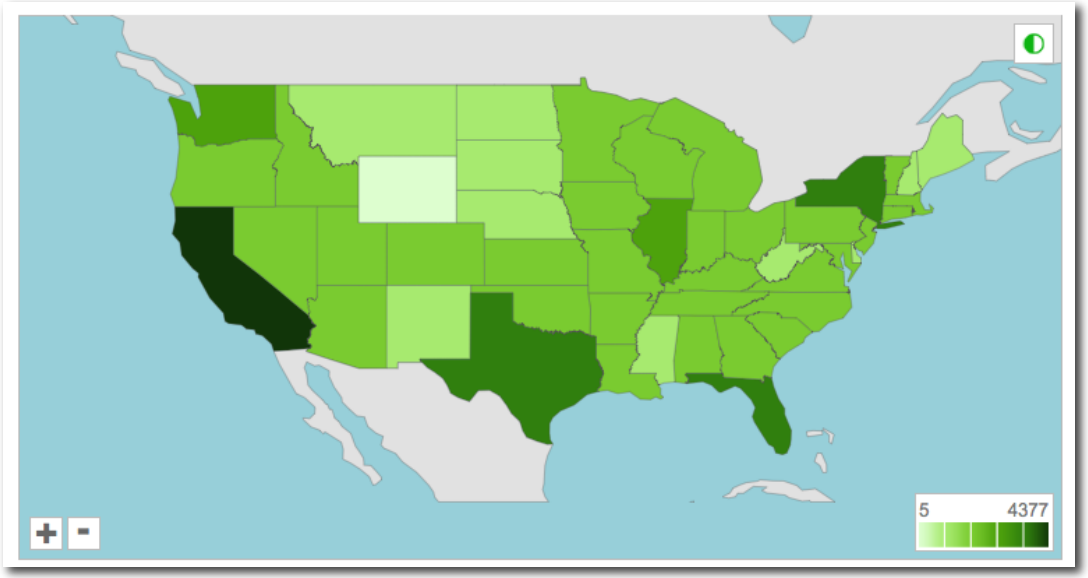
GEOGRAPHICANALYTICS

TSA

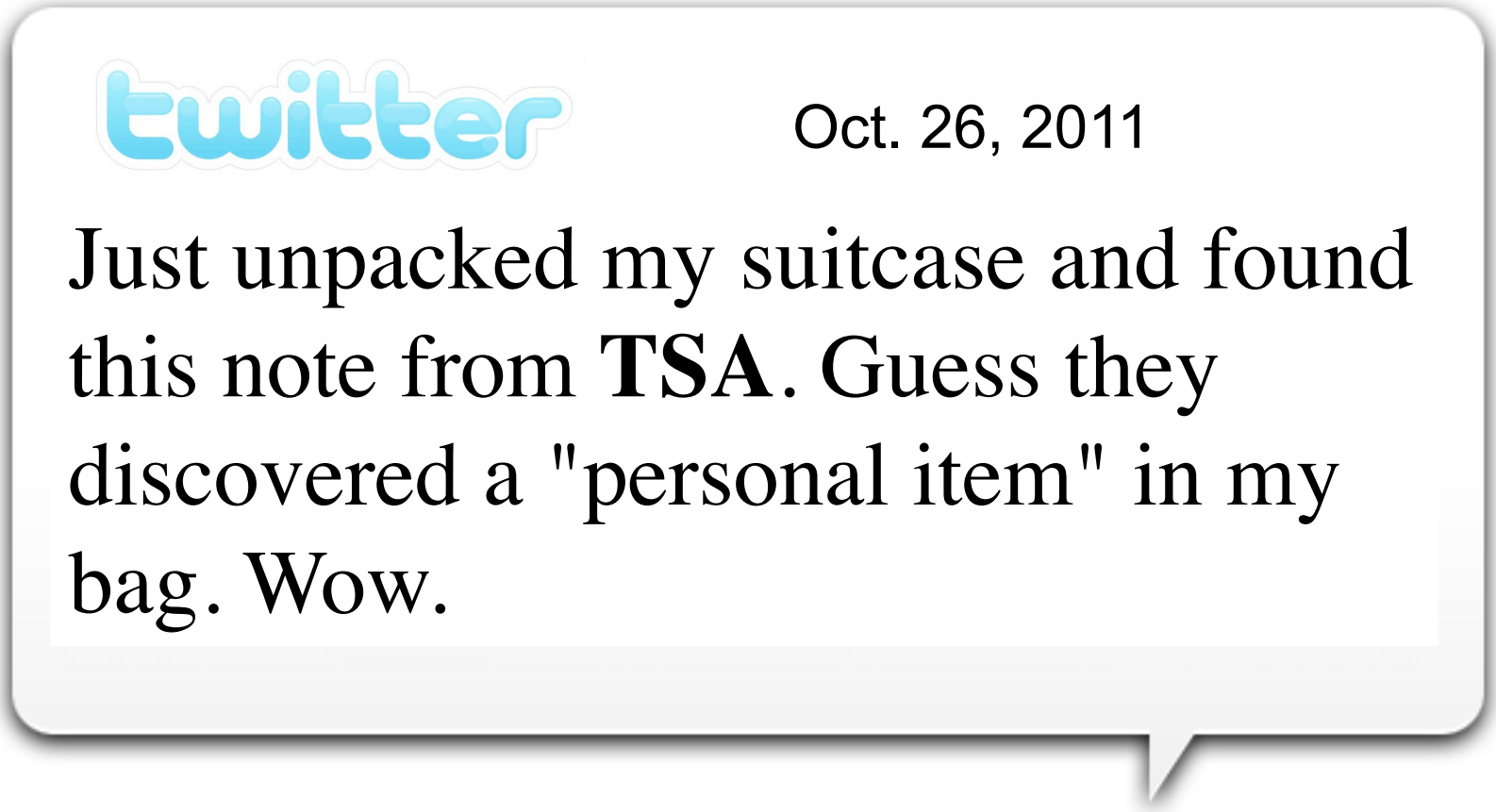
Areas Receiving Most Negative Social Media Comments



