



Guide

Getting Started with vAnalyst

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Guide- Getting Started with vAnalyst

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Getting Started with Gnowit's vAnalyst

This document describes how to configure and use the Gnowit platform for automated Government and media monitoring.

The Gnowit platform is built to help monitor websites for important updates that can impact your organization. We primarily track sites that publish long-form articles (like news-media articles, regulatory updates, press releases and parliamentary information).

Key Terms

Project

A project is, quite simply, a 'recipe' to make sure that you receive the updates you need. It contains your selection of the 'source' (what we are monitoring), the keywords (the words, phrases or Boolean expressions used to identify relevant documents – other filters are also available), your alerting options (when you get the emails, in what format and whom they are automatically shared with). You also get access to a dashboard and analytics to view the results.

Source

Each 'source' is a logical arrangement of multiple web-sites that you can 'plug' into a project. For your convenience, we provide a number of sources out-of-the-box, based on geographical filters, industry etc. For vAnalyst Agency level customers, we also offer the option to create custom sources (tracking a number of web sites that they nominate)

Alerts

You can set email alerts to be delivered from once a week (Agency feature) to real-time (within minutes of document publication). The alerts can be delivered in HTML or PDF format, and can optionally be copied to one or more recipients.

The Process

The process involves the following steps:

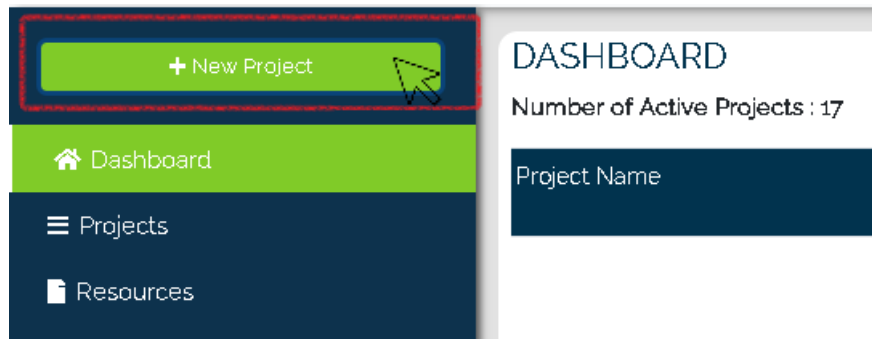
1. Create new project
2. Choose sources
3. Set keywords (and other filters)
4. View results (and iterate keyword if necessary)
5. Configure alerts
6. Choose one or more document to share, and create reports

Once the project is properly set up, you will only need to take action #6 moving forward

The Walkthrough

Step 1: Create a Project

To create your first project, please click on the '+ New Project' icon on the top left of the screen.

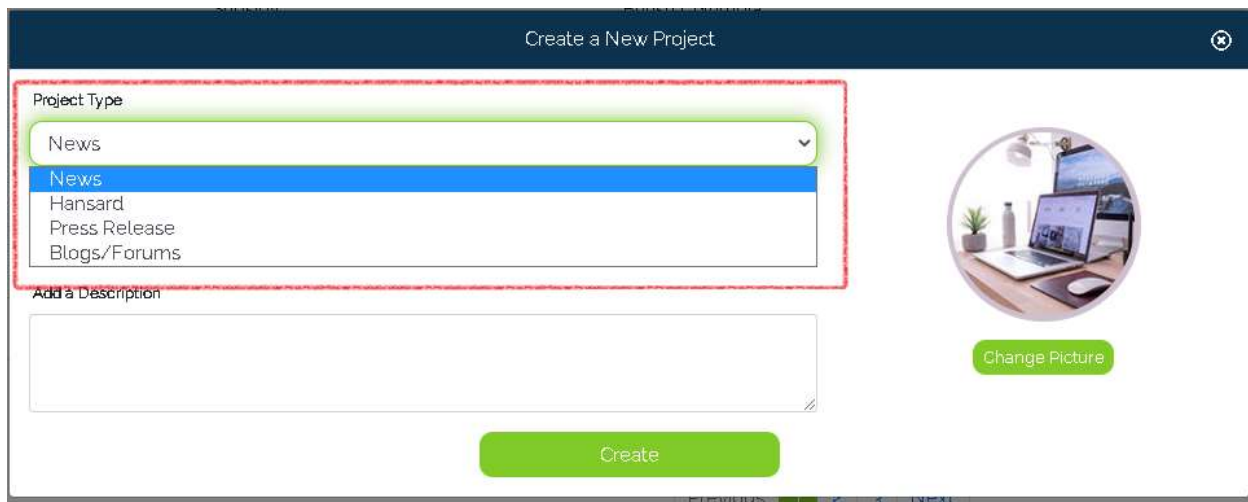


Step 2: Choose Project Type

In the dialog box that shows up, please select your project type. There are four options:

- News (media sources from around the world)
- Hansard (Government sources from Canada)
- Press Release (all major press release portals)
- Blogs / Forums (combined Google Alerts projects)

All custom sources and regulatory sources will be bundled in with the 'New' category. Choose the correct project type is important ,as otherwise you may not be able to find the source you are looking to monitor.



