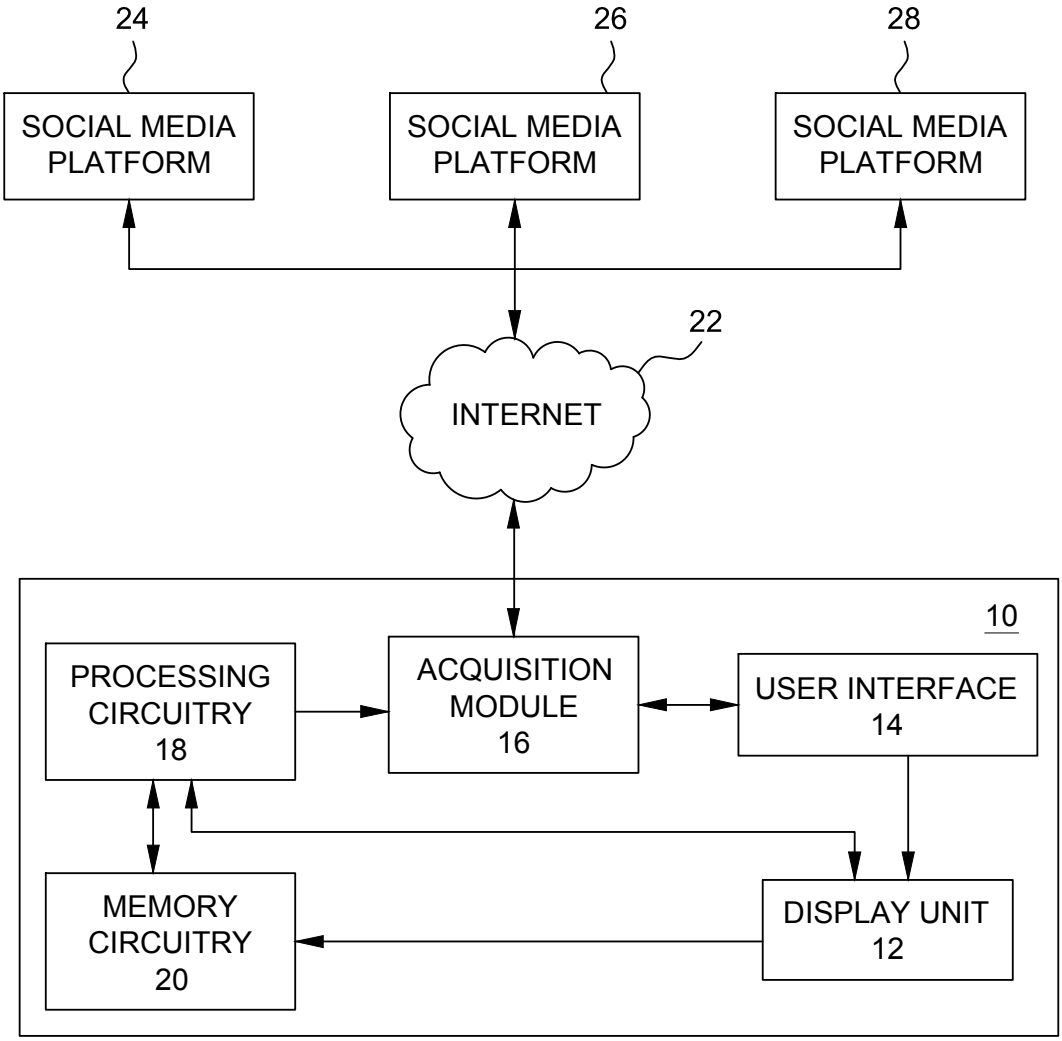

24
26
28
SOCIAL MEDIA PLATFORM
SOCIAL MEDIA PLATFORM
SOCIAL MEDIA PLATFORM
22
INTERNET
10
PROCESSING CIRCUITRY 18
ACQUISITION MODULE 16
USER INTERFACE 14
MEMORY CIRCUITRY 20
DISPLAY UNIT 12

