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?

More than just sharing pics of yourself online...
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

United States: 77.3%
Population: 310,232,863

Japan: 78.4%
Population: 126,475,664

Germany: 79.1%
Population: 82,262,988

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

(Statistics from 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.
SOCIAL DATA

- 0.5 billion links shared per week
- 19 billion comments/likes per week
- 1 billion tweets per week

X 52 weeks

= 1.06 Trillion data points/yr and growing

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

RicardosCorner: @wwwicegov 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...

13 Oct via web

Favorite Retweet Reply
Alexandra Santos
@wwwicegov How about an App for anonymous submissions?

Assign to andrew einhorn Task Please respond

Anything else you would like to add (optional)

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

TSA

Analyze Social Media Mentions by Location

Areas Receiving Most Negative Social Media Comments

- Orlando
- Atlanta
- Boston
- DC/Dulles
- Seattle
- SF
- Houston

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

Oct. 26, 2011
SEARCH VIOLATIONS
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.
VA SENTIMENT ANALYSIS

- Customer Service: 60%
- Legal: 7%
- Bureaucracy: 7%
- Claims: 5%
- Employment Practices: 5%
- Medical Care: 5%
- Quality of Care: 7%
- Veterans: 6%
- Volunteering: 7%
- Other: 5%
- Veterans Health Administration: 2%
• 17.5% of comments came from current VA employees.
• Almost all negative.
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?
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)
Department of Health and Human Services (HHS)

**Profile**

**5th MEDIA POWER RANK**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Agency</th>
<th>Followers</th>
<th>Fans</th>
<th>Total Tweets Sent</th>
<th>Mentions Last 7 Days</th>
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<tbody>
<tr>
<td>1</td>
<td>Department of State (DOS)</td>
<td>2,003,896</td>
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<td></td>
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<tr>
<td>4</td>
<td>U.S. Navy</td>
<td>214,616</td>
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<td>Centers for Disease Control and Prevention (CDC)</td>
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<td>6</td>
<td>Department of Education (ED)</td>
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<td>7</td>
<td>U.S. Army</td>
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**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

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**Latest News**

- **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

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**OhMyGov**

[Link to OhMyGov.com]
# TRACK AGENCY INFLUENCERS

<table>
<thead>
<tr>
<th>Latest News</th>
<th>Top Tweets</th>
<th>Engages</th>
<th>Listens To</th>
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</thead>
<tbody>
<tr>
<td>1. ElinSilveous</td>
<td>6. theNCI National Cancer Institute (NCI)</td>
<td>11. TFGHer</td>
<td></td>
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<tr>
<td>2. damianbuchman</td>
<td>7. SGRegina</td>
<td>12. diplocockeyed</td>
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<td>4. melissagrossman</td>
<td>9. NALBOH</td>
<td>14. tobaccofreefla</td>
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</tr>
<tr>
<td>5. SmokefreeGov National Cancer Institute (NCI)</td>
<td>10. nphic</td>
<td>15. killermonkey</td>
<td></td>
</tr>
</tbody>
</table>
FIND WASTE

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
FINDWASTE

40 AGENCIES TALKING ABOUT TOBACCO

Mentions Over Time

Top Sources
1. Food and Drug Administration (FDA)
2. Centers for Disease Control and Prevention (CDC)
3. National Cancer Institute (NCI)
4. Department of Health and Human Services (HHS)
5. TRICARE Management
6. National Institute on Drug Abuse (NIDA)
7. National Institutes of Health (NIH)
8. National Library of Medicine
9. Broadcasting Board of Governors
10. Substance Abuse and Mental Health Services Administration (SAMHSA)
FIND WASTE

1200 Mentions of Gov’t Conferences in 3 months by agencies – next GSA?
Hatch Act Violations

Search dialogue from all agencies for violations.

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

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.


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

useembasscyprus: Texas win gives #Romney majority needed for #Republican nomination. http://t.co/9baiZcbl
Jun 01, 2012 07:39AM EDT via web
Neither Mitt Romney nor Paul Ryan mentioned the war in Afghanistan during their big running mate roll-out in Virginia Saturday.
Groups we can monitor:

- Congress & Committees
- Gen. Public & Coalitions
- Military Members
- Media Influences
- Government Agencies

Governors & Candidates
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.
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. Crowdsourse 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:

[Logos for NSF, Georgetown University, CIT, and Microsoft]
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!

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