SOMEDI

SOcial MEdia and DIgital
interaction intelligence

The SOMEDI project explores how interaction data generated by users on digital systems, such as social networks, SaaS, games, media services as well as content created and shared in social media services, can be turned into Digital Interaction Intelligence (DII).

DII can be used to provide insights for market and product development, improve the efficiency of business processes like CRM, recruiting and personalise interactions and services.

This way there will be added value both for companies and their clients. The SOMEDI project will also explore how current and emerging social media services can be effectively and efficiently used to promote and market new products and services and improve innovation processes both in B2C and B2B markets.

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Software that matters

SOMEDI tries to solve the challenge of efficiently generating and utilising social media and digital interaction data enabled intelligence.

The results of the project will give the companies competitive advantage through quicker and more automatic processes that benefit from and utilise the data about users' intentions and preferences in various digital environments, and by being able to reach out to consumers and business users through current and emerging social media channels. The picture below presents the functional domain of the project.
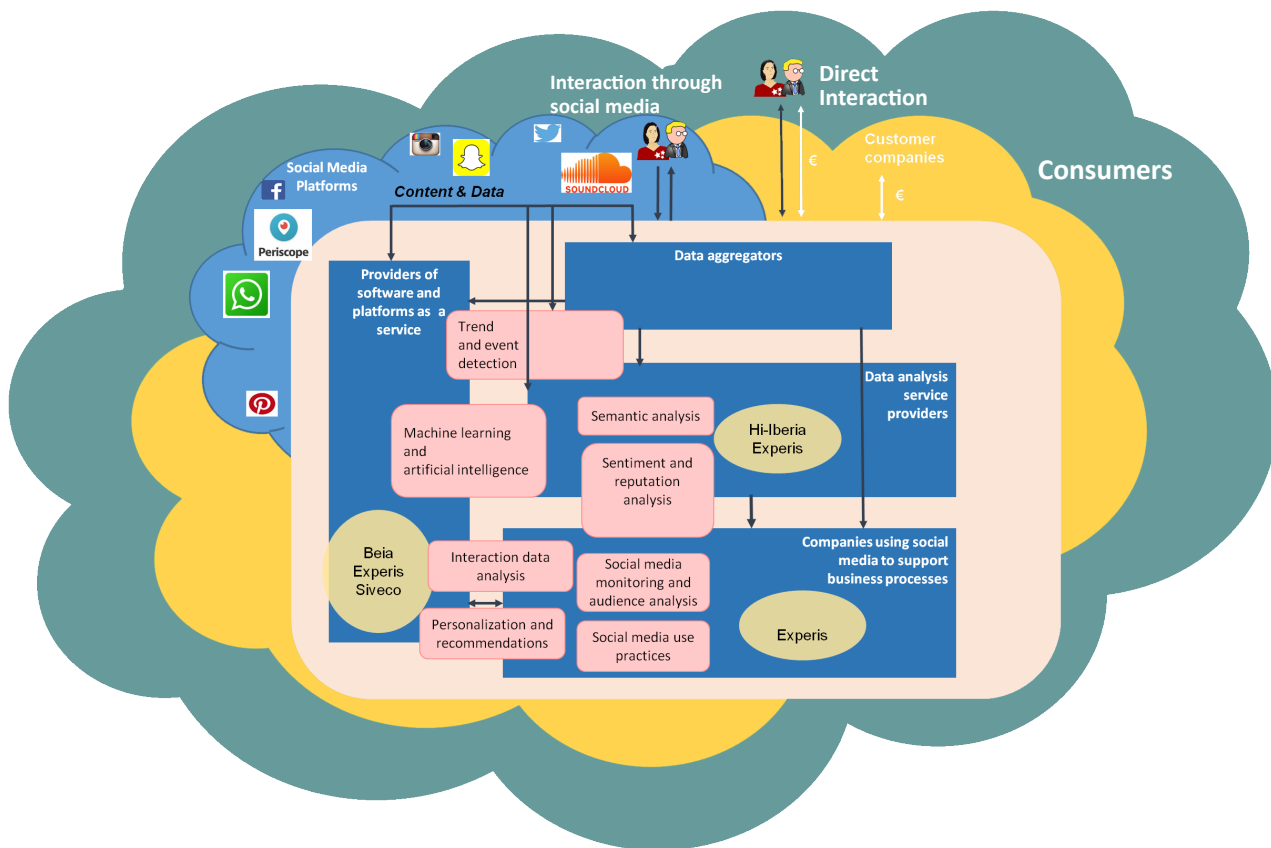
SOMEDI's goal is to unlock the value hidden in the digital content and traces of human (inter) actions through the application of advanced artificial intelligence and machine learning techniques. To reach this goal, SOMEDI will:

1. To develop novel methods and tools on top of general machine intelligence toolboxes, frameworks and services to efficiently analyse digital interaction data including social media.

2. Connect the value mined though these methods with a company's production and business processes, to improve offers and personalize service or content configurations

3. Explore how to use social media actively and efficiently growth hacking and marketing both in B2C and B2B markets, developing a methodology for effectively entering and acting in social media and use it for growth hacking, customer support and marketing in connection to both business users and consumers.

4. Produce a guidebook introducing a practical Digital Interaction and Social Media Intelligence methodology with techniques, illustrated by the project's use cases.