Step 3: Name Your Project

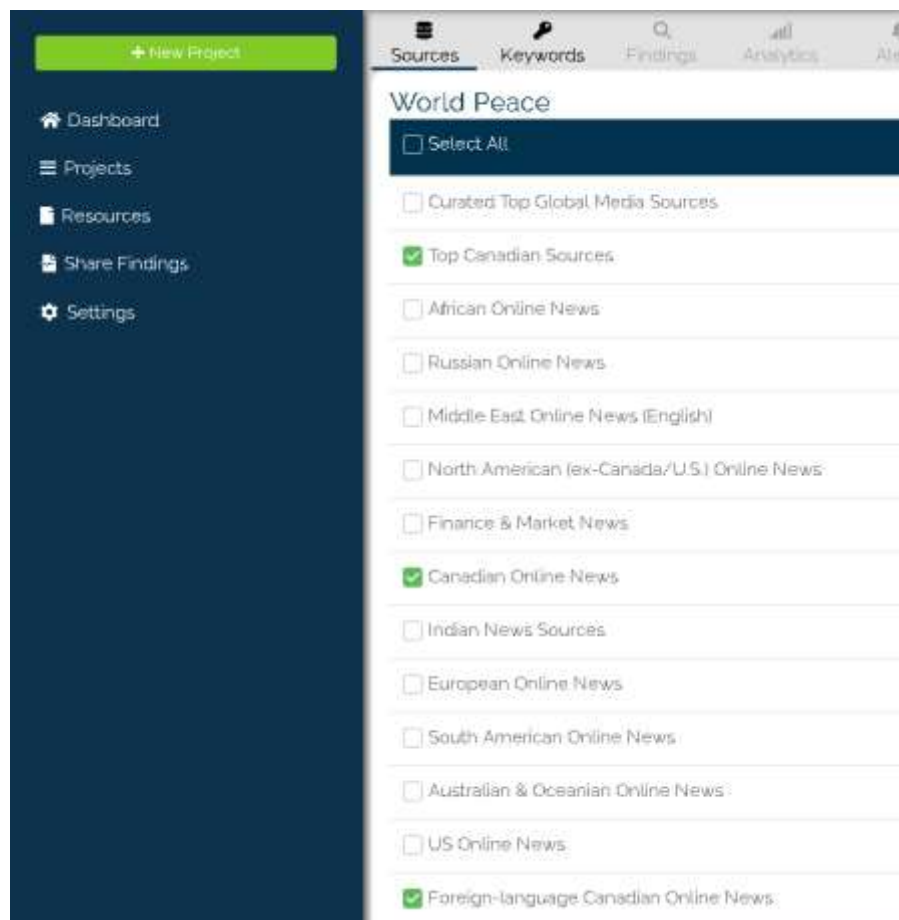
Please choose a descriptive name for your project.



The screenshot shows a web form titled "Create a New Project". It has a dark blue header with the title and a close button. The form contains a "Project Type" dropdown menu with "News" selected. Below it is a "Name your Project" text input field containing "World Peace", which is highlighted with a red dashed border. Underneath is an "Add a Description" text area. To the right of the form is a circular profile picture placeholder with the letters "WP" and a "Change Picture" button. At the bottom center is a green "Create" button.

Step 4: Choose Sources

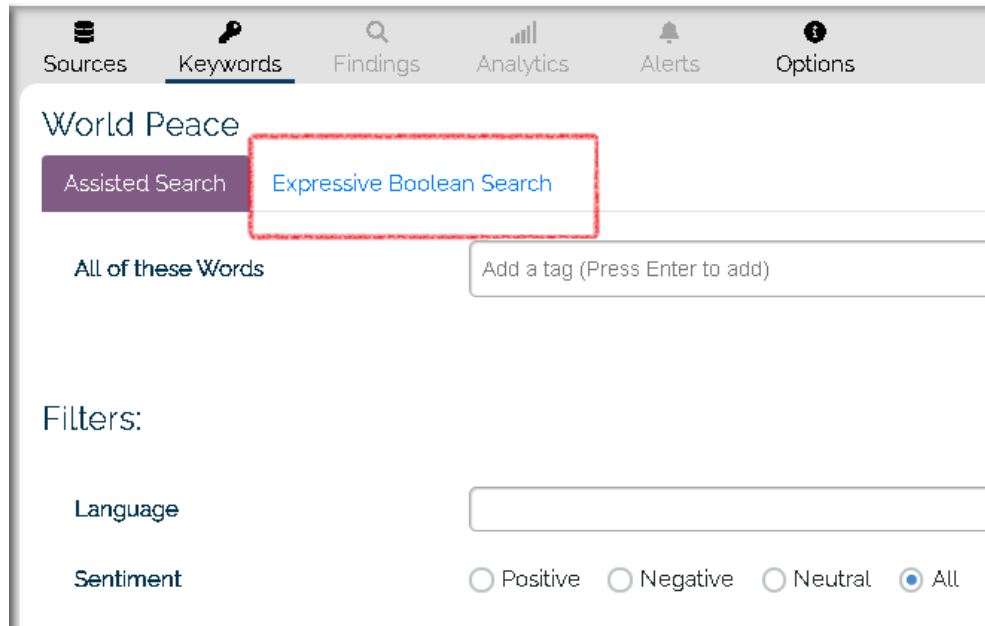
You should be presented with the sources tab at this point. Please select one or more source packages (of websites) that you want to monitor. Please select these carefully, as it can impact the accuracy of the documents presented to you. For a truly broad (global) monitoring process, choose the 'Select All' option.