FIG. 1

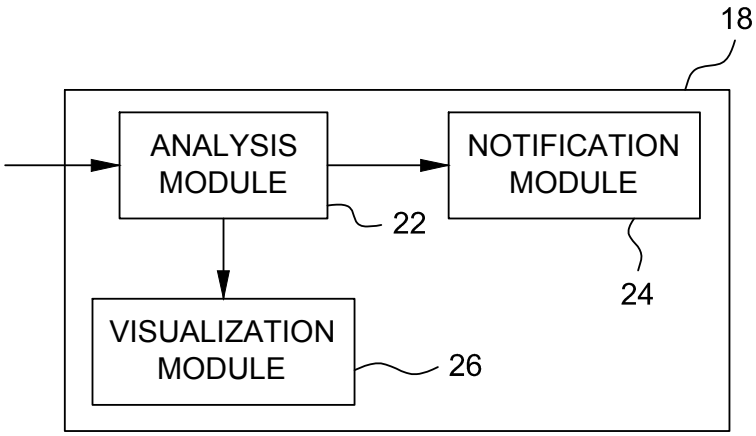

18
ANALYSIS MODULE
NOTIFICATION MODULE
22
24
VISUALIZATION MODULE
26

FIG. 2

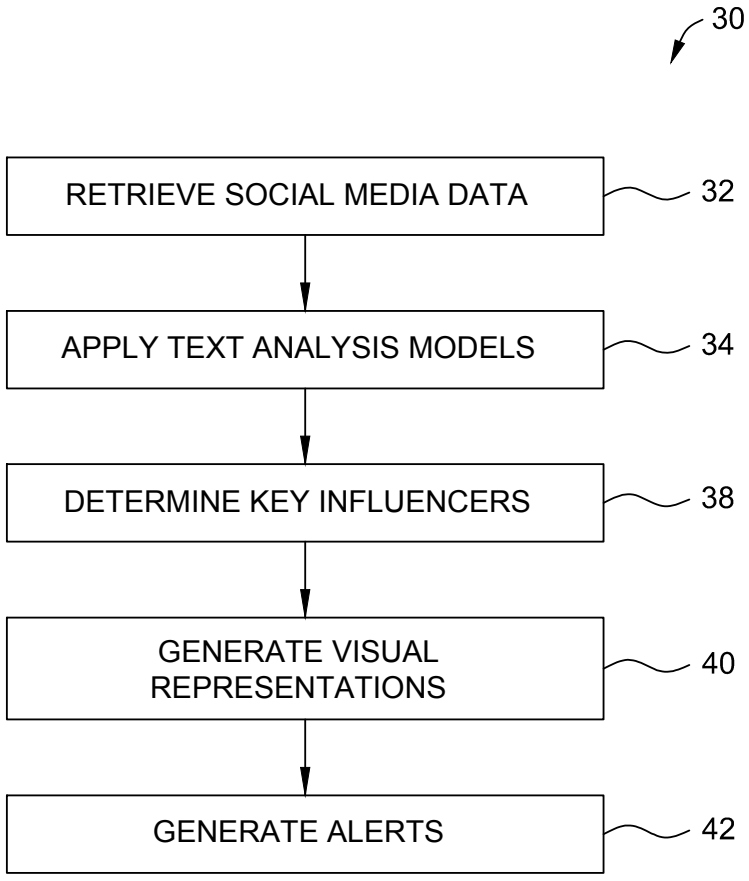

30
RETRIEVE SOCIAL MEDIA DATA
32
APPLY TEXT ANALYSIS MODELS
34
DETERMINE KEY INFLUENCERS
38
GENERATE VISUAL REPRESENTATIONS
40
GENERATE ALERTS
42