Analyze Social Media Mentions by Location



SEARCHVIOLATIONS



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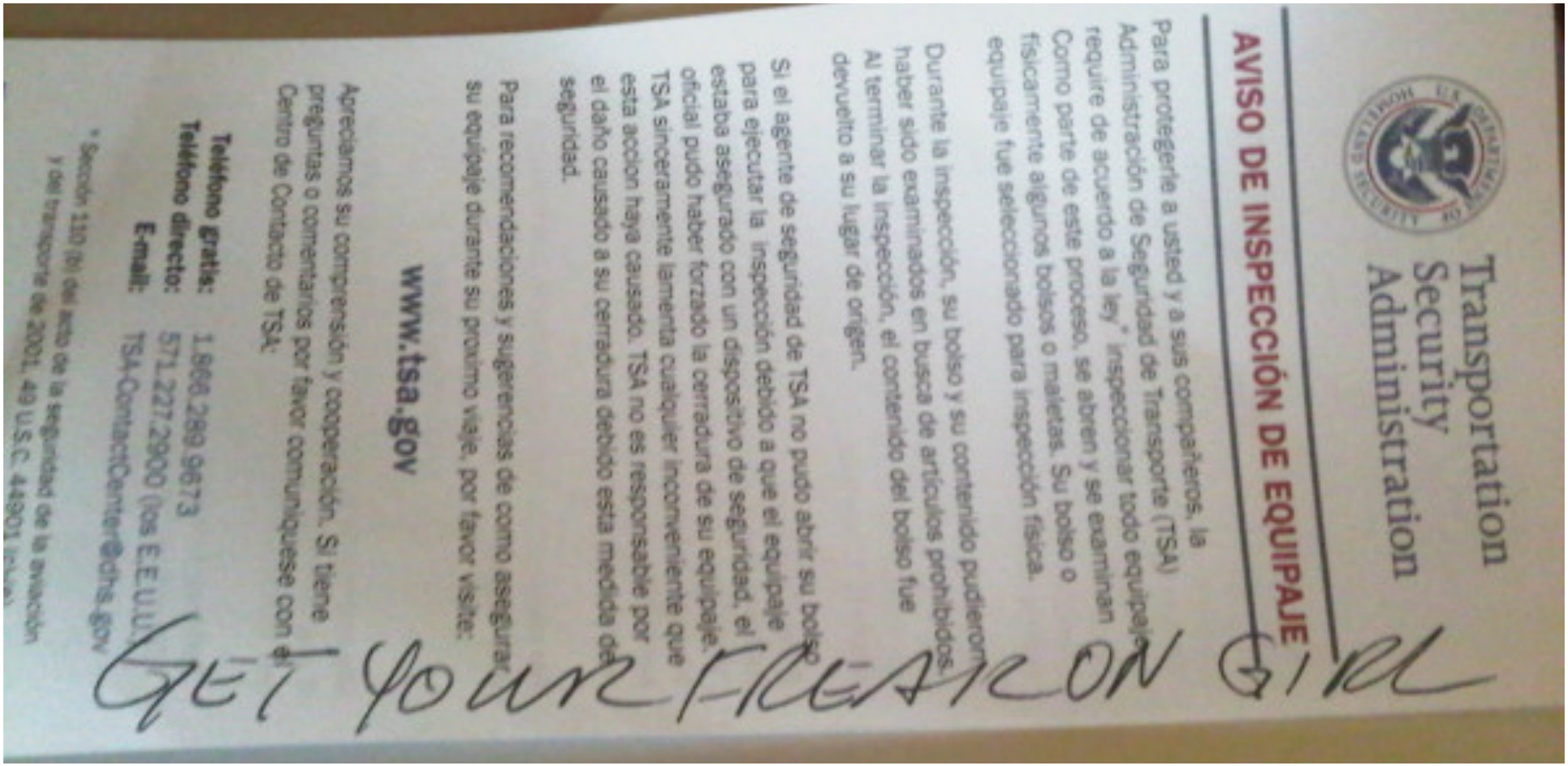
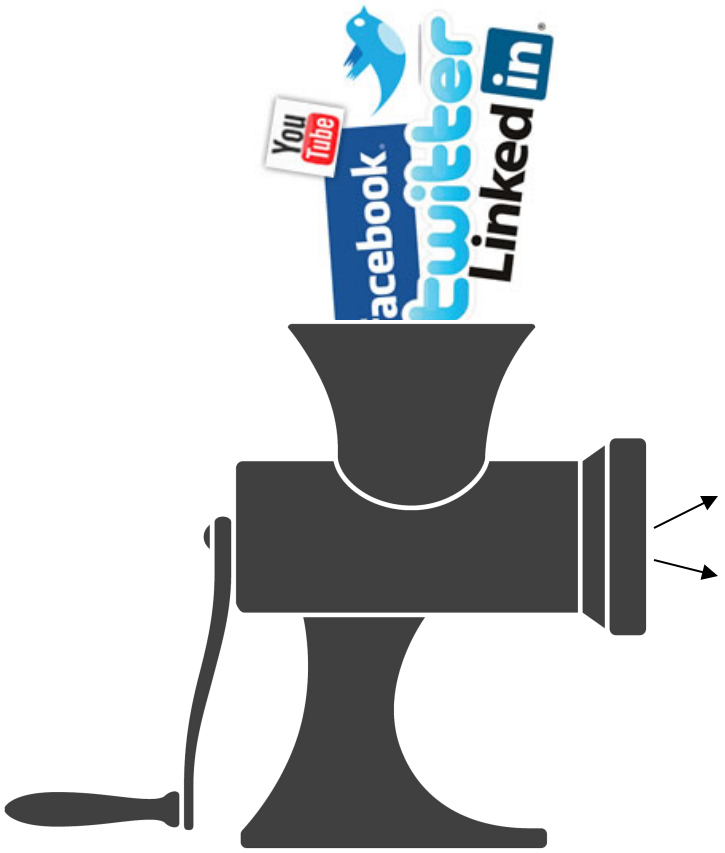
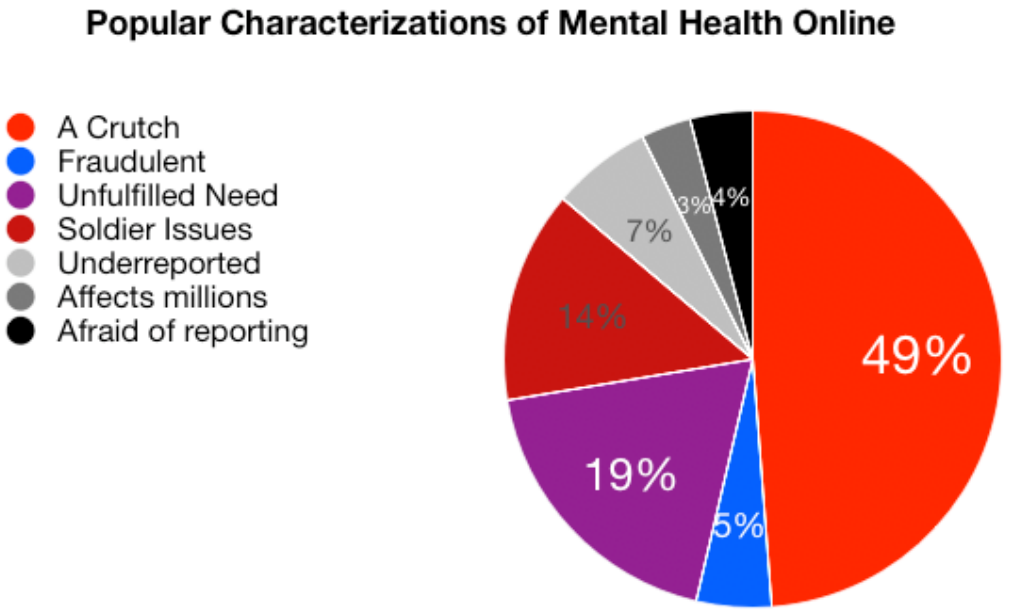