The screenshot shows the "World Peace" project page in the "Sources" tab. The left sidebar has a dark blue background with a green "+ New Project" button and a menu with "Dashboard", "Projects", "Resources", "Share Findings", and "Settings". The main content area has a light gray header with tabs for "Sources", "Keywords", "Findings", "Analytics", and "Alerts". Below the header, the title "World Peace" is followed by a "Select All" checkbox. A list of source categories follows, each with a checkbox: "Curated Top Global Media Sources", "Top Canadian Sources" (checked), "African Online News", "Russian Online News", "Middle East Online News (English)", "North American (ex-Canada/U.S.) Online News", "Finance & Market News", "Canadian Online News" (checked), "Indian News Sources", "European Online News", "South American Online News", "Australian & Oceanian Online News", "US Online News", and "Foreign-language Canadian Online News" (checked).

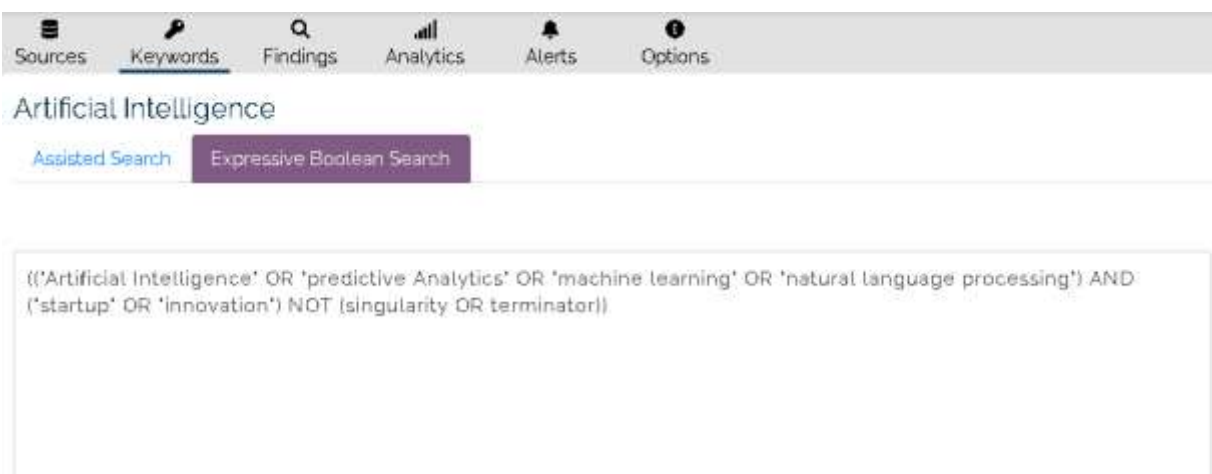
Step 5: Choose Keywords

This is where you select the criteria by which documents you want to be notified of are selected. You can either choose the assisted option, or the Boolean (see the second image below). If you choose 'all of these words' than every one of those words much appear in the document for it to be reported to you. Instead, you could choose 'Any of these words' and would get a much broader search criteria which would return far more results. The 'NOT' criteria would exclude any documents that contain any of the words in the 'not' section (even if they otherwise matched the AND or ANY criteria).



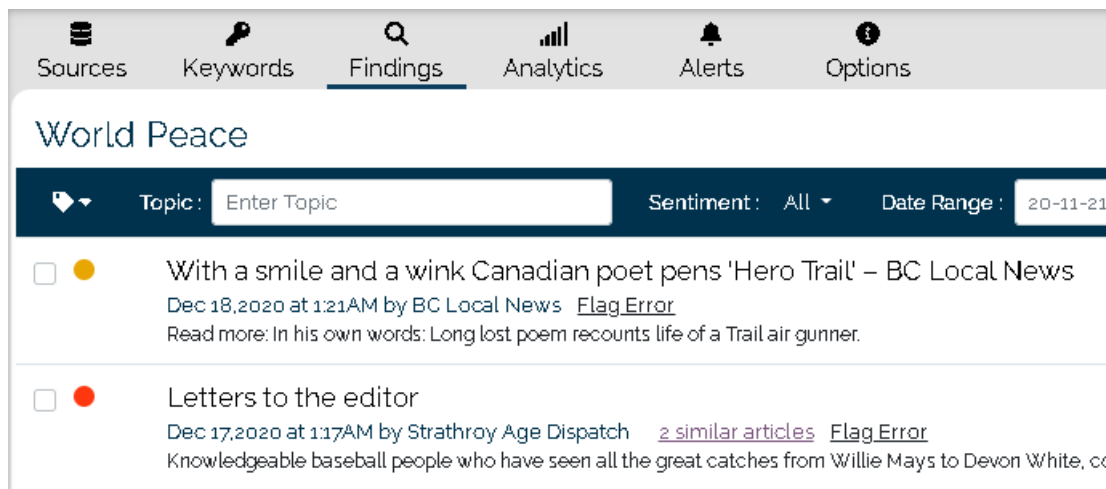
If the 'Assisted' search option is not powerful enough for you, you can also click on the (preferred) 'Expressive Boolean Search' button to switch to that option. A low effort guide to learn Boolean expression is available at <https://www.gnowit.com/blog/a-guide-for-boolean-logic-how-to-optimize-your-gnowit-search-results> and we encourage you to please give it a test run. It's surprisingly powerful, and worth learning.

