OPEN INNOVABILITY

Live Visualisation of Digital Communications Challenge by Enel

Solver: Riccardo De Angelis, Senior Art Director

Rome, 6 January 2019

Challenge

Go beyond the basics.

The challenge requires the production of a new instrument to visualise information that once aggregated and interpreted, according to customisable correlations, will allow the user to present an innovative data reading model.

Idea

Different conversations, different approaches.

Conversation about Enel on social media are quite heterogeneous (campaigns, launches, events, ..) and are intended to grow and change in terms of typology and complexity.

This is in fact the starting point of my proposal: Enel needs a flexible instrument that can be customisable for each type of conversation.

To achieve this goal I have pointed my research towards a system that reads, aggregates and relates data and which is also able to generate uncountable insights and meanings.

Introducing

Gates

Metaphor

Multicolour lines.

Imagine each row of activity as a multicolour line where every shade corresponds to one of the 93 different data fields collected.

Metaphor

Multicolour lines.

Every conversation will be represented by a trunk group of lines.....

....and each conversation will be represented in a timeline…

First view

Timeline and scope.

The first data visualisation allows to follow the live trend of a conversation by time and to immediately understand its scope.

From this screen is also possible to compare the conversations and to pick one to analyse in more details.

In the example shown in the following pages, we are going to choose «export_eletropaulo.xls» by clicking on the graph or by selecting one of the filters of the menu at the bottom of the page.

export_LoremIpsum.xlsx

export_DolorSitAmet.xlsx

export_ConsecteturAdipisciElit.xlsx

export_eletropaulo.xlsx

FocusOn_SF.xlsx

export_abruzzo.xlsx

2018 ▼   Load data sheet ▼

export_LoremIpsum.xlsx

export_DolorSitAmet.xlsx

export_ConsecteturAdipisciElit.xlsx

Timeline

export_eletropaulo.xlsx

FocusOn_SF.xlsx

Conversation

Filters and direct data sheet loading

Zoom

export_abruzzo.xlsx

2018 ▼   Load data sheet ▼

Conversation

Summary.

Once selected the topic of interest the tool will zoom on the lines that represent it.

On the left hand side we find the first block in which all the relevant topic data are summarised. Data are customisable in a way that they will always be updated with the most recent figures gathered from the spreadsheet.

In addition to the summary we can see that all the lines converge to a first gate of which we are now going to present the features.
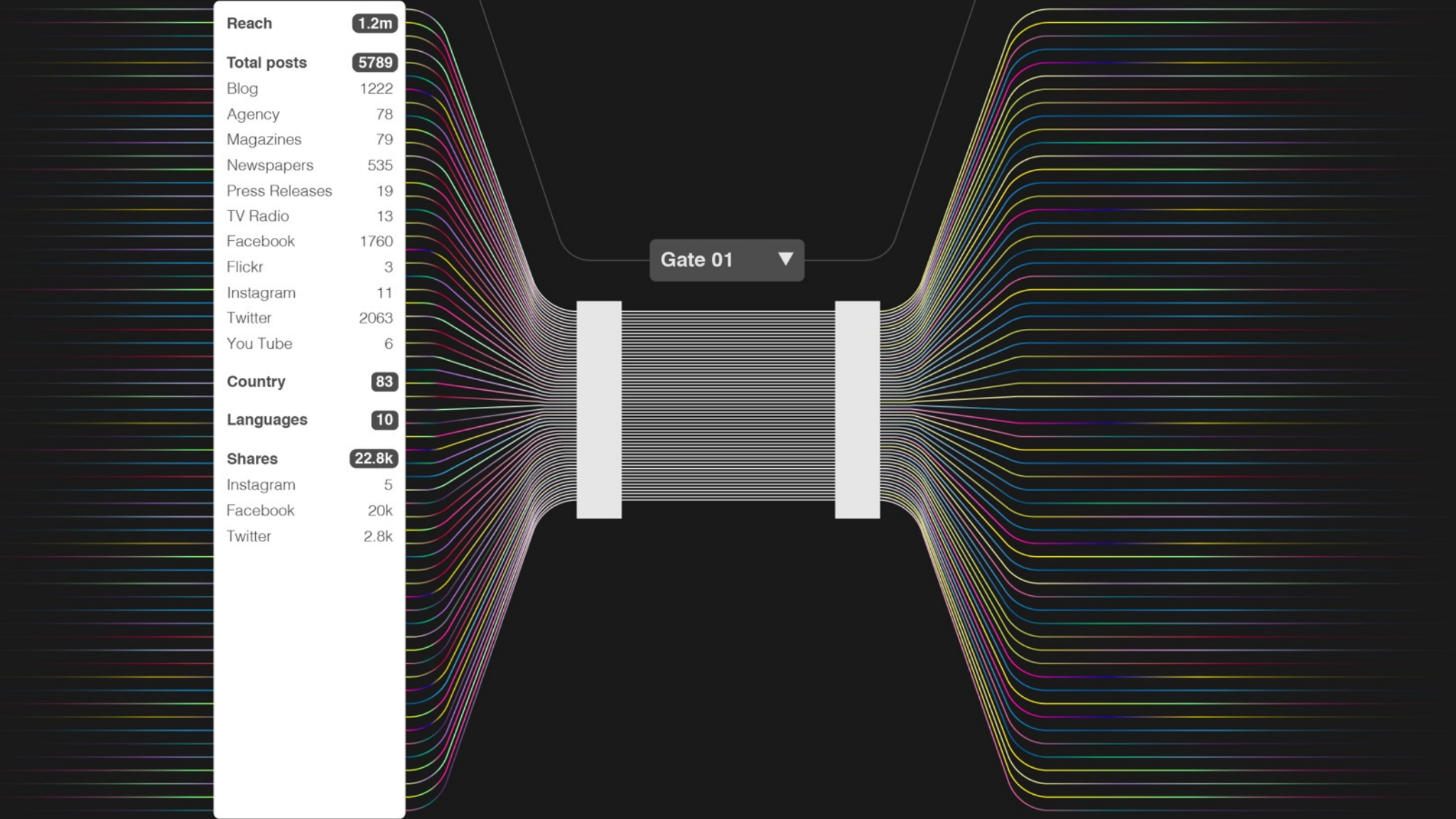
Summary

