

# LEGACY: Natural Language Processing Impact for the Publishing Industry

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## Overview

**LEGACY** aims to further embed **Natural Language Processing** research, including **topic modelling**, **sentiment analysis**, **nearest-neighbour search**, for the **Publishing Industry** in our partner company, **Distinctive Media Group**.

The objective is commercial implementation of a stream-clustering system for the identification of temporal trends in multiple social media sources, allowing the identification of useful topics of interest to journalists, key members of the media industry and financial data providers to gauge shifts in public opinions that may impact organisational share prices sensitive to positive/negative media coverage.

*LEGACY lays the foundation for a potential KTP and/or consultancy, as well as creates the support for transforming a potential 3\* REF case into a 4\* one.*

## Reveela

**Reveela** is a platform providing Journalists, Publishers, and Marketers with AI tools to assist in the **analysis**, **writing**, and **distribution** of digital publications online.

Partnered with Durham University through a KTP, and subsequent Ph.D. Project, Reveela has contributed to disruption of the publishing industry through several novel commercial tools, including:

- High-Speed Recommender Systems for Identification of Relevant Audiences based on Full-Text Querying.
- Ground-Work Investigations into Parametric Dimensionality Reduction of High-Dimensional Data, to Enhance Topic Discovery in Large Volumes of Text.
- Automated Literature Review Tools to Assist in Academic Literature Comprehension.
- Sentiment Analysis of Journalistic Content to Assist in Improving Writing Style

## Objectives of LEGACY

- Analysis of the impact of industry disruption of Reveela through implementation and analysis of user-feedback tools, and analysis of AI performance through established metric analysis.
- Provision of novel publications to contribute to the domain of topic modelling of social media data.
- Conducting workshops and focus groups to gauge industry perceptions on AI in the publishing industry.

## Impact Measurement Workshops

1. Focus Group Workshop
  - Analysing Perceptions of Journalists and Financial Services Providers
2. Live Industry Collaboration
  - Streaming Data to users to stimulate interest and collate user feedback to gain new perspectives.
3. Industry Debate Event
  - Debating and Instigating future industry collaborative opportunities.
4. Industry Workshop
  - One-to-one questionnaire and user engagement observations with documented feedback, to tailor future developments and guide suitability to the target market.
  - Digital and social media engagement to attract new user collaborations and measure initial user interactions and sentiment measurements to product-interaction.

