

# ELECTION TRACKER '16

## Big Data Analysis



1



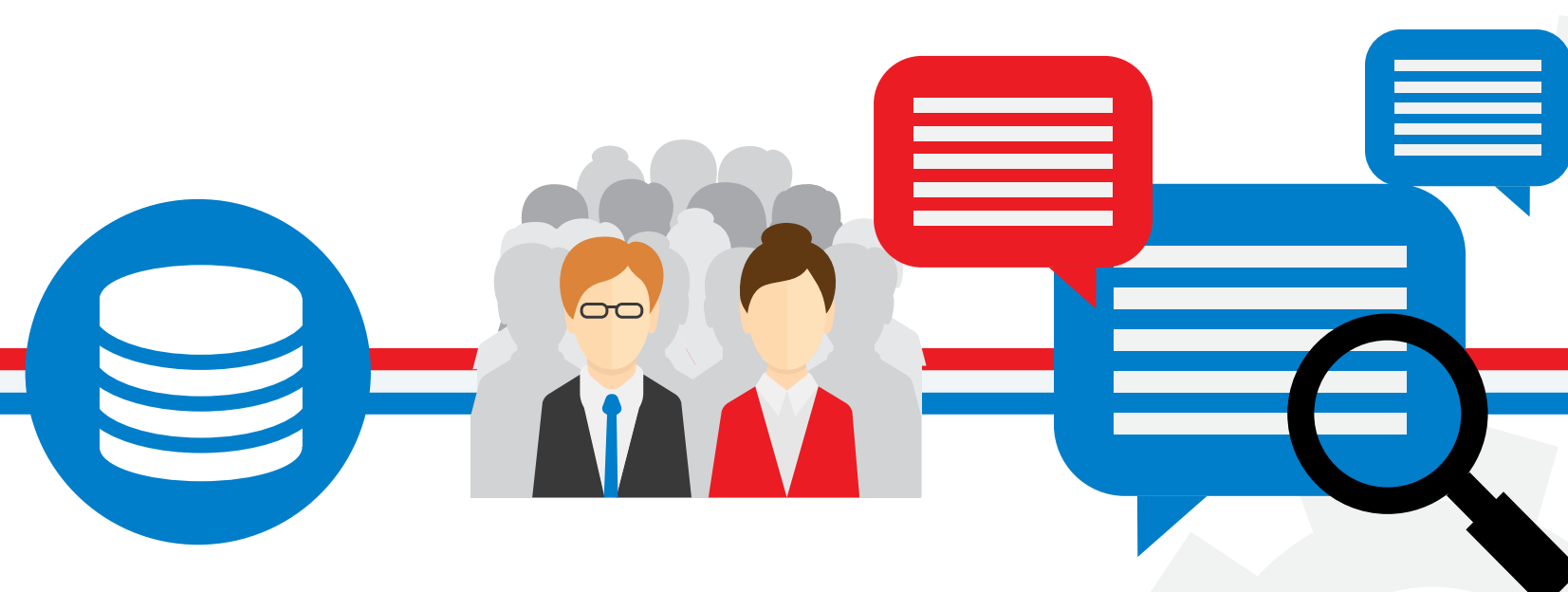
Election focused news articles are regularly harvested from the top online media agencies worldwide.