Reach	1.2m
Total posts	5789
Blog	1222
Agency	78
Magazines	79
Newspapers	535
Press Releases	19
TV Radio	13
Facebook	1760
Flickr	3
Instagram	11
Twitter	2063
You Tube	6
Country	83
Languages	10
Shares	22.8k
Instagram	5
Facebook	20k
Twitter	2.8k

Gate 01 ▼

2018 ▼   export_eletropaulo.xls ▼

The Gate

From complexity to the information.

We have represented the data as multicolour lines, metaphor of the complexity of the information found in each row of activity.

What do we do to isolate a single information from this complex amount of row data?

We make the line passing through a gate that filters all this row data giving back a meaningful set of information.

The multicolour lines passing through the gate and being filtered by the user will turn in a single colour line related to the data filed that they represent.

Reach 1.2m

Total posts 5789
Blog 1222
Agency 78
Magazines 79
Newspapers 535
Press Releases 19
TV Radio 13
Facebook 1760
Flickr 3
Instagram 11
Twitter 2063
You Tube 6

Country 83

Languages 10

Shares 22.8k
Instagram 5
Facebook 20k
Twitter 2.8k

Gate 01 ▼

When clicking on "Gate 01" a drop down list will appear allowing the user to select the desired filter.

2018 ▼   export_eletropaulo.xls ▼

Gate 01 ✕

User ▼

Post ▼

Content ▼

Relevance ▼

Initially the "Gate 01" menu will show 4 categories under which all the 93 data fields are grouped. In this way the user will easily find the information to analyse.

Reach	1.2m
Total posts	5789
Blog	1222
Agency	78
Magazines	79
Newspapers	535
Press Releases	19
TV Radio	13
Facebook	1760
Flickr	3
Instagram	11
Twitter	2063
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Country	83
Languages	10
Shares	22.8k
Instagram	5
Facebook	20k
Twitter	2.8k

2018 ▼   export_eletropaulo.xls ▼

Gate 01 ✕

User ▼

Name

Birthday

Gender

Continent

Country

City

Post ▼

Content ▼

Relevance ▼

Reach   1.2m

Total posts   5789
Blog   1222
Agency   78
Magazines   79
Newspapers   535
Press Releases   19
TV Radio   13
Facebook   1760
Flickr   3
Instagram   11
Twitter   2063
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Country   83

