Intelligent Automation Incorporated

Enhancements for a Dynamic Data Warehousing and Mining System for Large-scale HSCB Data

Monthly Report No. 4
Reporting Period: June 21, 2016 – July 20, 2016

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1 Work Performed within This Reporting Period

In this reporting period, we performed the following tasks.

- **Developed YouTube Analytics Capabilities.** We have developed computation of YouTube basic statistics including Top Videos, Top Users, Top Words, and Top Languages, and also applied NER to the text associated with YouTube posts. We have also developed UI for interactive display, and designed map and media gallery views.

- **Released Scraawl 1.16.**

1.1 Development of YouTube Analytics and UI

1.1.1 YouTube Top K Statistics Computation and View
We have developed a fast and reliable computation of Top K statistics for YouTube videos. In particular, we compute Top Videos, Top Users, Top Words, and Top Languages. In all cases, “Top” refers to higher count. Similar to other data sources, we have also implemented a UI to show and interact with these statistics. Figure 1 shows a representative view of the UI. Top Videos, Top Users, and Top Words are shown as lists while Top Languages are shown as a pie chart. Every Top K Statistics also include a
drill-down menu, where users can access using the “Details” button. In the drill-down menu, users can see Top 50 statistics and other relevant metrics. Also, users can filter to include or exclude the relevant posts.

![Figure 1: Representative Top K Statistics for YouTube Videos.](image1.png)

### 1.1.2 YouTube Timeline View
Similar to the other data feeds, we have developed a timeline view that shows the number of posts. The timeline view is interactive and the selected portion can be filtered using “Filter By Range” as shown in Figure 2.

![Figure 2: Representative Timeline View.](image2.png)

### 1.1.3 YouTube Media Gallery View
We show the snapshots of the Top 50 videos in a grid under “Media Gallery” view. The video snapshots are clickable and each click directs the user to a page that has statistics about video. A representative media gallery view is shown in Figure 3.
1.1.4 **YouTube Named Entity Recognition (NER) View**

We perform Scraawl’s NER algorithm to the text associated with YouTube post, which classifies the named entities into organizations, locations, and persons. Scraawl’s NER also performs abbreviation extensions, e.g., UN is mapped to “United Nations.” A representative NER view along with other statistics is shown in Figure 4.

![Figure 4: Representative NER View.](image)

1.1.5 **YouTube Map View**

We use Scraawl’s Location Map and Heat Map view to display geolocation information about YouTube videos. In particular, we show geo-coded and geo-referenced YouTube posts. Geo-coded posts are those which have GPS information on them while geo-referenced posts are those which mention location information. A representative Map view is shown in Figure 5.

![Figure 5: Representative Map View.](image)
2 Current Problems

None.

3 Work to be Performed in the Next Reporting Period

In the next report period, we will focus on the following tasks:

- We will develop an API for news feed collection.
- We will deliver Scraawl 1.17.