



Project Profile

SoMeDi

Social media and digital interaction intelligence

The ITEA SoMeDi project aims to unravel the implicit value in digital interaction data by turning it into Digital Interaction Intelligence that can drive and support various business processes and use situations, resulting ultimately in relevant economic valorisation.

ADDRESSING THE CHALLENGE

The digitalisation of services, media consumption and communication provides new opportunities and challenges to companies. Digitalisation and cloud based services make it possible to offer services to a huge, even global customer base. The challenge lies in offering customers with different needs and preferences optimal configuration, automatically. The opportunity lies in Digital Interaction Intelligence (DII), the application of advanced data mining techniques to extract information and the value hidden in the digital information generated by humans in digital interactions with and through computer systems. SoMeDi will apply advanced artificial intelligence and machine learning techniques to unlock that value.

PROPOSED SOLUTIONS

SoMeDi will develop novel methods and tools that supplement general machine intelligence toolboxes, frameworks and services to efficiently analyse digital interaction data including social media. These include methods to produce improved sentiment analysis and opinion mining to increase perception of the user's attitude towards topics and concepts at aspect level, methods that analyse user activities and online phenomenon, and methods for providing decision support of the analysed data for different purposes of use. Connecting the value mined through these

methods with a company's production and business processes will improve offers and personalise service or content configurations. How to use social media actively and efficiently will be explored along with a methodology for effectively entering and acting in social media, and use this for growth hacking, customer support and marketing in B2C and B2B scenarios.

PROJECTED RESULTS AND IMPACT

The project partners will produce two (integrated and validated) demonstrators (a prototype user interface and a platform prototype offering content planning and personalised recommendations)

and a guidebook to introduce a practical Digital Interaction and Social Media Intelligence methodology with techniques, illustrated by the project's use cases. The two demonstrators will prove SOMEDI capabilities and features through the analysis of social media in two domain areas: marketing and recruiting purposes. The IPR generated in the project will be utilised in various ways, either by publishing as open source or through other licences. SoMeDi will allow companies and organisations to improve the overall customer experience by enabling faster, more targeted and personalised interaction.



SoMeDi transforms the social media information into useful and actionable knowledge for companies

**Project start**

December 2016

Project leader

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Project website<http://somedhi-iberia.es/>**Project end**

November 2019

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ITEA is a transnational and industry-driven R&D&I programme in the domain of software innovation. ITEA is a EUREKA Cluster programme, enabling a global and knowledgeable community of large industry, SMEs, start-ups, academia and customer organisations, to collaborate in funded projects that turn innovative ideas into new businesses, jobs, economic growth and benefits for society.