SOCIAL INTELLIGENCE

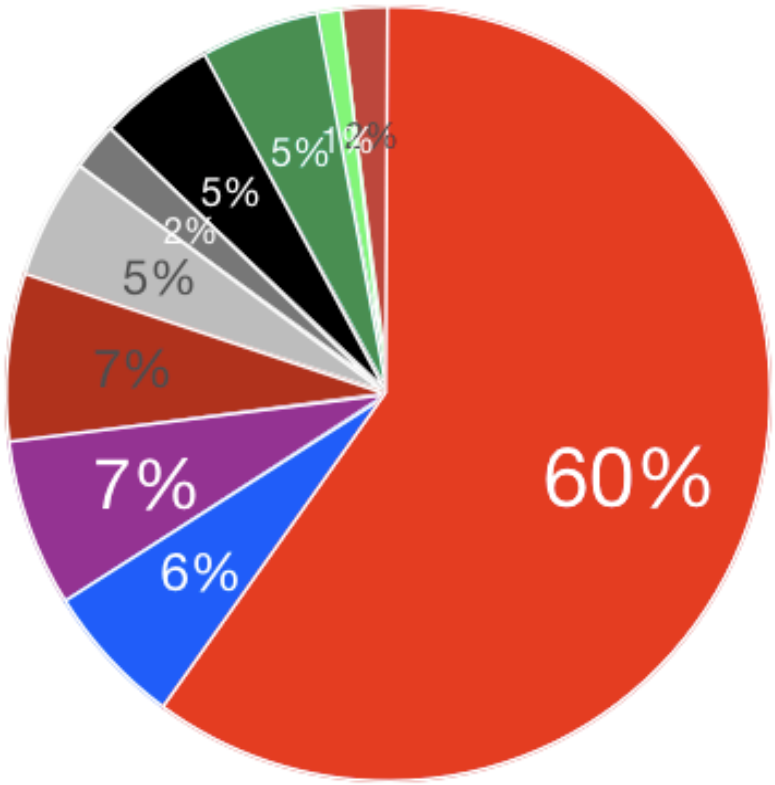
SOCIALINTELLIGENCE

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



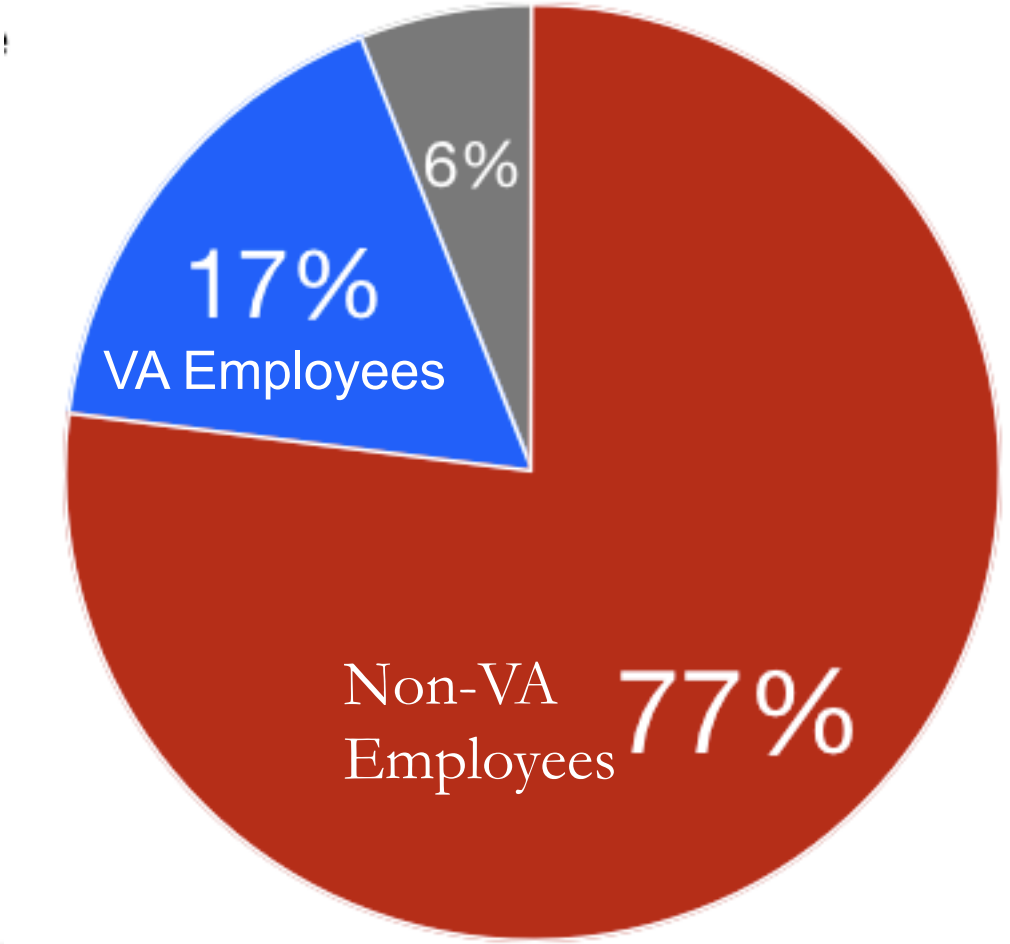


VA SENTIMENTANALYSIS



VA SENTIMENTANALYSIS

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



VA SENTIMENTANALYSIS

(-)

- 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

(+)

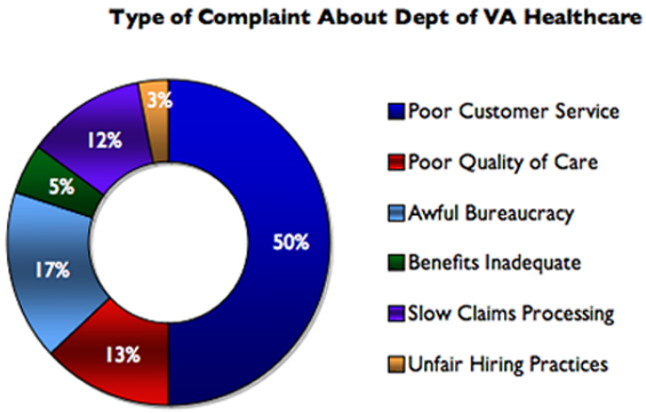
- Compliments in service improvements were noted at:
  1. Hampton, VA
  2. West Haven, CT
  3. Houston, TX
  4. Worcester, MA

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.

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

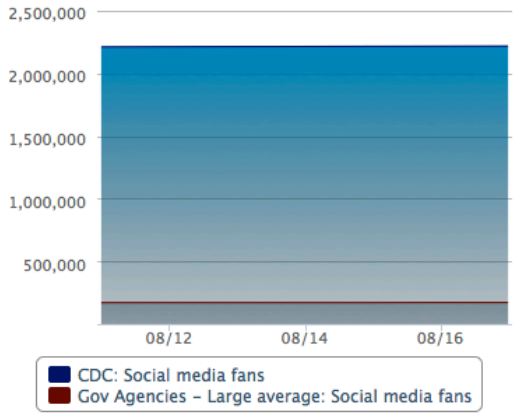
5th	2,003,896	214,616	11,122	5,636
MEDIA POWER RANK	Followers	Fans	Total Tweets Sent	Mentions Last 7 Days

Media Power Rank (145 peers)