FIG. 3

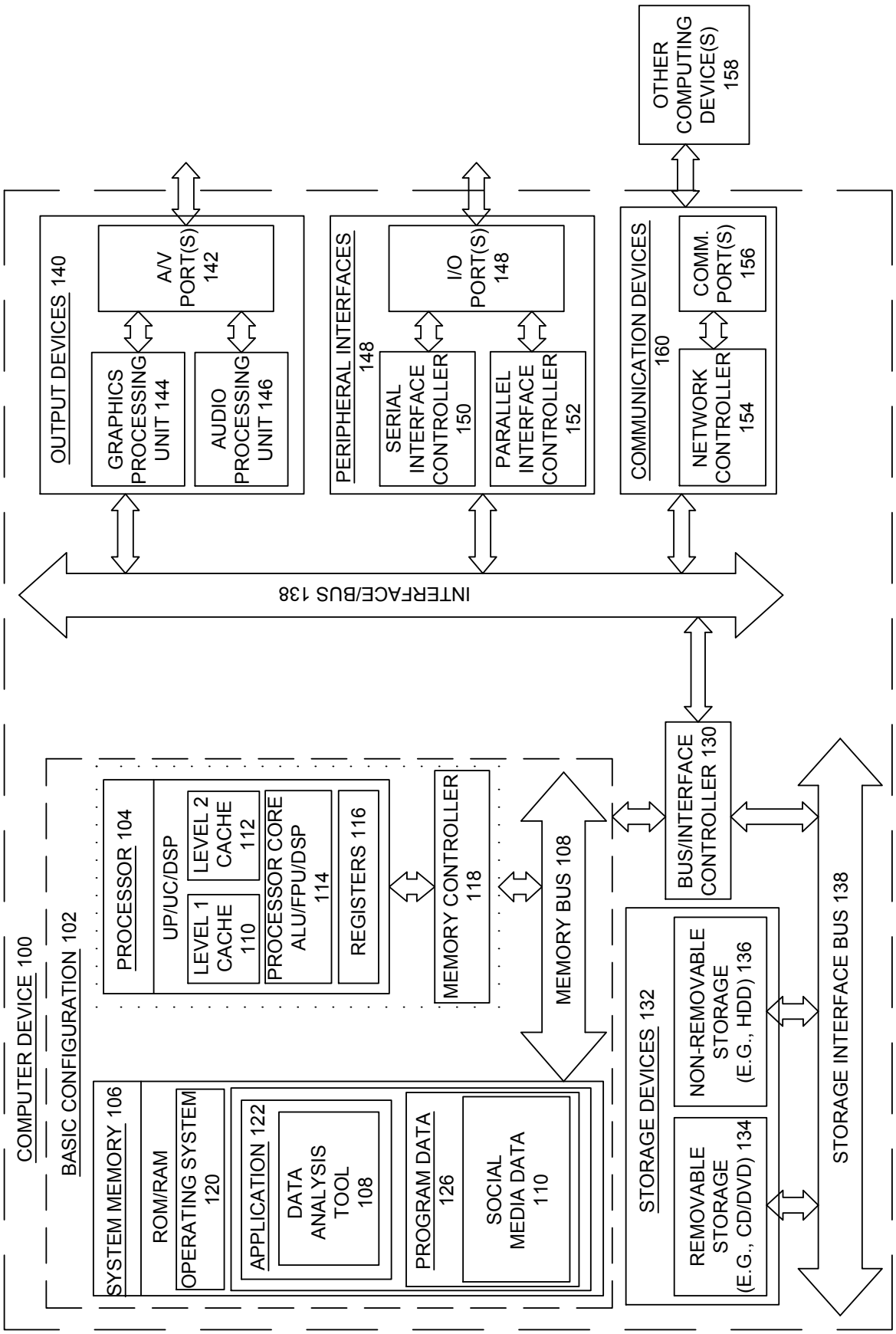

COMPUTER DEVICE 100
BASIC CONFIGURATION 102
PROCESSOR 104
UP/UC/DSP
LEVEL 1 CACHE 110
LEVEL 2 CACHE 112
PROCESSOR CORE ALU/FPU/DSP 114
REGISTERS 116
MEMORY CONTROLLER 118
SYSTEM MEMORY 106
ROM/RAM
OPERATING SYSTEM 120
APPLICATION 122
DATA ANALYSIS TOOL 108
PROGRAM DATA 126
SOCIAL MEDIA DATA 110
MEMORY BUS 108
BUS/INTERFACE CONTROLLER 130
STORAGE DEVICES 132
REMOVABLE STORAGE (E.G., CD/DVD) 134
NON-REMOVABLE STORAGE (E.G., HDD) 136
STORAGE INTERFACE BUS 138
INTERFACE/BUS 138
OUTPUT DEVICES 140
A/V PORT(S) 142
GRAPHICS PROCESSING UNIT 144
AUDIO PROCESSING UNIT 146
PERIPHERAL INTERFACES 148
I/O PORT(S) 148
SERIAL INTERFACE CONTROLLER 150
PARALLEL INTERFACE CONTROLLER 152
COMMUNICATION DEVICES 160
COMM. PORT(S) 156
NETWORK CONTROLLER 154
OTHER COMPUTING DEVICE(S) 158

