



BLOG ANALYSIS

- The BCNED Team offers a comprehensive blog analysis for mapping on-line public opinion and emerging community leaders.
 - Blog Analysis is based on a proprietary methodology that includes web-search techniques, network analysis, and analysis of texts for a selected field of enquiry.
 - Blog analysis is based on complementary databases with blogs with their full list of originators, contributions, commentary and expressed opinions.
-
- The results from this analysis will help users to identify key social opinion leaders, or the network of experts and commentators whose published on-line articles and commentary are driving public opinion in a pre-selected field of enquiry.
 - The research will document a snap-shot of Internet News and Blog Sites for a selected period of time – with full technical record of blogs that have emerged and existed during this period.
 - Mapping of the blog-space will enable users to grasp the scale and scope of the on-line community emerged around a particular issue. The leading blogs in this community will inform about the leading actors and topics in this community.
 - Mapping the actors in the community network will reveal how the leading firms and business actors are associated with key topics of public enquiry and discussion.
 - Mapping the relationships between blogs will reveal cross-reference between blogs, or how community leaders interconnect individual discussion groups. Text analysis in addition reveals the evolution of an idea within individual discussion groups
 - Mapping of the topics on which blog-participants publish is based on detailed network analysis and reveals semantic maps and the believe structure of participants in on-line discussions.
 - Mapping of the impact of on-line publications informs of what is the role that leading firms play in shaping the public discussion on-line and enable firms / institutions to evaluate their position.