Gov Agencies - Large

1. Department of State (DOS)
4. U.S. Navy
5. **Centers for Disease Control and Prevention (CDC)**
6. Department of Education (ED)
7. U.S. Army

Social Media Fans (7 days)



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

1000 Profiles

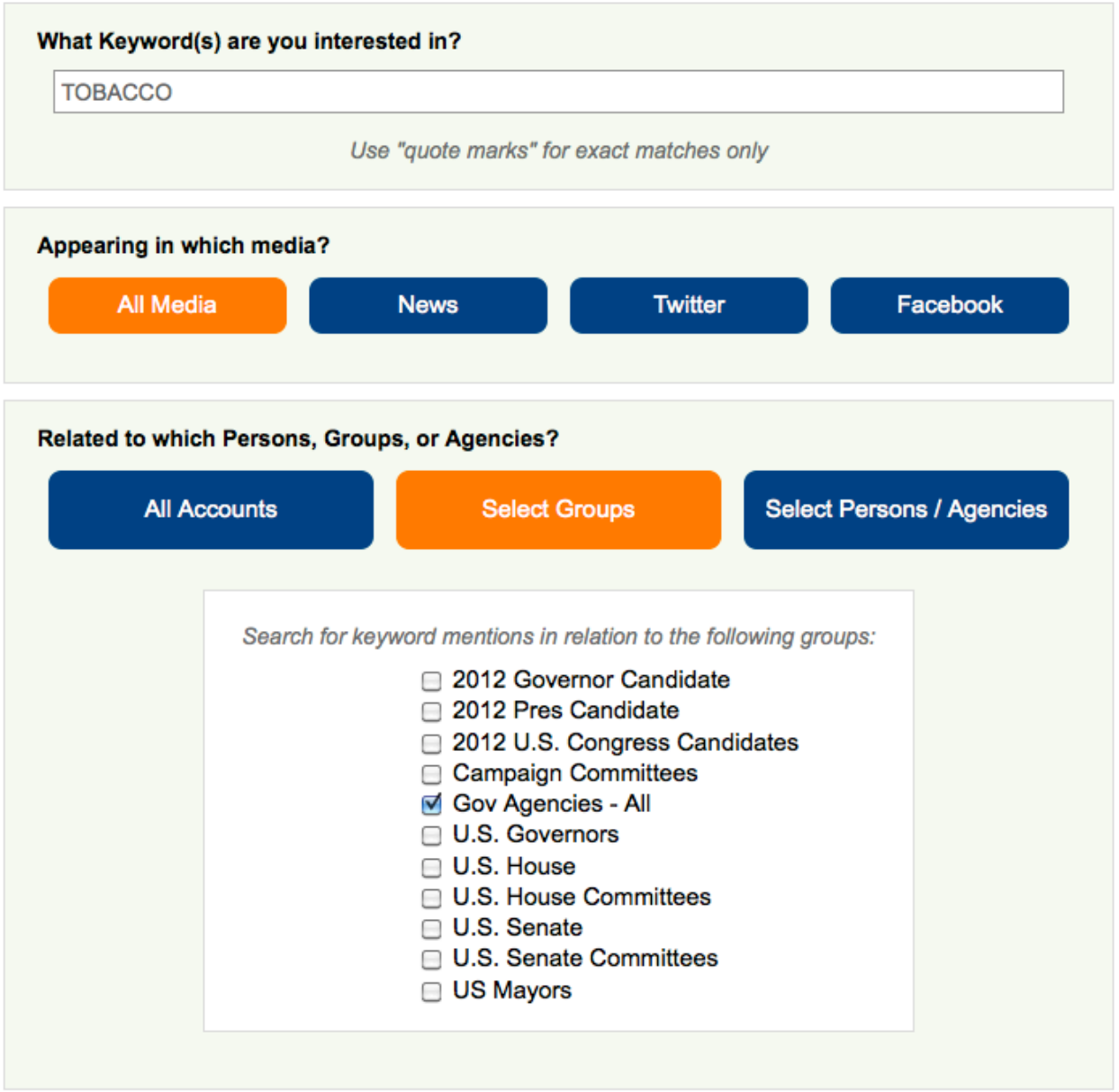
Quotes & Posts

TRACKAGENCYINFLUENCERS

Latest News	Top Tweets	Engages	Listens To

1. ElinSilveous
2. damianbuchman
3. HepBFoundation
4. melissagrossman
5. SmokefreeGov
   National Cancer Institute (NCI)
6. theNCI
   National Cancer Institute (NCI)
7. SGRegina
8. BeAnExample
9. NALBOH
10. nphic
11. TFGHer
12. diplocockeyed
13. TeenHealthGov
14. tobaccofreefla
15. killermonkey