FIG. 4

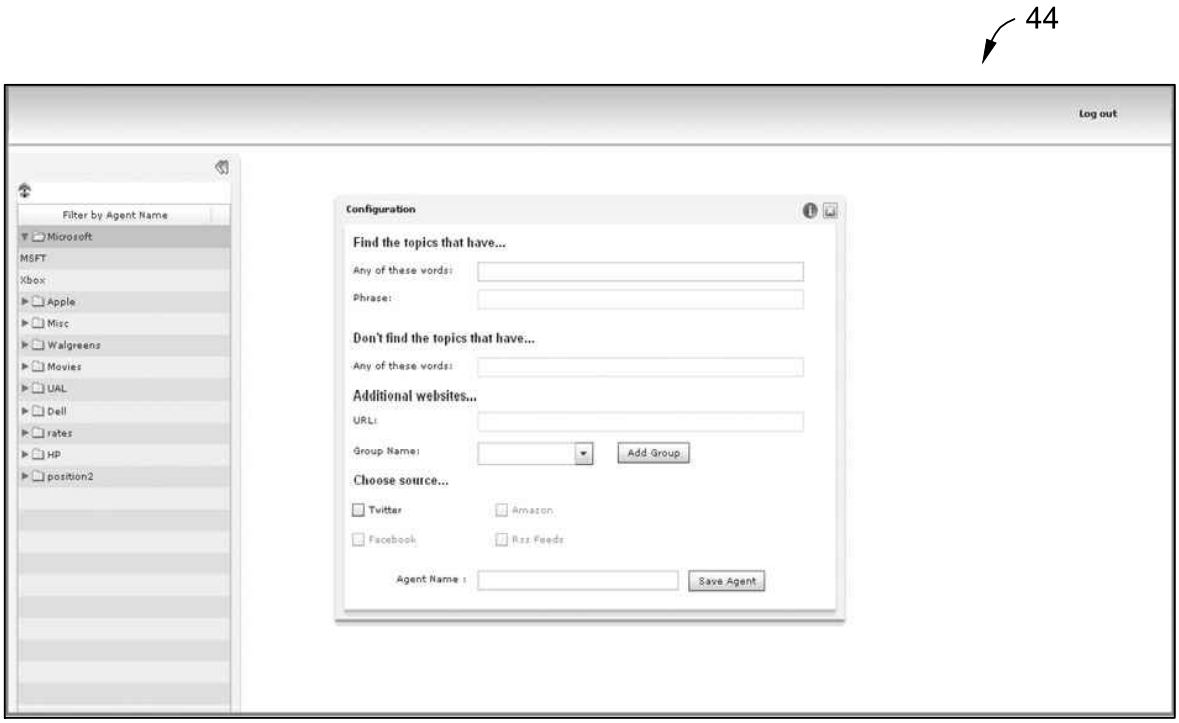

44
Log out
Filter by Agent Name
Microsoft
MSFT
Xbox
Apple
Misc
Walgreens
Movies
UAL
Dell
rates
HP
position2
Configuration
Find the topics that have...
Any of these words:
Phrase:
Don't find the topics that have...
Any of these words:
Additional websites...
URL:
Group Name:
Add Group
Choose source...
Twitter
Amazon
Facebook
Rss Feeds
Agent Name :
Save Agent