Languages   10

Shares   22.8k
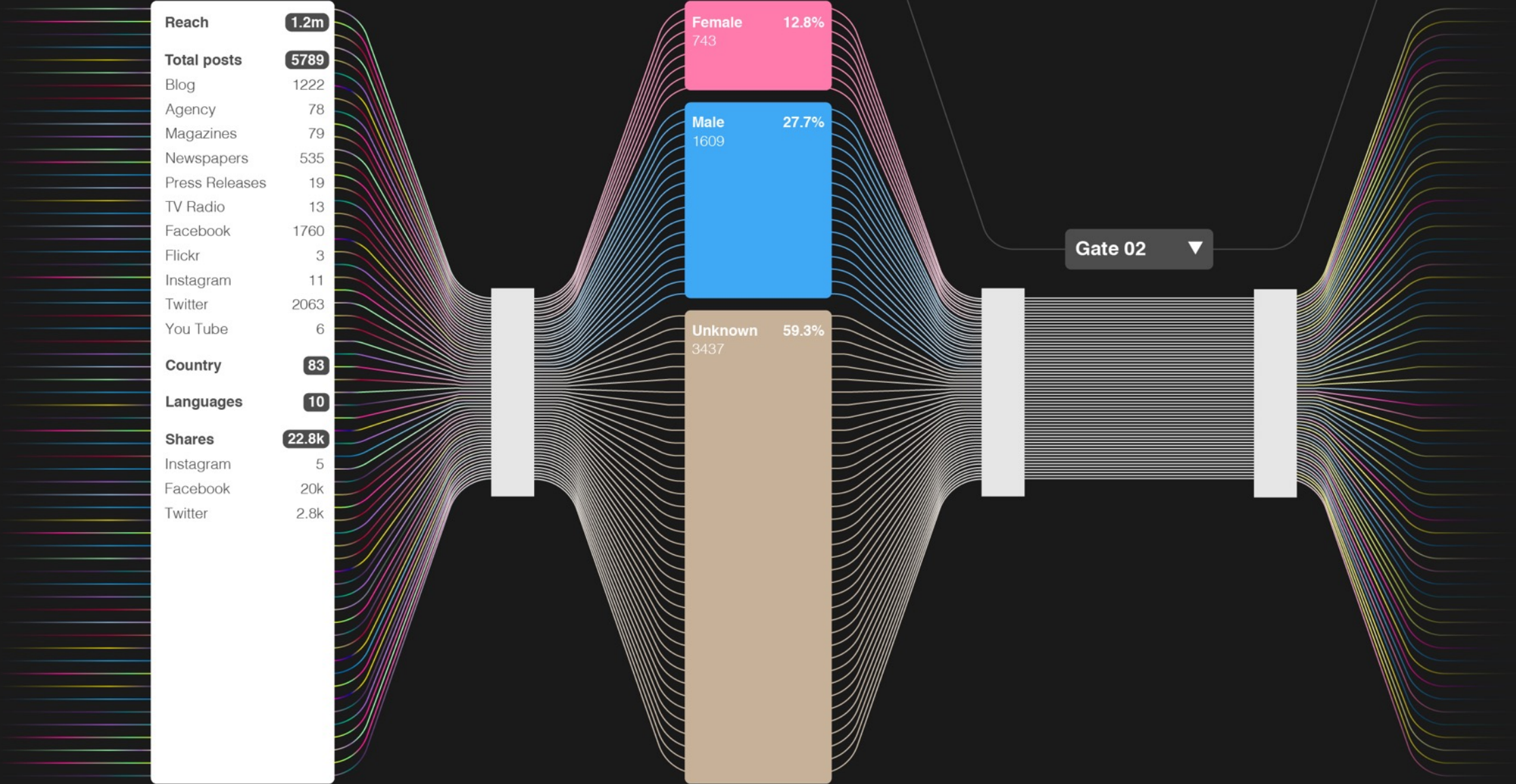Instagram   5
Facebook   20k
Twitter   2.8k

If we now select "Gender" as desired data to analyse the "Gate 01" will be set under this parameter showing how all the posts are divided by gender.

2018 ▼   export_eletropaulo.xls ▼

Summary

Gender ▼

Gate 02 ▼

Reach	**1.2m**
Total posts	**5789**
Blog	1222
Agency	78
Magazines	79
Newspapers	535
Press Releases	19
TV Radio	13
Facebook	1760
Flickr	3
Instagram	11
Twitter	2063
You Tube	6
Country	**83**
Languages	**10**
Shares	**22.8k**
Instagram	5
Facebook	20k
Twitter	2.8k

Female 12.8%
743

Male 27.7%
1609

Unknown 59.3%
3437

2018 ▼   export_eletropaulo.xls ▼

Summary

Reach	1.2m
Total posts	**5789**
Blog	1222
Agency	78
Magazines	79
Newspapers	535
Press Releases	19
TV Radio	13
Facebook	1760
Flickr	3
Instagram	11
Twitter	2063
You Tube	6
Country	**83**
Languages	**10**
Shares	**22.8k**
Instagram	5
Facebook	20k
Twitter	2.8k

Gender ▼

Female 12.8%
743

Male 27.7%
1609

Unknown 59.3%
3437

Gate 02 ▼

The column "Gender" will be divided in 3 blocks: a pink block for females, a blue block for males and a light brown block when the gender is unknown (i.e. the information is not available)

2018 ▼   export_eletropaulo.xls ▼

Summary

Reach	**1.2m**
Total posts	**5789**
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Agency	78
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TV Radio	13
Facebook	1760
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You Tube	6
Country	**83**
Languages	**10**
Shares	**22.8k**
Instagram	5
Facebook	20k
Twitter	2.8k

Gender ▼

Female 12.8%
743

Male 27.7%
1609

Unknown 59.3%
3437

Gate 02 ▼

If the user wants to analyse a different data he can simply and quickly change selection by clicking on this drop down menu

2018 ▼   export_eletropaulo.xls ▼

Say that we want to analyse the geographical location of the people that took part in a conversation, we do so by selecting form the drop down menu of the "Gate 02" the category "User" and the data field "Continent".

Gender ▼

⋮

Continent ▼

Once the selection is completed a third gate will appear ready to be customised like the previous ones.

Female   12.8%
743

Male   27.7%
1609

Europe   22.9 %
1331

North America   8.6 %
502

South America   66.1%
3829

A second column will appear showing a breakdown of the users by continent. As we can see from the block division not many people from Africa, Asia and Australia took part in the conversation so that at this level of zoom we will not see the headers relating to these continents.

The level of details depends on your monitor resolution. Later in this presentation we will see how display details of "non relevant" data.