With Boolean queries, you can 'triangulate' documents (by picking up more than a single concept). In the example below, we have picked concepts related to Artificial Intelligence as well as that of startups / innovation and only those documents which contain both concepts will be shown. We have also eliminated documents that discuss the singularity or the pop-sci movie Terminator.



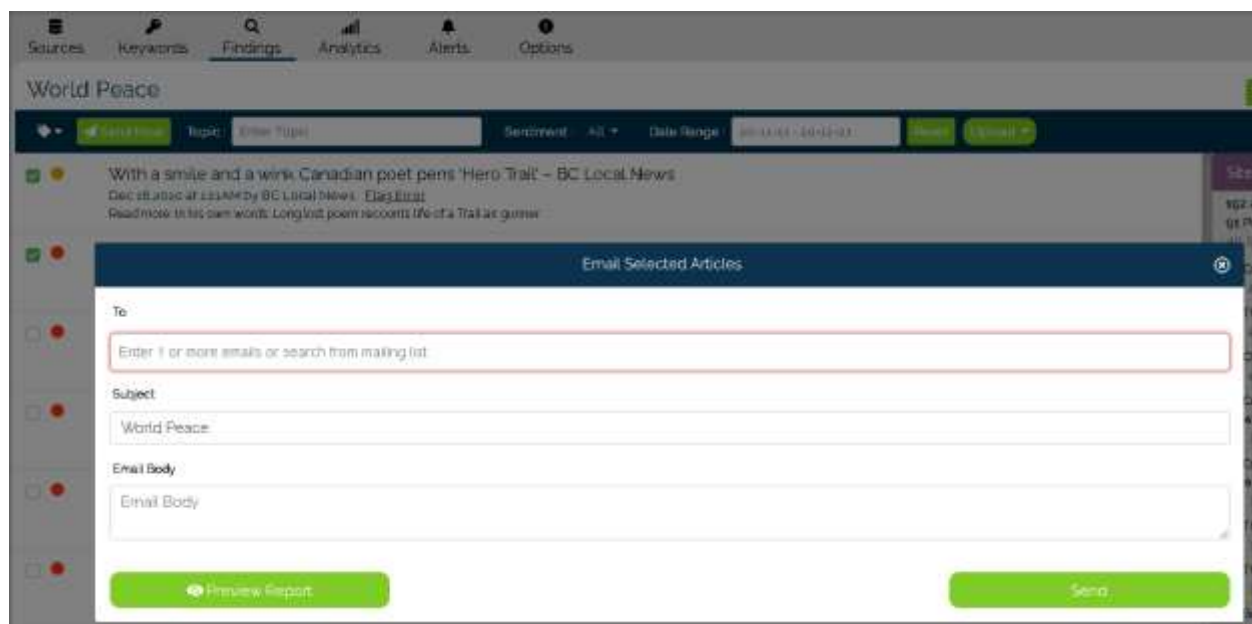
Step 6: View Findings

The documents identified by your selected keywords (or Boolean expression) from the sources that you selected are shown here. Unlike most competitive tools, you get an instant view of the results (without needing to wait for new results to collect), and this gives you the opportunity to refine your keywords filters until you get accurate results.



Step 7: Select and Send Articles

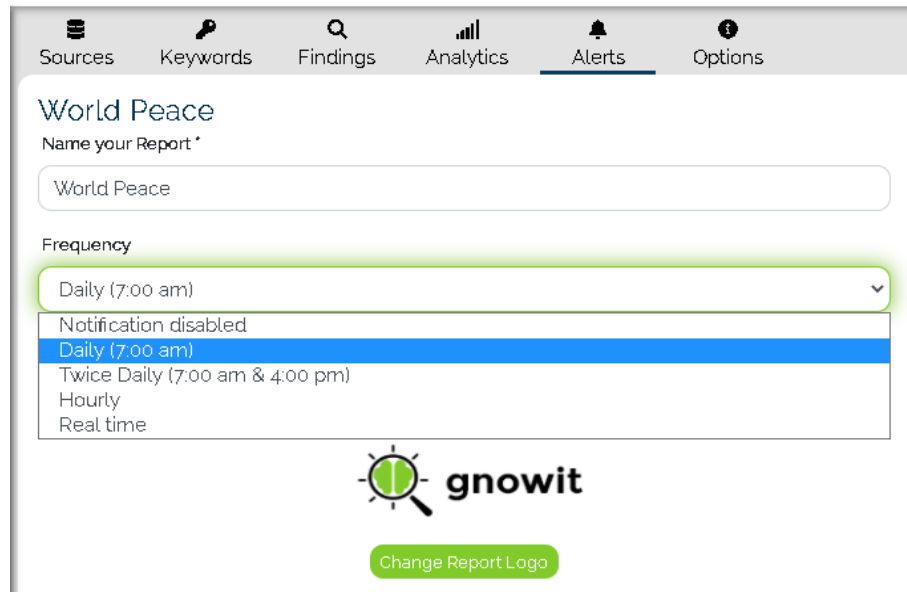
You can select articles to share by clicking on the 'check-box' on the left of the article. There are two articles selected in the picture below. When at least one article is selected, then the 'Send Now' (paper airplane) button emerges from hiding. If you click on this, you can type in the name of recipients for an email containing the selected articles. You can save these recipients (or even full fledged mailing lists) by clicking on the 'Manage Recipients' button at the bottom left of the 'Email Selected Articles' modal dialog box.



