The Blog-Intelligence Framework

Background

It was already shown on several occasions that it can be highly meaningful for individuals, institutions or even governments to find ways and measures to extract reliable and insightful trends, opinions or particular pieces of information out of the blogosphere. However, it is increasingly difficult - if not impossible - for the average internet user and weblog enthusiast to grasp the blogosphere's complexity as a whole, due to thousands of new weblogs and an almost uncountable number of new posts adding up to the before-mentioned collective on a daily basis. Mining, analyzing, modeling and presenting this vast pool of knowledge in one central framework to extract, exploit and represent meaningful knowledge for the common blog user forms the basis of this master project.

Description

The result of the corresponding long-term research initiative presented here is BLOG-INTELLIGENCE. It is a blog analysis framework, integrated into a web portal (http://www.blog-intelligence.com/), with the objective to leverage content- and context-related structures and dynamics residing in the blogosphere and to make these findings available in an appropriate format to anyone interested. The portal has by now reached a mature functionality, however, requires ongoing optimization efforts in any of its three layers (see figure 1): data extraction (reconfiguration of existing crawler framework), data analysis (optimization of the portal's six main information services) and data provision (visualization of key information services and ongoing web development for portal).

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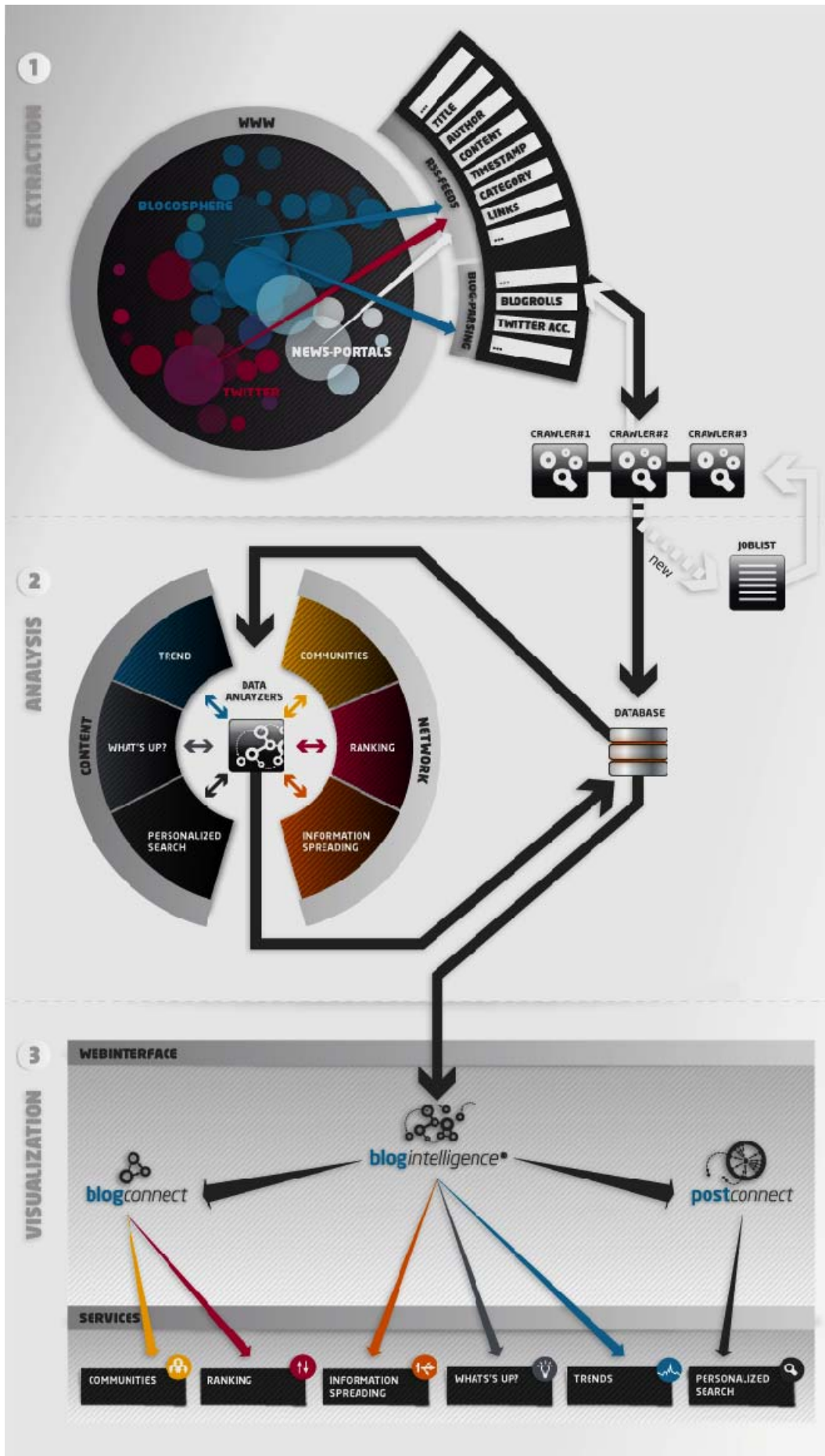- Ansprechpartner: Justus Broß, M.Sc. & MBE

Figure 1: Blog-Intelligence proces overview (© bross, 2010)