Gate 03 ▼

2018 ▼

export_eletropaulo.xls ▼

Finally, if we want to analyse the sentiment of each post, we do so by selecting form the drop down menu of the "Gate 03" the category "Post" and the data field "Sentiment".
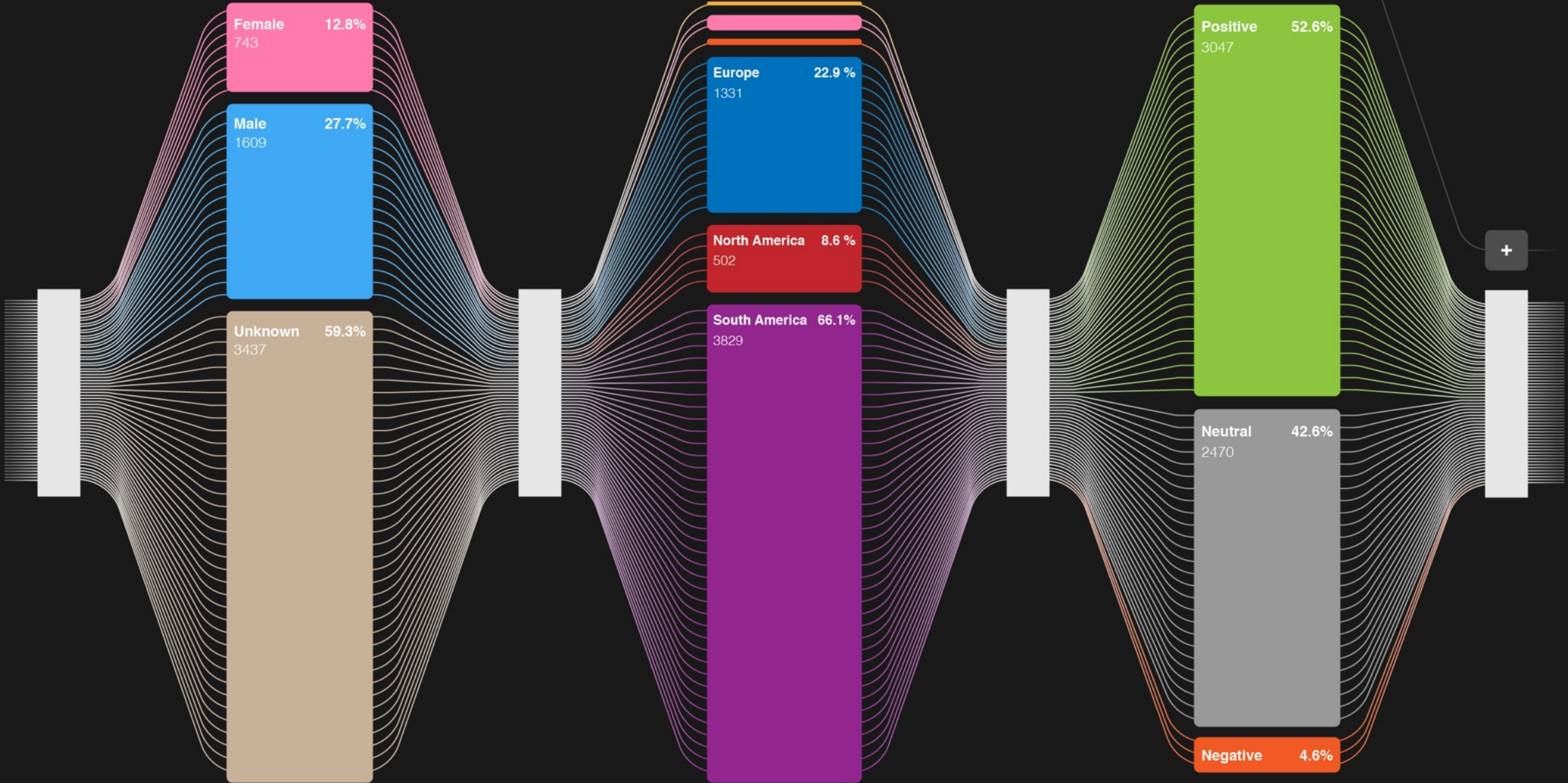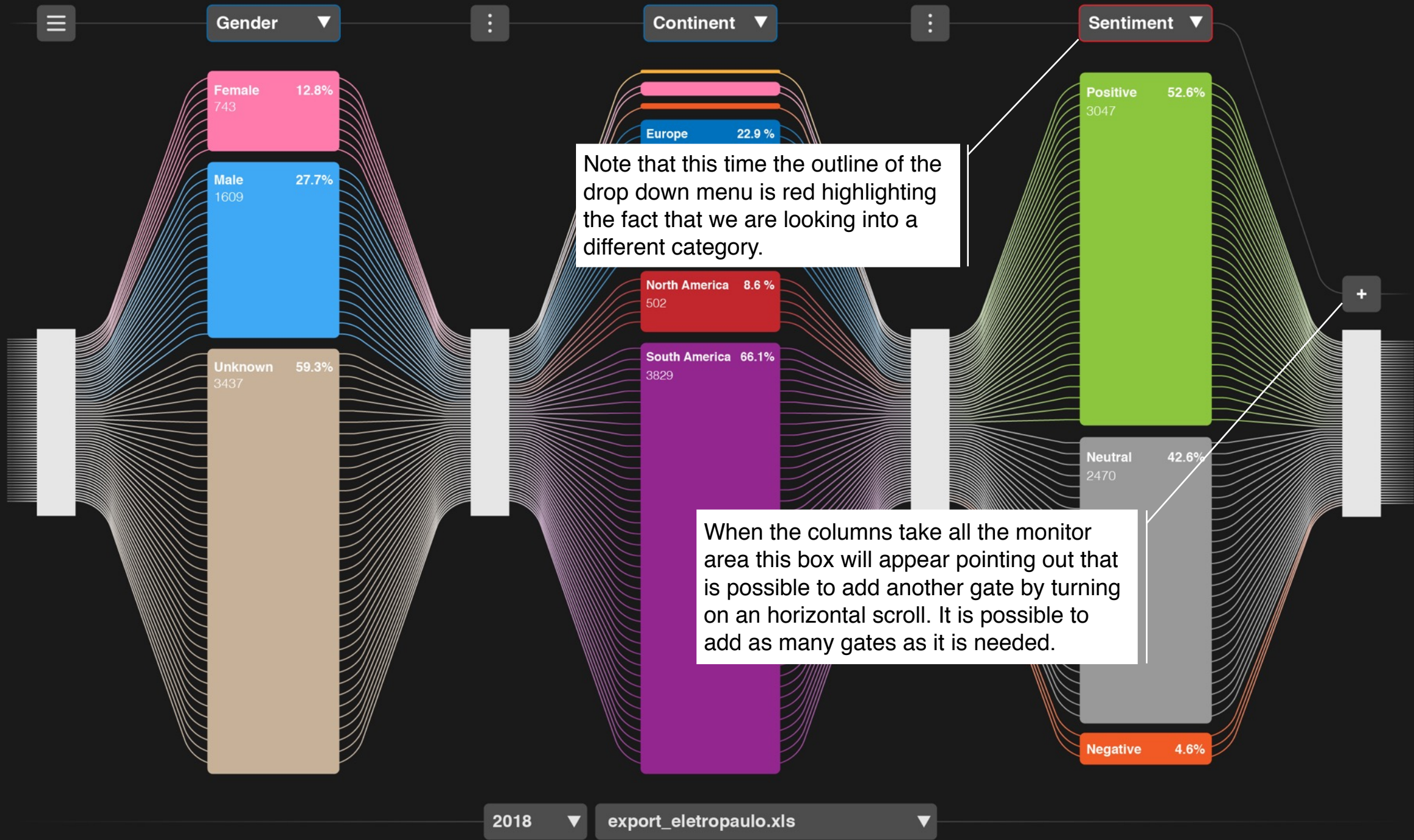
Note that this time the outline of the drop down menu is red highlighting the fact that we are looking into a different category.