2



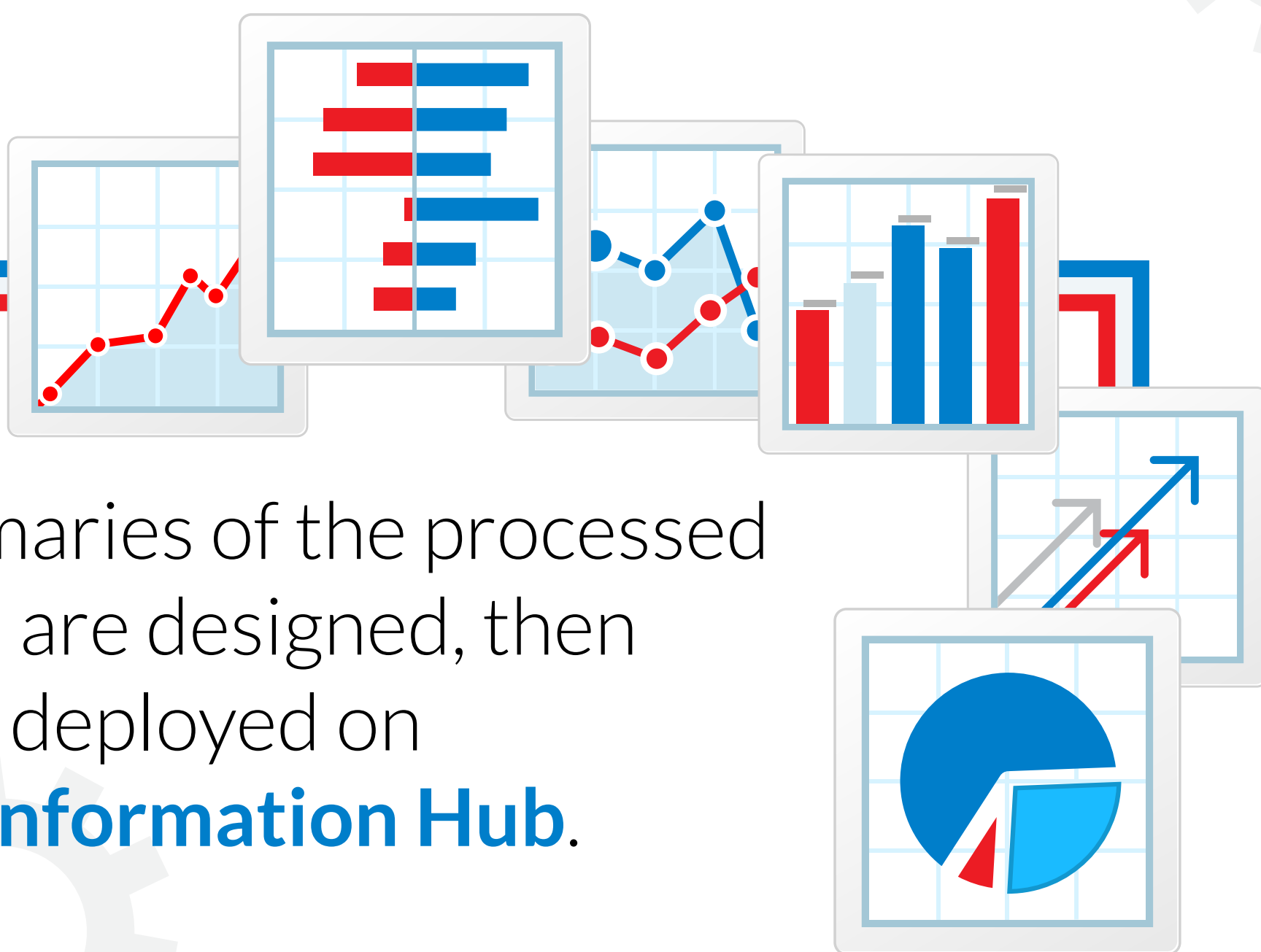
**OpenText InfoFusion** retrieves the election focused news articles and Twitter feeds from media agencies.

3



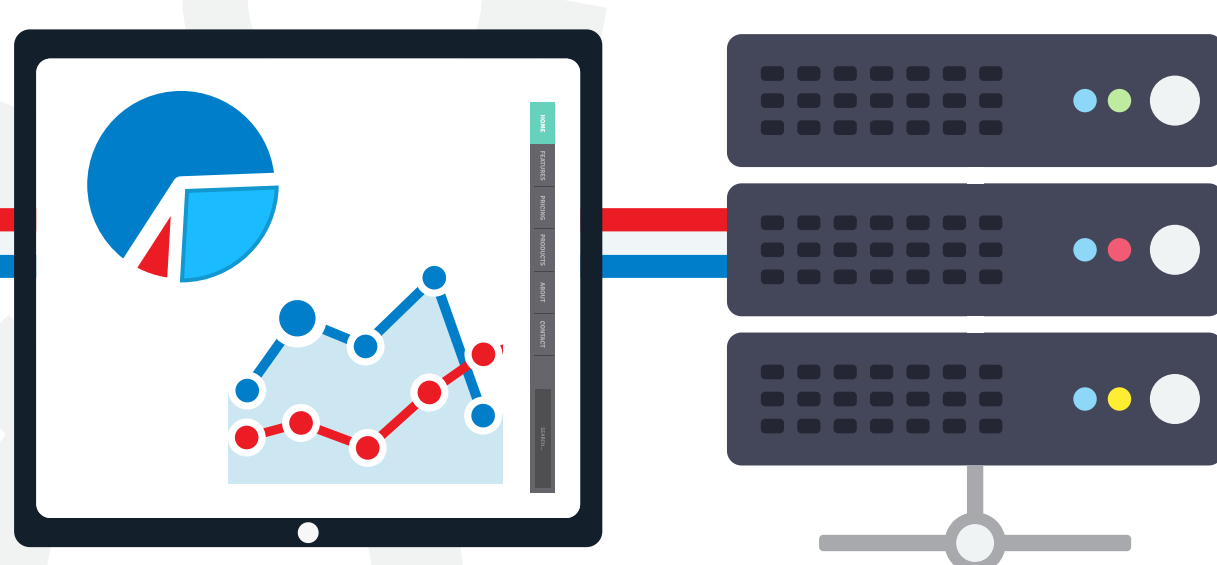
Raw text from the articles is processed by InfoFusion to determine sentiment and extract people, places and topics.

4



Visual summaries of the processed information are designed, then housed and deployed on **OpenText Information Hub**.

5



The Information Hub-based visuals are seamlessly embedded into the Election App using **Information Hub's JavaScript API**.

6



Users enjoy interactive analytic visualizations that allow them to reveal interesting facts and gain unique insights from the unstructured news articles.



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