Step 8: Alerts

In order to be informed via email of new documents on a regular cadence, please click on the 'Alerts' tab in the navigation. You can choose to have 'World Peace' delivered daily, twice-per-day, hourly, or in real-time. With the Agency tier, you can also select custom points throughout the week. The alerts are delivered based on the timezone associated with your computer when you first registered.

You also have the option to turn email notifications off entirely and view the results in the dashboard only.



Sources Keywords Findings Analytics Alerts Options

World Peace

Name your Report *

World Peace

Frequency

Daily (7:00 am)

Notification disabled

Daily (7:00 am)

Twice Daily (7:00 am & 4:00 pm)

Hourly

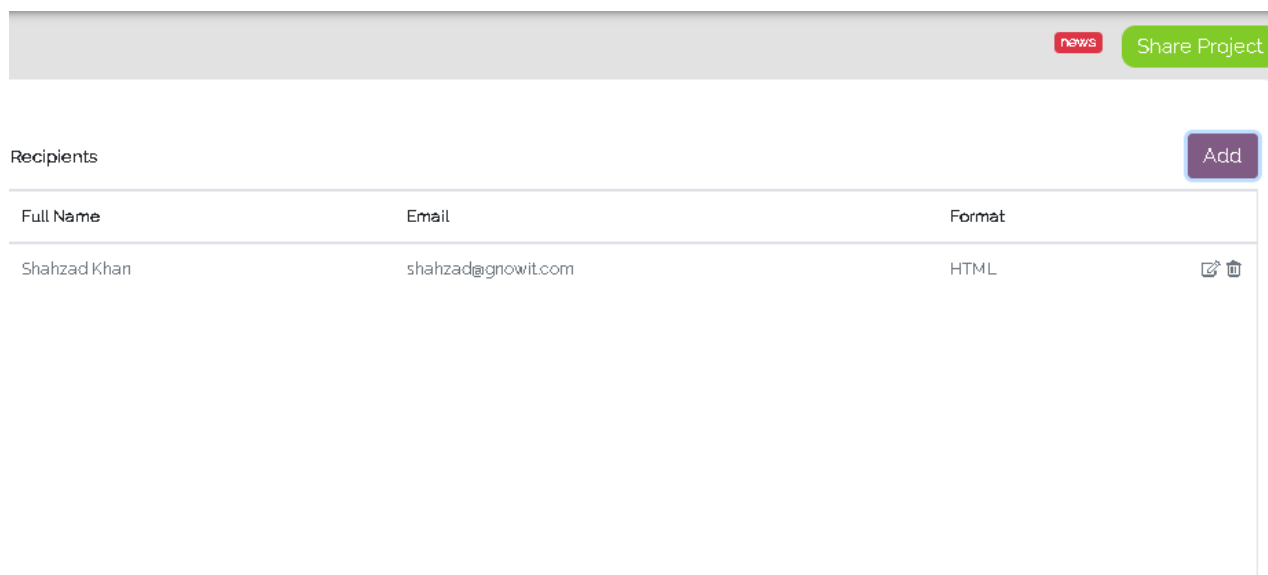
Real time

gnowit

Change Report Logo

Step 9: Additional Recipients

You can choose to have the alerts delivered to colleagues and other stakeholders. They can receive the alerts in either HTML or PDF format. All additional recipients receive alerts at the same time as the main account. Simply click on the 'Add' button to nominate one or more email to receive the alerts.



