(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
4 July 2013 (04.07.2013)

WIPO | PCT

(10) International Publication Number
WO 2013/101809 A2

(51) International Patent Classification:
*G06Q 40/06* (2012.01)

(21) International Application Number:
PCT/US2012/071622

(22) International Filing Date:
26 December 2012 (26.12.2012)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
13/337,662 27 December 2011 (27.12.2011) US

(71) Applicant: **THOMSON REUTERS GLOBAL RESOURCES** [CH/CH]; Neuhofstrasse 1, CH-6340 Baar (CH).

(72) Inventors; and

(71) Applicants *(for US only)*: **ANDREWS, Sarah, L.** [CA/US]; 230 W. 55th Street, Apt 4c, New York, NY 10019 (US). **DAM, Peenaki** [IN/US]; 561 10th Ave., Apt 11h, New York, NY 10036 (US). **FRENNET, Damien** [BE/US]; 550 Third Ave., Apt 2, New York, NY 10016 (US). **CHAUDHURI, Summit** [IN/US]; 55 River Drive S, Apt 1009, Jersey City, NJ 07310 (US). **RODRIGUEZ, Ricardo** [US/US]; 307 East 91st Street, Apt 5e, New York, NY 10128 (US). **GANAPAM, Ashok** [IN/US]; 1376 1st Avenue, Apt 3, New York, NY 10021 (US). **SCHILDER, Frank** [DE/US]; 1764 Hague Ave, Saint Paul, MN 55104 (US). **LEIDNER, Jochen, Lothar** [DE/CH]; Grabenstrasse 32, CH-6300 Zug (CH).

(74) Agent: **DUNCAN, Kevin T.**; Valenti Hanley & Robinson, PLLC, One Riverfront Plaza, Suite 1950, Louisville, KY 40202 US (US).

(81) Designated States *(unless otherwise indicated, for every kind of national protection available)*: AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) Designated States *(unless otherwise indicated, for every kind of regional protection available)*: ARIPO (BW, GH,

*[Continued on next page]*

(54) Title: METHODS AND SYSTEMS FOR GENERATING COMPOSITE INDEX USING SOCIAL MEDIA SOURCED DATA AND SENTIMENT ANALYSIS

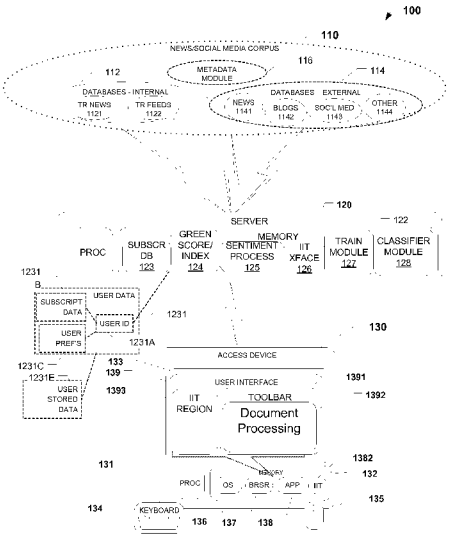



FIGURE 1

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(57) Abstract: The present invention provides a News/Media Analytics System (NMAS) adapted to automatically process and "read" news stories and content from blogs, twitter, and other social media sources, represented by news/media corpus, in as close to real-time as possible. Quantitative analysis, techniques or mathematics, such as green scoring/composite module and sentiment processing module are processed to arrive at green scores, green certification, and/or model the value of financial securities, including generating a composite environmental or green index. The NMAS automatically processes news stories, filings, new/social media and other content and applies one or more models against the content to determine green scoring and/or anticipate behavior of stock price and other investment vehicles. The NMAS leverages traditional and, especially, social media resources to provide a sentiment-based solution that expands the scope of conventional tools for creating a socially aware composite index.

WO 2013/101809 A2

GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

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