

Analysis of social media networks of Arab countries, data harvesting and content analysis / Visualization of information in a public opinion and national security program

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Advisors:

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- **Background:** The Institute for National Security Studies is an independent research institute. He initiates and conducts research in a variety of fields, focusing on issues relevant to Israel's national security, with the aim of contributing to public discourse and government discussion of key strategic issues and offering policy recommendations to decision-makers and public opinion leaders in Israel.
- **The purpose of the work:** The amount of information found on the Internet in general and in social networks in particular requires modern tools and methodologies for distillation of information and filtering of "noise", and on the other hand, it is necessary to display insights from the information produced. The purpose of the current work is to combine qualitative research and quantitative tools, optimize the researcher's work and improve the presentation of the research data and its results.
- **The work process:** Creating working relationships with the research groups at the Institute, familiarizing with the methodologies used by these groups, and the joint thinking of ways of assimilating modern technologies and tools to work with Big Data in order to optimize and improve their work.
- **Final product:**
 - The program for public opinion and national security is one of the Institute's research programs. The extensive information gathered from the last four studies (2019-2015) was processed and transformed into a visual one.
 - Writing computerized tools, which will perform a large part of the researcher's work automatically and show him only the data required for research, after filtering and cleaning it.
- **Contribution to the organization:**
 - Leading the Institute for "Research 2.0" - producing comprehensive and reliable research products based on modern technology in the quantitative content analysis market.
 - The implementation of fast, sophisticated and advanced infographic tools in the Institute's research. Quantitative research relies on graphs and diagrams as a way to present a multitude of data - these enable faster understanding of complex processes, assessments and phenomena.
- **Contribution to the student and the field:**
 - Actual implementation of some of the important subjects from the field of study
 - Familiarity with "real" research groups at a leading research institute
- **Conclusions and recommendations for the continuation:** Convert the application and the "personal" data of the researchers into a unified and common system for all research groups.