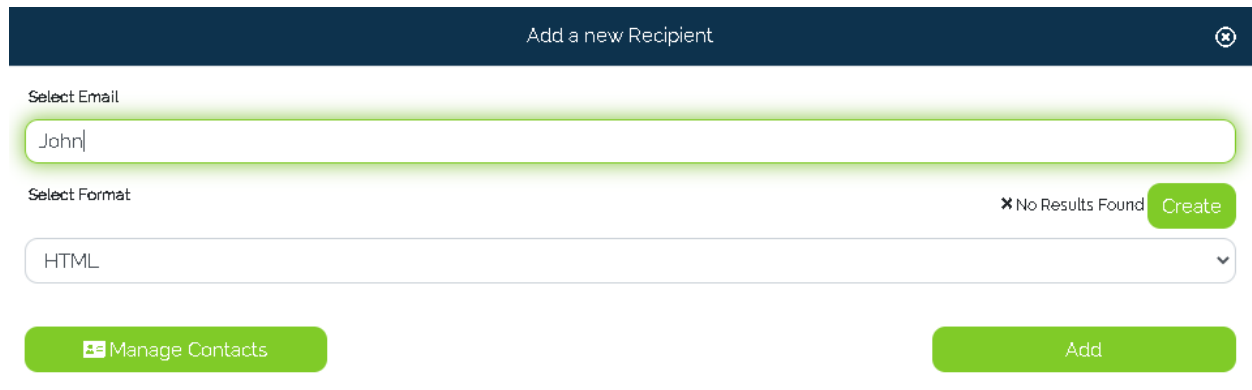
news Share Project

Recipients Add

Full Name	Email	Format
Shahzad Khan	shahzad@gnowit.com	HTML

Step 9: Selecting Additional Recipients

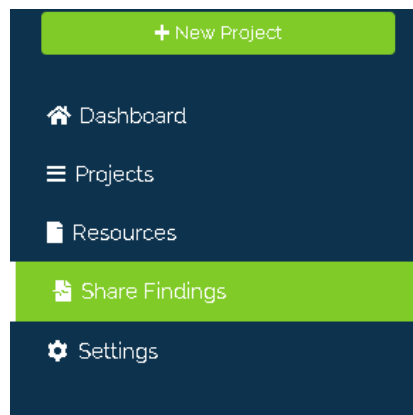
You can add new recipients or create an entire mailing group by clicking on the 'Manage Contacts' button on the lower left of the modal dialog window. Any recipient needs to be in your contact list to be added as a recipient to the email alerts.



The screenshot shows a modal dialog titled "Add a new Recipient" with a close button in the top right corner. Inside the dialog, there is a "Select Email" section with a text input field containing "John". Below this is a "Select Format" section with a dropdown menu currently set to "HTML". To the right of the dropdown, there is a message "No Results Found" and a green "Create" button. At the bottom of the dialog, there are two green buttons: "Manage Contacts" on the left and "Add" on the right.

Step 10: Exports Reports (Share Your Findings)

This option allows you to export all results in a selected time period in the form of a report that can be shared (or archived). You can select one or more projects, or alternately, sets of labelled documents (which are not described in this document) to populate this report.



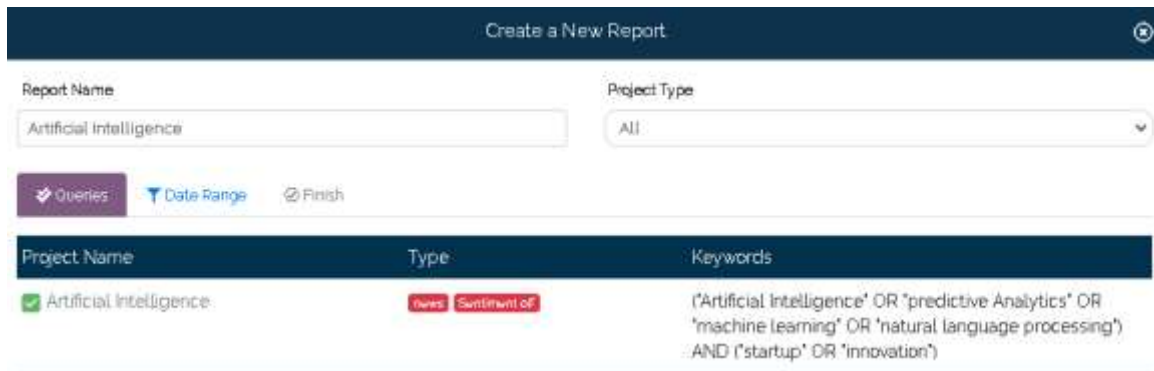
Step 11: Choose the Sources for the Report

We will be exporting from 'My Projects' in this guide.



The screenshot shows a dialog titled "Create a New Report". Below the title, there is a question "Where would you like to get your data from?". Below this question, there are two green buttons: "My Projects" and "My Assigned Labels".

You can export either articles selected from one or more projects, or from labels that you have affixed to articles (across projects).