FINDWASTE



Search Dialogue

News & SocMed

OhMyGov Inc. ANALYTICS

Admin Settings Sign out PRO

MY DASHBOARD EXPLORE LEADERBOARDS FAQ USERGUIDE

Find *any* POLITICIAN *or* GOVERNMENT AGENCY

Go

or

Search *WORDS MENTIONED by Politicians or Agencies*

Go

Modify Search

Filter Results Below:

Search

Modify

TOBACCO **(233)**

Media

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

Related To

Modify

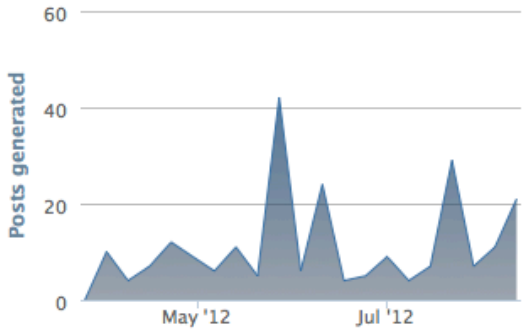
- Gov Agencies - All (233)

- **Only posts by these accounts**

Top Sources

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

Mentions Over Time



Top Sources

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

Media Type | **Relevance** | **Date ▼**

fdatobacco: RT @AngieMcGowan: Since we're in Kansas City focused on #tobacco control this sign stood out! #2012nctoh http://t.co/tYOkilib
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 ...
Aug 16, 2012 02:26PM EDT via *web*

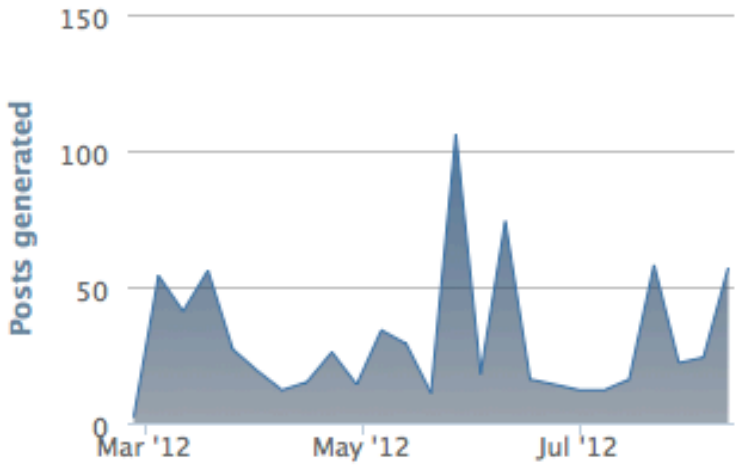
thenci: RT @NCIBulletin: #Tobacco use is the leading cause of premature and preventable death in the U.S. To see how you can help, visit: http:/ ...
Aug 16, 2012 07:21AM EDT via *web*

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

FINDWASTE

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

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

Go

or

***Search** WORDS MENTIONED by Politicians or Agencies*

Go

Modify Search

Filter Results Below:

Search

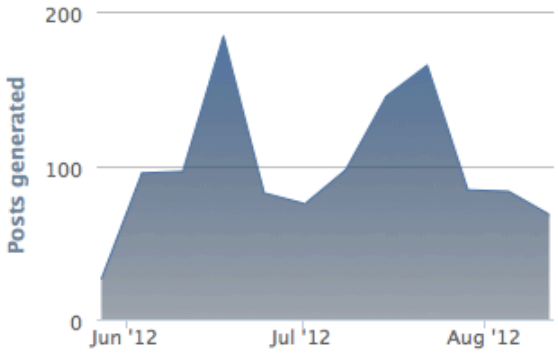
Modify

conference **(1200)**

Media

- News (0)
- Facebook (446)
- Tweets (754)
- @Mentions

Mentions Over Time



Top Sources

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

usembassycyprus: 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.

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:

MONITORGROUPS

Create a specific group to monitor:

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

CUSTOMDASHBOARDS

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. Crowdsource 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*

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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!

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