When the columns take all the monitor area this box will appear pointing out that is possible to add another gate by turning on an horizontal scroll. It is possible to add as many gates as it is needed.

Gate customization.

Create new information.

As seen above a gate can filter complex row data giving back a easy to read straight forward information.

In fact when the trunk group of multicolour lines go through the gate they will turn into single colour lines representing a given data field.

There is another important function we can use to create subsets and connections between the data.

Let's see how....
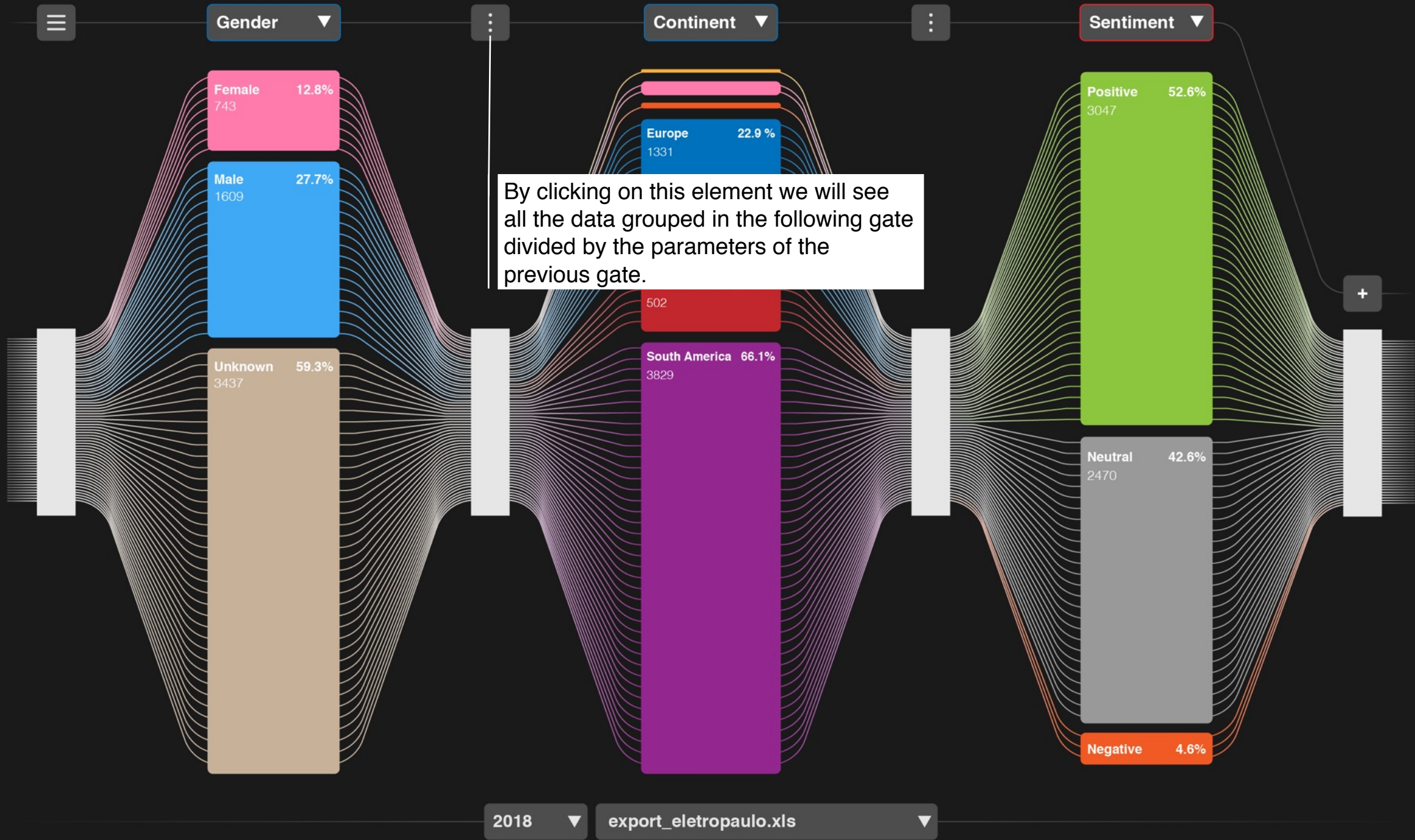
By clicking on this element we will see all the data grouped in the following gate divided by the parameters of the previous gate.