Create a New Report

Report Name: Artificial Intelligence

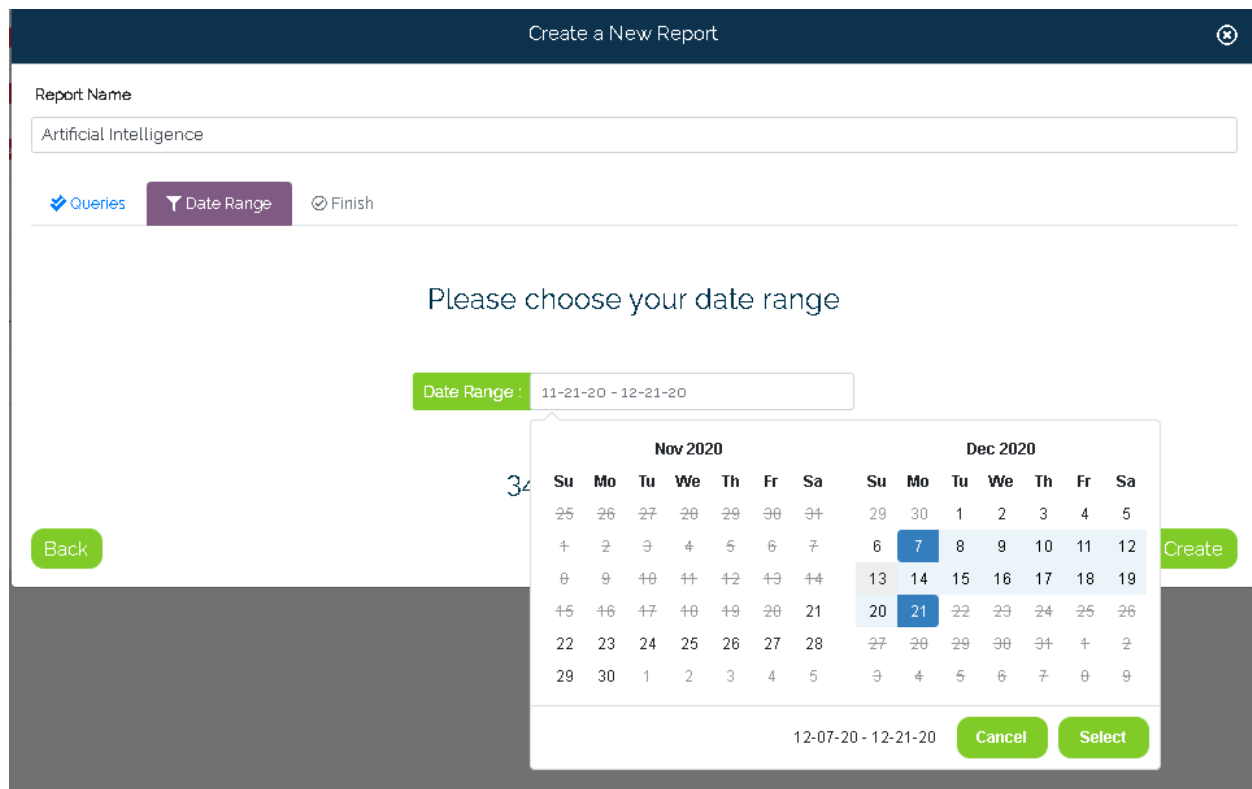
Project Type: All

Queries | Date Range | Finish

Project Name	Type	Keywords
Artificial Intelligence	News Sentiment of	("Artificial Intelligence" OR "predictive Analytics" OR "machine learning" OR "natural language processing") AND ("startup" OR "innovation")

Step 12: Choose the Date Range for the Report

You can pull in articles from as many or as few days as you like (based on your current subscription levels). The dates are set according to your local timezone.



Create a New Report

Report Name: Artificial Intelligence

Queries | Date Range | Finish

Please choose your date range

Date Range: 11-21-20 - 12-21-20

Back

Create

Nov 2020

Su	Mo	Tu	We	Th	Fr	Sa
25	26	27	28	29	30	31
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

Dec 2020

Su	Mo	Tu	We	Th	Fr	Sa
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9

12-07-20 - 12-21-20

Cancel Select

Step 13: Generate the Report

At this point, you can change the auto-suggested name (based on the source project or label) and save the report. This creates a permanent store of these articles in your account, which you can view or export at your convenience.

Create a New Report

Report Name

Artificial Intelligence

Queries

Date Range

Finish

Your report has been generated and saved

Return to Reports

View and Customize

Step 13: Customize the Report

You can either click on the 'View and Customize' button in the previous screen, or the 'edit' icon from the report listing page to finalize your report. You have the option of excluding certain articles (by clicking on the eye icon) or highlighting other (by clicking on the star icon). Highlighting also move the articles to the top of the list. Any choices you make will be remembered when you view or edit this report in the future.

