



## Have I got 'views' for you?

*Gathering and analysing publicly available data to gain an understanding of current events*



## 1. Summary

---

The world today is complex, fast-paced and constantly changing. The evolution of the internet, social networking and 24 hour multi-media news means that there are many information sources from which a picture of events may be drawn. However, those sources can be disparate, incoherent, and their reliability can often be questioned.

Established news sources are increasingly supplemented, even overwhelmed, by information contributed by connected individuals, giving their own views and perspectives through blogging and social networking sites. Information can go from local to global in a matter of seconds

You only have to look at recent events, such as the earthquake in New Zealand, or the unrest in the Middle East, to see that if data could be collected and analysed in real time we would be able to understand events more clearly. It would allow us to monitor developments, identify trends and, where appropriate, provide timely assistance.

It would be helpful if news agencies had the ability to source and harvest information as potentially significant events unfold. The ability to analyse, in real time, public reaction and to track public opinion, as events develop could be extremely useful for public relations agencies. The same techniques could be utilised to allow real-time trends to be gained for marketing and advertising purposes to gain consumer reaction or used innovatively to offer crowd sourced decision making in entertainment and the creative industries.

INSTINCT, in partnership with the Technology Strategy Board, is launching an SBRI competition to fund development of approaches to:

- pull together publicly available live data streams;
- analyse the data for indications of an emerging event;
- present information in real-time and display it in such a way as to clearly and simply represent the situation; and,
- maintain an audit trail of relevant information used, its accuracy and its contribution to the common picture.

The aim of this competition is to stimulate development of innovative tools that allow the collection and analysis of live data streams in real time in order to identify trends, build a common picture and monitor, manage and influence events as they occur. INSTINCT is particularly interested in applying these tools to the analysis and management of terrorist incidents.

## 2. Initial application

---

Applicants should detail how their proposed approach will achieve the following objectives and the technical work that will lead to a practical solution:

- gather live information from publicly available sources such as major news providers (including websites, RSS feeds etc.), social networking sites eg Twitter, Facebook, Flickr, blogs and other sources;
- analyse the data and look for trends in information which might indicate a potentially developing situation;
- collate and present the information in real-time in such a way as to clearly and simply represent the situation as it develops, taking into account there may be several parallel events;
- present the information in a dynamic and usable form, allowing different users to view different facets of the available information;
- recognising that the early stages of an incident may be fast-moving and confusing, the solution should be able to manage contradiction and ambiguity in the information and convey this to the user, making them aware of conflicting interpretations of the events; and,
- maintain an audit trail of information sources, their veracity and their contribution to the common picture.

We expect the outcome to be software that runs on commercially available information technology systems. There are no specific hardware requirements, but equipment should be readily available and custom builds will not be accepted.

Applicants should include in their plan how they will provide a working software tool that will demonstrate proof of concept and be suitable for inclusion in the demonstration phase. They should also include an indication of any further development work necessary for exploitation of the technology.

### Phase 1: Working Prototype

Successful applicants will be offered a contract with 100% funding to produce a working prototype which demonstrates the ability to meet the objectives. Cost-effective proposals are invited.

A total of £600,000 is available to fund multiple contracts. Organisations that may be interested in entering can find out more information at [www.innovateuk.org](http://www.innovateuk.org).

The expectation is that the initial six months funding will be completed by 22<sup>nd</sup> December 2011.

### Demonstration phase: Trials

Subject to available funding, INSTINCT will set up a partner programme to design and run trials of successful candidate solutions in a realistic context. Successful companies will need to work with a trials partner appointed by the Home Office in order to participate in the trials. Our intention is that the trials will take place before the end of February 2012. The outcome of the trials will be showcased to key stakeholders from the public and private sector.



Follow on work

Subject to trials performance and available funding, successful applicants may be invited to compete for further funding.

### 3. Application Process

---

INSTINCT and SBRI are running this competition. SBRI is a mechanism for government departments to find novel solutions to specific problems by engaging innovative companies they could not otherwise reach. This open and transparent competition will result in direct contracts between successful companies and the Technology Strategy Board.

Individual companies, universities, or consortia may apply, and there is no limit on the size or type of company, but it must be a legal entity. We particularly welcome applications that enable small companies to participate within the supply chain.

#### 3.1. Key Dates

Competition Opens	7 <sup>th</sup> March 2011
Deadline applications	Noon, 3 <sup>rd</sup> May 2011
Notification of decision	3 <sup>rd</sup> June 2011
Contract awarded	by 24 <sup>th</sup> June 2011
Work begins - PID agreed / signed off	8 <sup>th</sup> July 2011
Contract complete	22 <sup>nd</sup> December 2011

Directions on how to enter this competition, key dates and timelines can be found in the Invitation to Tender document (SBRI\_HO\_067\_001) and the Guidance Notes (SBRI\_HO\_067\_003 Guidance).

More information on this and other competitions may be obtained at [www.innovateuk.org](http://www.innovateuk.org).