Gender ▼

Female 12.8%
743

Male 27.7%
1609

Unknown 59.3%
3437

Continent ▼

Europe 22.9 %
1331

502

South America 66.1%
3829

Sentiment ▼

Positive 52.6%
3047

Neutral 42.6%
2470

Negative 4.6%

2018 ▼   export_eletropaulo.xls ▼

Gender

Continent
by Gender

Sentiment

Female 12.8%
743

Male 27.7%
1609

Unknown 59.3%
3437

Europe 21.2%
South America 72.9%
542

Europe 18.5%
South America 74%
1191

Europe 25.5%
875
North America 11%
381
South America 60.9%
2096
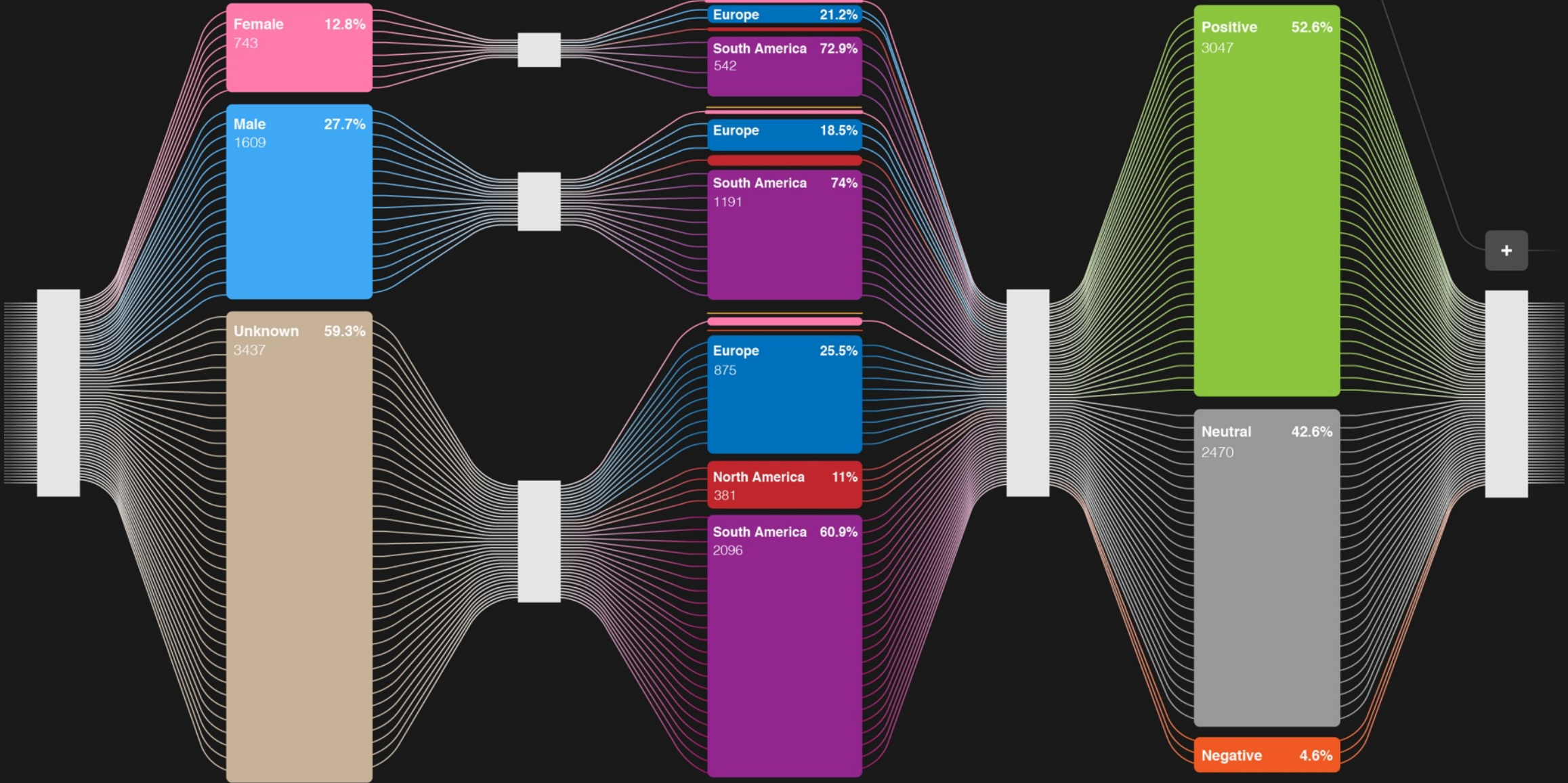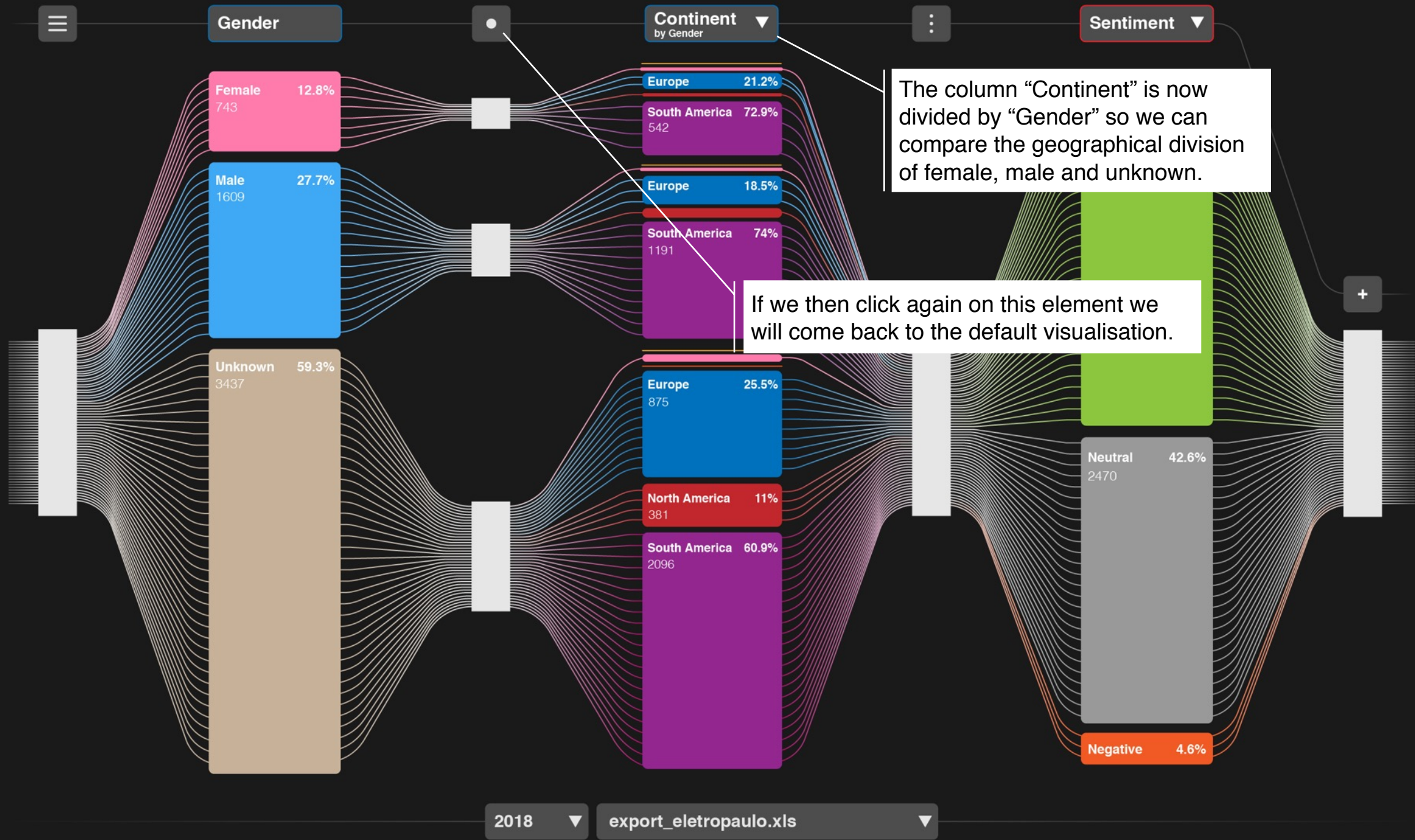
The column "Continent" is now divided by "Gender" so we can compare the geographical division of female, male and unknown.