Artificial Intelligence

Report Source: Project

Source Details: Artificial Intelligence

Date: 2020-12-07 - 2020-12-21

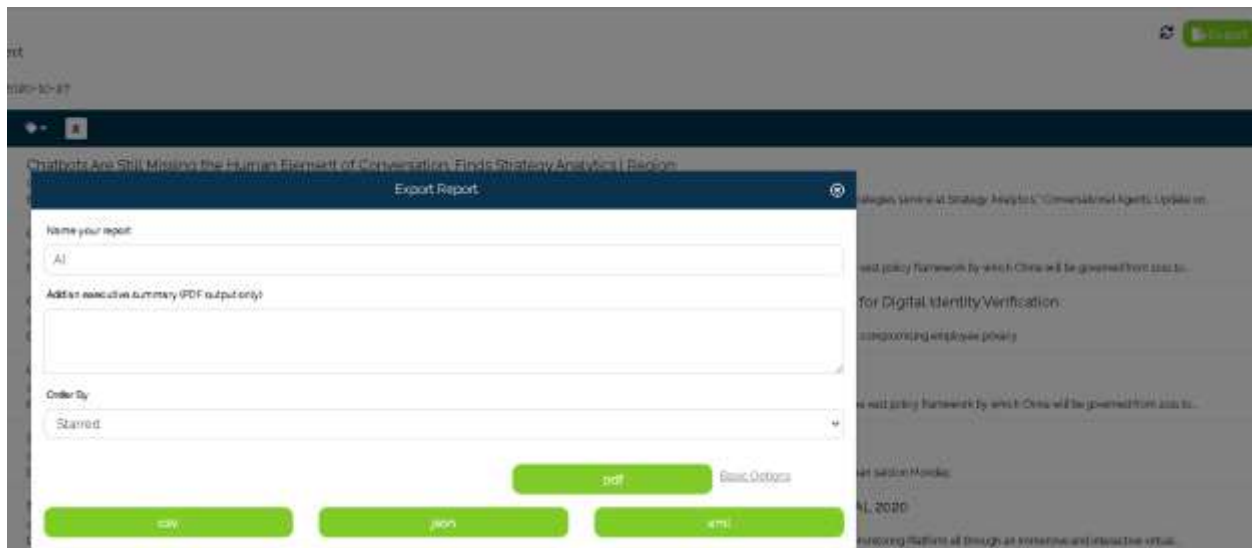
Sort By: Starred	
<input type="checkbox"/>	<div><div>How Luxury Fashion And Lifestyle Brands Can Leverage Technology In 2021</div><div>Dec 20, 2020 at 1:27AM by Forbes</div><div>HI CREATE DATE AND TIME MANDATORY CREDIT PHOTO BY DAVE H. BENNETT/GETTY IMAGES REQUIRED/ Ralph Lauren shows off its new 3D digital technology projected onto their flagship</div></div>
<input type="checkbox"/>	<div><div>Veriff powers Bolt's global growth</div><div>Dec 21, 2020 at 4:08AM by Pressmeddelanden och pressinformation Cision</div><div>Veriff is a global online identity verification company that protects businesses and their customers from online identity fraud by making sure that a person is who they claim to be.</div></div>
<input type="checkbox"/>	<div><div>National Science and Technology Conference to open</div><div>Dec 20, 2020 at 11:09AM by Taipei Times</div><div>The previous conference in 2016 featured Taiwan Semiconductor Manufacturing Co founder Morris Chang 張忠謀, who said at the time that the event had mostly revolved around "abstract" c</div></div>
<input type="checkbox"/>	<div><div>Afrique: Sap Afrique Francophone nomme Hicham Iraqi Houssaini en qualité de directeur général pour mener le business régional et m</div><div>Dec 21, 2020 at 7:38AM by allAfrica</div><div>Jouissant d'une expérience de 25 ans en tant que cadre dirigeant, Hicham a pu exercer plusieurs fonctions de management dans les ventes, le marketing, le conseil, et le business developp</div></div>
<input checked="" type="checkbox"/>	<div><div>VinFuture Prize Pledges \$ 4.5M Annually To Reward Scientific Research</div><div>Dec 20, 2020 at 1:59AM by Technology Times Pakistan</div><div>On International Solidarity Day, VinFuture Foundation officially launches The VinFuture Prize, the first global science and technology prize from Viet Nam, and one of the world's largest annual</div></div>
<input type="checkbox"/>	<div><div>'Shlonik' wins Salem Al-Ali Informatics Award 2020</div><div>Dec 20, 2020 at 1:45PM by Kuwait Times</div><div>Shlonik is the main communication method between quarantined individuals and the Ministry of Health's team responsible for monitoring their commitment in home quarantine instructions.</div></div>

Step 14: Export the Report

When you have completed your final selections, you can click on the 'Export' button on the top right of the 'Customize Report' screen. Alternatively, you can also click on the export button in the report list screen.

By default, we'll generate a PDF report for you, and you can add an executive summary.

If you plan to upload this report in a different application (e.g. a database, Microsoft DynamicCRM, etc), or plan to do spreadsheet analysis, you can click on the 'Advance Options' button to choose to instead export in machine readable CSV (i.e. Excel), JSON or XML format.



Final Words

That's it! Gnowit's vAnalyst is a very intuitive platform, and you only need to carry out the project configuration steps once. After that investment in time, you can choose to receive alerts, or take advantage of our easy-to-use article selection, curation and export capabilities to share your finding with your colleagues.

Other Resources

- Boolean primer (<https://www.gnowit.com/blog/a-guide-for-boolean-logic-how-to-optimize-your-gnowit-search-results>)
- Whitepaper: Automated Government Information Monitoring (<https://www.gnowit.com/whitepaper-automated-government-information-monitoring>)



I hope you find this guide useful.

Dr. Shahzad Khan - Founder & CEO

ABOUT GNOWIT

We provide real-time tracking of Government information sources, and global media that help our customers to stay in-the-know and be aware of new opportunities and threats. We are the only source of automated monitoring for Canadian Government information.

Is your monitoring comprehensive, reliable, effective and efficient?

Leverage our platform to make it so today!

gnowit.com

sales@gnowit.com