FIG. 5

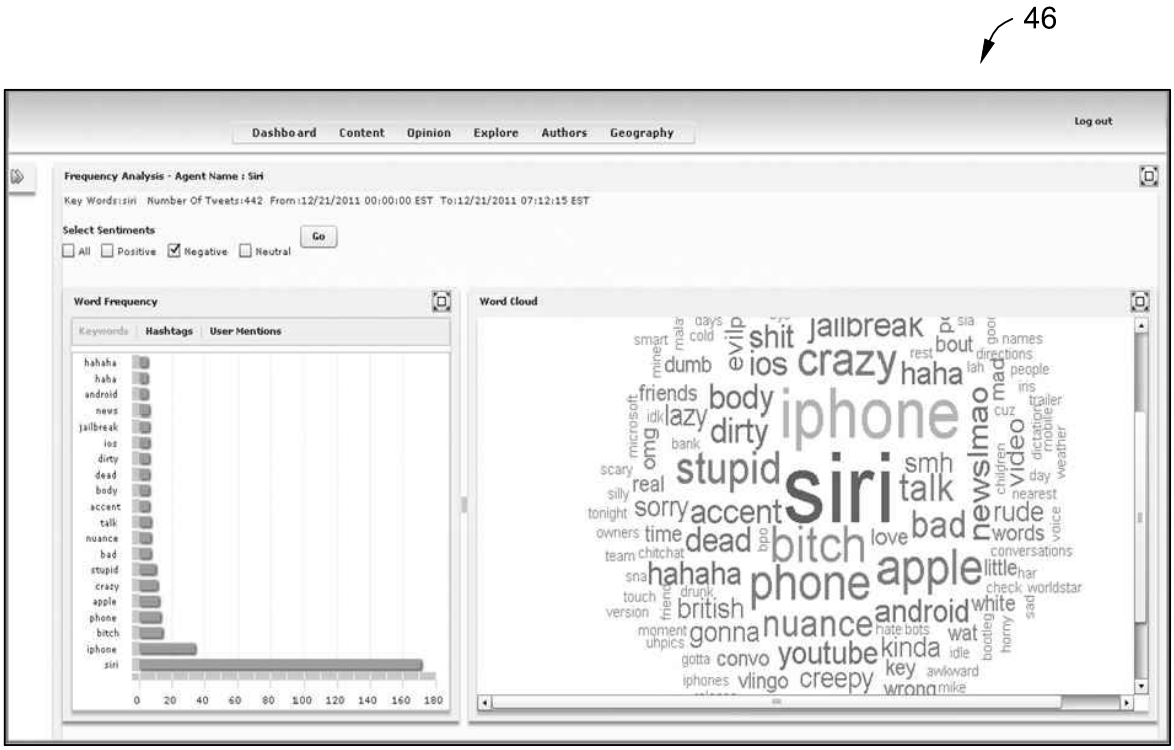
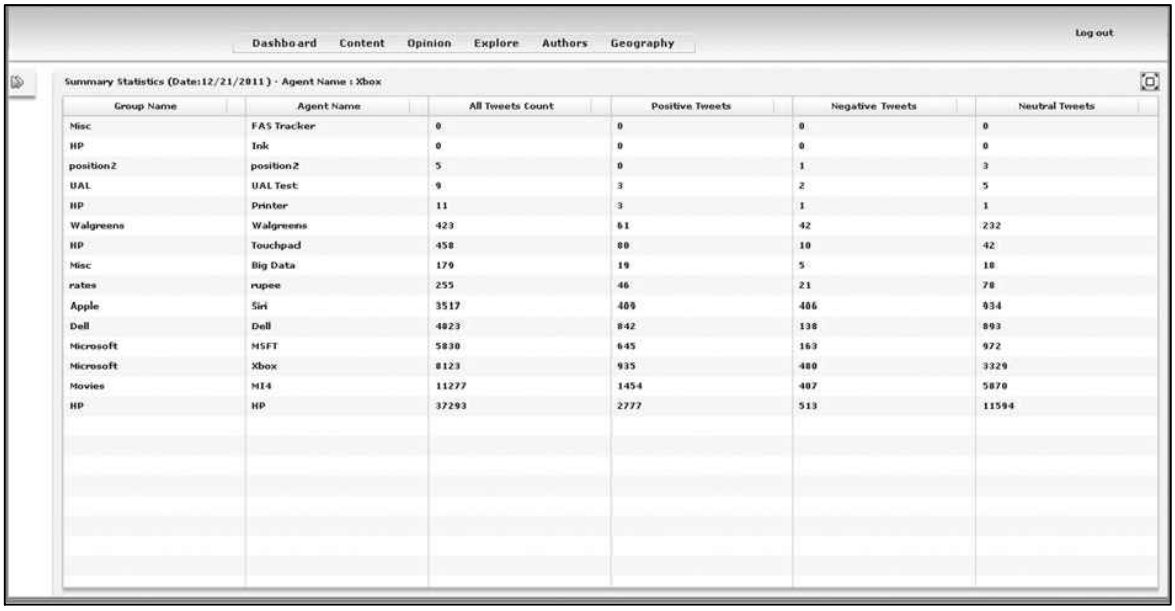

