Social Science Automation
Turning Text Into Data

Social Science Automation, Inc. offers a wide range of text analysis products and services. Using unstructured data, the Profiler Plus Text Coding Platform performs sophisticated analysis in combination with industry-specific coding schemes. Working together, these systems help to answer your most challenging questions.

# Profiler Plus

Social Science Automation works with clients in government, business, and academia who benefit from the speed and accuracy of automated text analysis. By using the Profiler Plus Text Coding Platform and applying various coding schemes, they are able to answer real world questions for their business or industry. Profiler Plus can help you:

- Track sentiment in traditional/social media for brands, companies, people, or nations.
- Make more fully informed decisions about new athletic talent for your team.
- Use language analysis to evaluate threats.
- Mitigate risks by tracking and evaluating event data.
- Understand different cultures and make multi-lingual comparisons about them.
- Profile leaders of countries, corporations or any other individuals in positions of power.

## Profiler Plus Text Coding Platform

Profiler Plus is a general purpose text analytics (Natural Language Processing) system that has been refined and extended during more than 10 years of development and use.

- The system provides fine grained control and complete process transparency to allow for a customized and individualized analysis process.
- Both single and double-byte languages in Unicode (UTF-8) can be processed.
- Multi-language models exist for:
    - English, Arabic, Spanish, Russian, and Chinese (available Q2 2010)
- Profiler Plus output data is delivered in flexible and universal formats: TXT, XML, CVS, MDB
- Profiler Plus is available as a Windows desktop program with a graphical user interface, batch processor, Windows component, or web service.

## Profiler Plus Coding Schemes

There are a wide variety of coding schemes available to use with Profiler Plus – these schemes help our clients answer their most challenging questions:

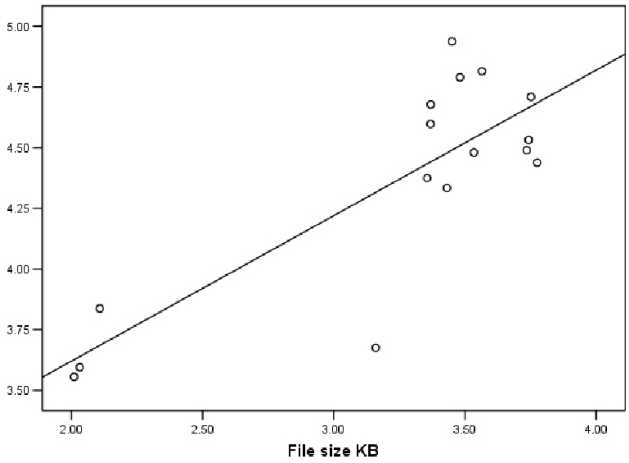
- Leadership Trait Analysis – measuring: Ability to Control Events, Cognitive Complexity, Distrust of Others, In-group Bias, Need for Power, Self-confidence, Task Orientation
- Behavior & Events from News (link to BEN overview when available in pdf)
- Language related to: capabilities, culture, economics, government, intentions, religion, social relations, sex, drugs, and ethnic slurs
- Conceptual Integrative Complexity
- Conflict & Security
- Entity and location identification (generalized and with known lexicons)
- Need for Achievement, Affiliation and Power
- Positive/Negative evaluations (English, Arabic, Russian and Spanish)
- Operational Code – measuring: Punish, Threaten, Oppose/Resist, Appeal/Support, Promise, Reward
- Sentiment analysis (English, Arabic, Russian and Spanish)
- Text Mapping (English and Arabic)
- Thematic Political Party Platforms
- Verbal Behavioral Analysis – measuring indicators for future behavior based on speaker language (ex: I/Me/We, Explainers, Evaluators, Qualifiers)

## Profiler Plus Throughput and Architecture

Profiler Plus also achieves excellent throughput and has a scalable architecture sufficient to handle large volumes of text in near real-time.

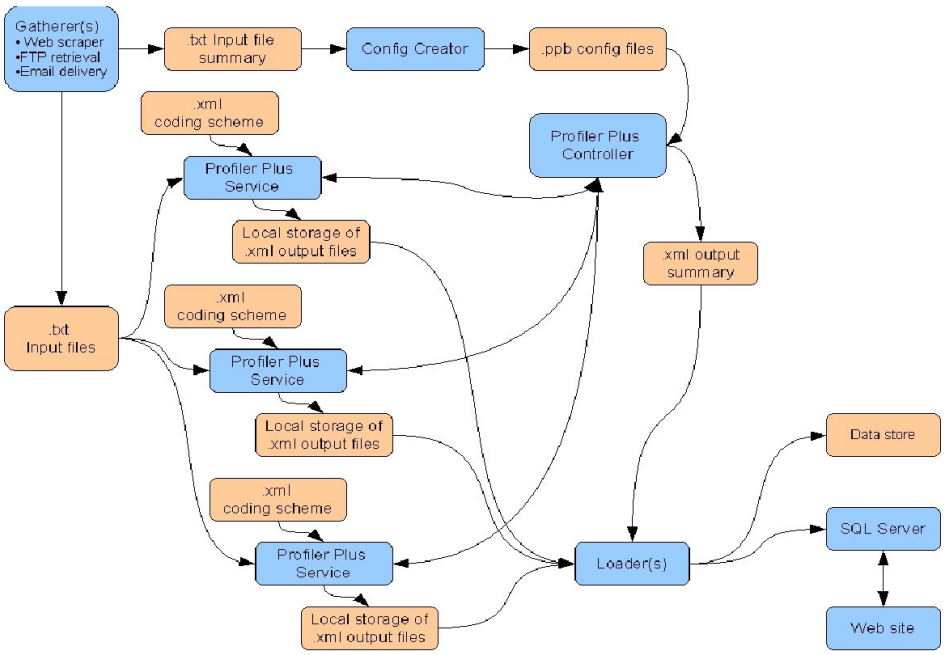
### Profiler Plus Throughput Data

The throughput achieved by Profiler Plus depends on: the hardware, the coding scheme used and the input text file size. On a single 2.8 GHz Pentium processor with 1 GB of RAM, and using an English sentiment analysis coding scheme, throughout ranges from 2 to 5 MB per hour for a sample of 148,133 articles (4.6 GB) from the New York Times, the Washington Post, The Wall Street Journal, and USA Today (print and on-line).




Megabytes per hour by file size

### Profiler Plus System Architecture




To achieve greater throughput, Profiler Plus's scalable architecture can be used to distribute the load across several processors.

## About Social Science Automation

Since 1997, Social Science Automation, Inc. has provided state-of-the-art automated text analysis products and services to business, government, and academic clients. Founded by Dr. Michael Young and Dr. Margaret Hermann, the company identified a need within government organizations for automated text analysis services and expert consultation. Since then, Social Science Automation, Inc. has diversified its offerings to include solutions for media analysis, campaign and election media evaluation, athlete achievement, profiling, and forensic psycholinguistics.