Services for the United States Agency for International Development
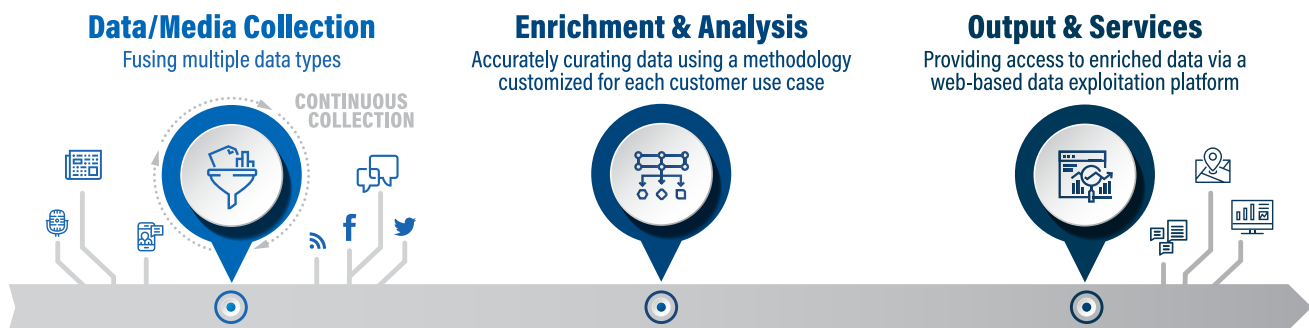
FOCUS

Focused on mission success, Novetta delivers scalable advanced open-source media analytics coupled with proven technical solutions to address challenges of national and global significance.

EXPERTISE

- Advanced, customizable, social and traditional media analytics solution
- Machine learning (ML) for data enrichment including application of topic and sentiment ontology
- Data visualization in a web-based analytics dashboard
- Content curated from tens of thousands of traditional media and millions of social media sources
- Expert analysis services support for RFI research questions and reports

NOVETTA MISSION ANALYTICS

Data/Media Collection
Fusing multiple data types

CONTINUOUS COLLECTION

Enrichment & Analysis
Accurately curating data using a methodology customized for each customer use case

Output & Services
Providing access to enriched data via a web-based data exploitation platform

Novetta ▪ GSA OASIS Contracts | OASIS Pool 3 Prime Contract # GS00Q14OADU305 | OASIS Pool 4 Prime Contract # GS00Q14OADU403 | Unrestricted

Capability: ML-Powered Misinformation Analysis

As the COVID-19 pandemic and interrelated infodemic spread across the globe in early 2020, Novetta and Amazon Web Services (AWS) partnered to address the discord in social media analysis between accuracy and speed. The resulting capability, Rapid Narrative Analysis (RNA), facilitates both by leveraging human expertise at critical stages of analysis, while using state-of-the-art ML models to allow effective and swift response to address the spread of misinformation.

Our approach significantly improves social media analysis by looking beyond message spread (*virality*) to measure message influence (*virulence*), enabling better activity tracking in near real-time, across disparate datasets. RNA also provides customized metrics aligned with the specific objectives of relevant stakeholders, enabling end users to quickly and effectively iterate their approach to achieve optimal results.

Capability: Helping Agencies Combat COVID-19

Novetta Mission Analytics (NMA) is being used to monitor continent-wide public sentiment of non-pharmaceutical interventions for COVID-19 (self-isolation, social distancing, handwashing, business closures, etc.) and detect misinformation/rumors in support of policy-making decisions for the Africa Centers for Disease Control (CDC). Analysts use NMA to derive real-time pattern and behavioral analysis by collating open source content from traditional media (web-based and broadcast) and social media (Facebook, Twitter, WhatsApp) and enriching the data with machine learning and human-in-the-loop processes. This analysis is being disseminated from the Africa CDC command center to Regional Collaborating Centers (RCCs) to advise key stakeholders in developing effective strategies and policies for combating the rapidly growing COVID-19 outbreak.

NMA is actively combating disinformation

- **Tracking sentiment and public response** to government protocols for non-pharmaceutical interventions such as social distancing and hand washing.

- **Identifying and analyzing misinformation** and rumors surrounding COVID-19 outbreaks, government policies, and treatments in 10 major countries globally as well as across Africa.

- **Providing macro-level narrative analysis** of U.S. domestic media content and COVID-19 for developments of national-level significance.

Capability: Empowering Decision Makers Throughout Crisis Response

Novetta specializes in supporting international security and crisis response in non-permissive environments, where unbiased data collection is challenging, and misinformation is rampant. Customers use NMA to inform strategy and tactics in support of security and aid throughout crisis response.

Over the last five years, Novetta has supported the National Institutes of Health's (NIH) studies and trials in West and Central Africa by providing a feedback loop on how the public perceives the work in regions of focus - to ensure Ebola virus disease studies hit enrollment quotas. During this time (June 2015 – April 2020), Novetta collected and analyzed more than 300,000 statements from more than 66,000 unique sources.

NMA informs NIH

- Counters damaging rumors and misinformation among survivors of Ebola virus disease in Liberia and the Democratic Republic of the Congo.

- Combines open source data collection from domestic media and in-country field teams to collect additional print media and transcribe radio.

- Acts as an alert system for Ebola virus disease misinformation and reports customized indicators to the NIH.