46
Log out
Dashboard
Content
Opinion
Explore
Authors
Geography
Frequency Analysis - Agent Name : Siri
Key Words:siri Number Of Tweets:442 From:12/21/2011 00:00:00 EST To:12/21/2011 07:12:15 EST
Select Sentiments
All
Positive
Negative
Neutral
Go
Word Frequency
Keywords
Hashtags
User Mentions
Word Cloud

FIG. 6

48



Group Name	Agent Name	All Tweets Count	Positive Tweets	Negative Tweets	Neutral Tweets
Misc	FAS Tracker	0	0	0	0
HP	Ink	0	0	0	0
positionZ	positionZ	5	0	1	3
UAL	UAL Test	9	3	2	5
HP	Printer	11	3	1	1
Walgreens	Walgreens	423	61	42	232
HP	Touchpad	458	80	10	42
Misc	Big Data	179	19	5	18
rates	rupee	255	46	21	78
Apple	Siri	3517	409	406	934
Dell	Dell	4823	842	138	893
Microsoft	MSFT	5830	645	163	972
Microsoft	Xbox	8123	935	480	3329
Movies	MI4	11277	1454	407	5870
HP	HP	37293	2777	513	11594

FIG. 7

50



FIG. 8

52



FIG. 9

54

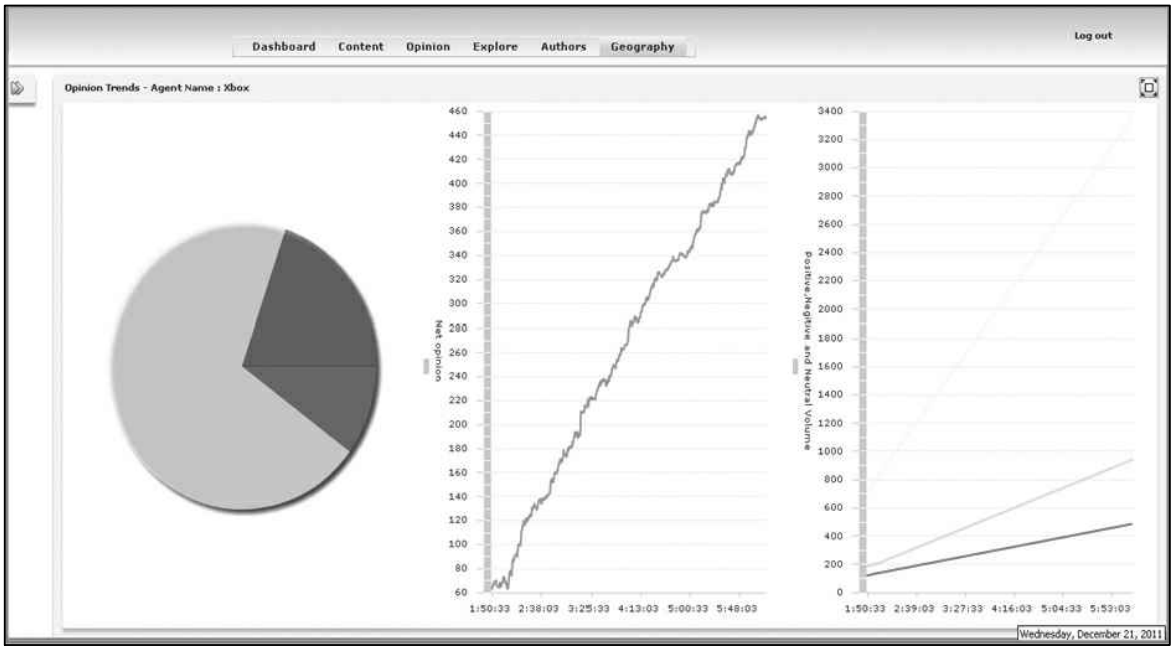


FIG. 10

56

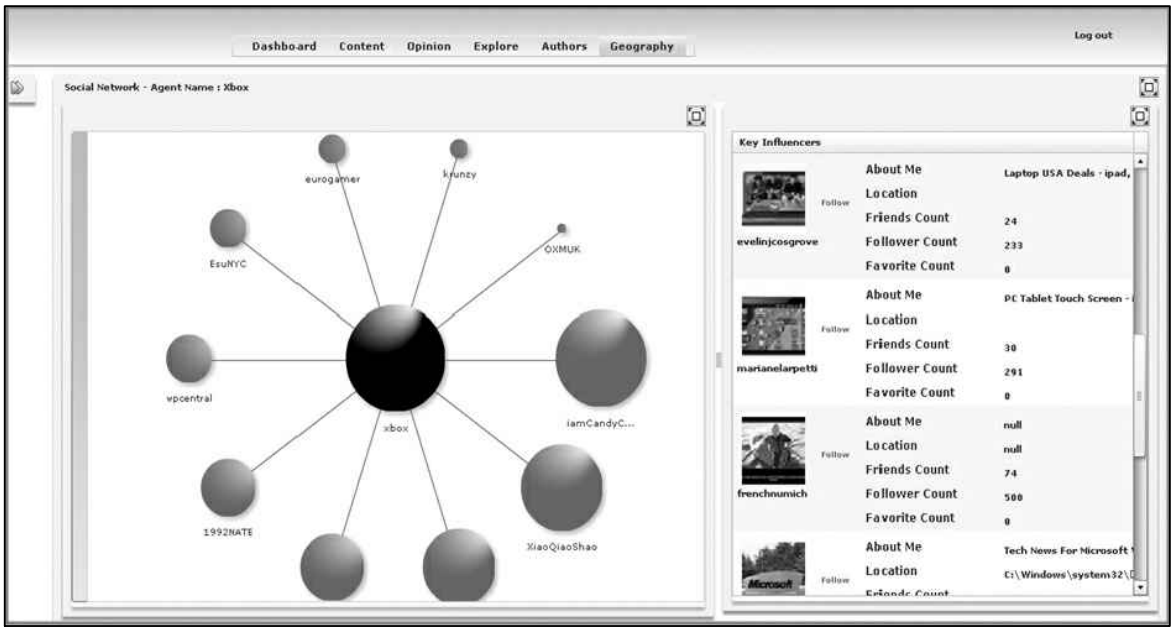


FIG. 11

58

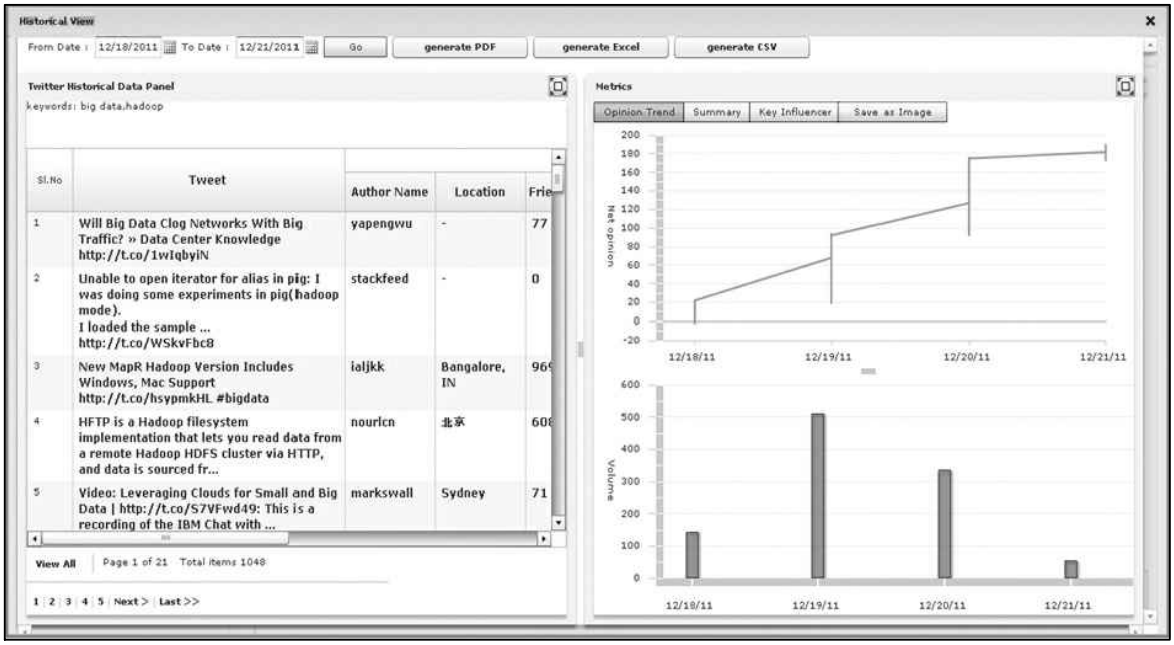


FIG. 12

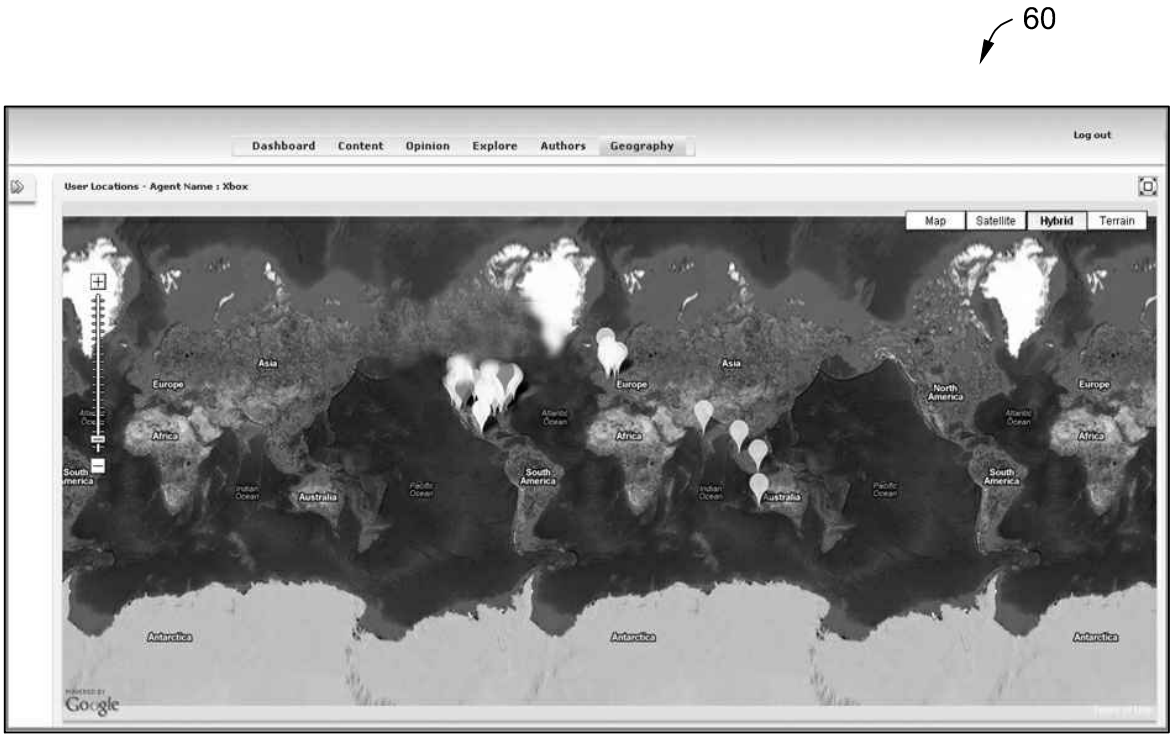

60
Dashboard
Content
Opinion
Explore
Authors
Geography
Log out
User Locations - Agent Name : Xbox
Map
Satellite
Hybrid
Terrain
Asia
Europe
Africa
South America
Australia
Antarctica
North America
Google

FIG. 13