If we then click again on this element we will come back to the default visualisation.

Neutral 42.6%
2470

Negative 4.6%

2018 ▼   export_eletropaulo.xls ▼
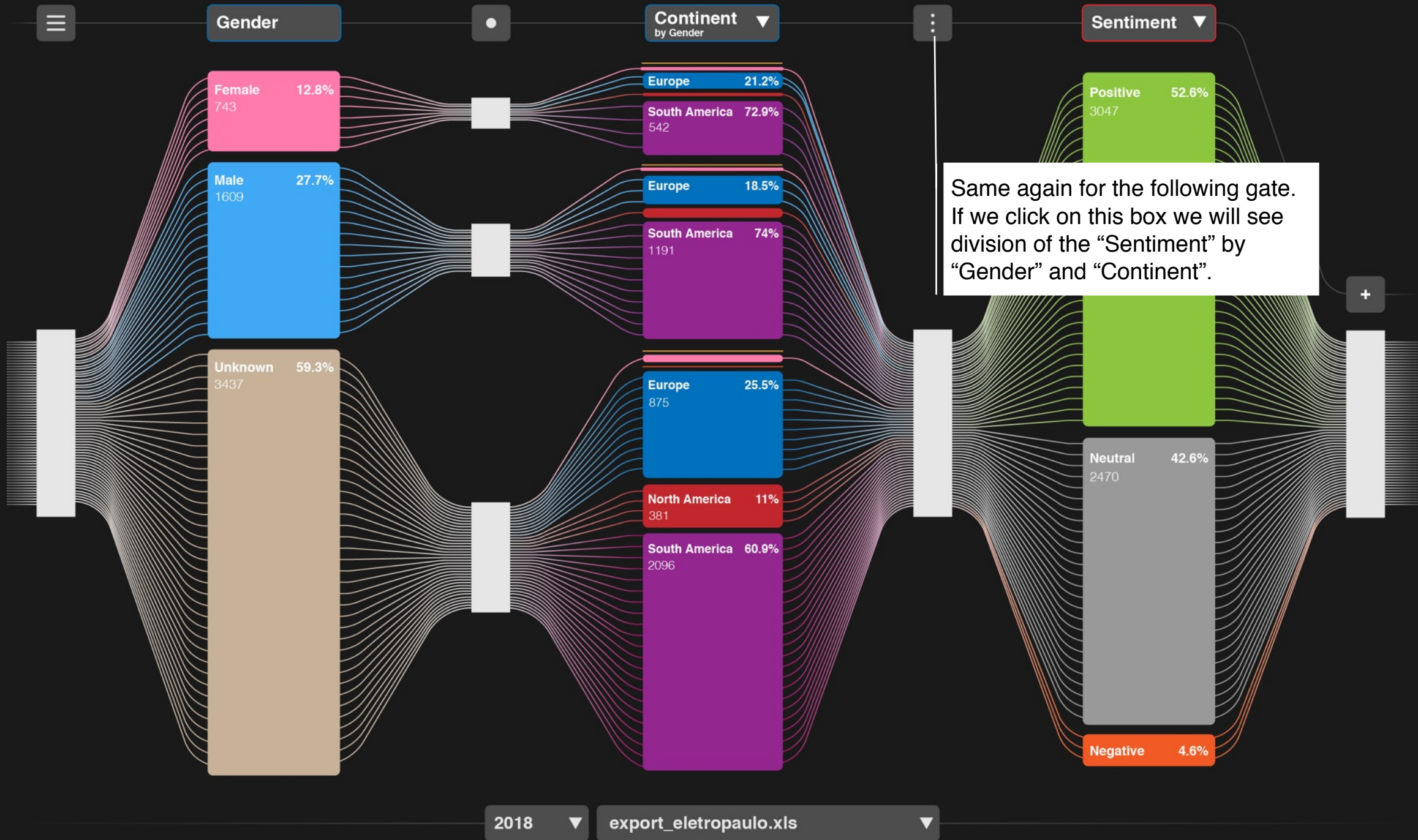
Same again for the following gate. If we click on this box we will see division of the "Sentiment" by "Gender" and "Continent".

Gender

Female 12.8%
743

Male 27.7%
1609

Unknown 59.3%
3437

Continent
by Gender

Europe 21.2%

South America 72.9%
542

Europe 18.5%

South America 74%
1191

Europe 25.5%
875

North America 11%
381

South America 60.9%
2096

Sentiment

Positive 52.6%
3047

Neutral 42.6%
2470

Negative 4.6%

2018   export_eletropaulo.xls

Gender ▼

● Continent ▼
by Gender

● Sentiment ▼
by Continent by Gender
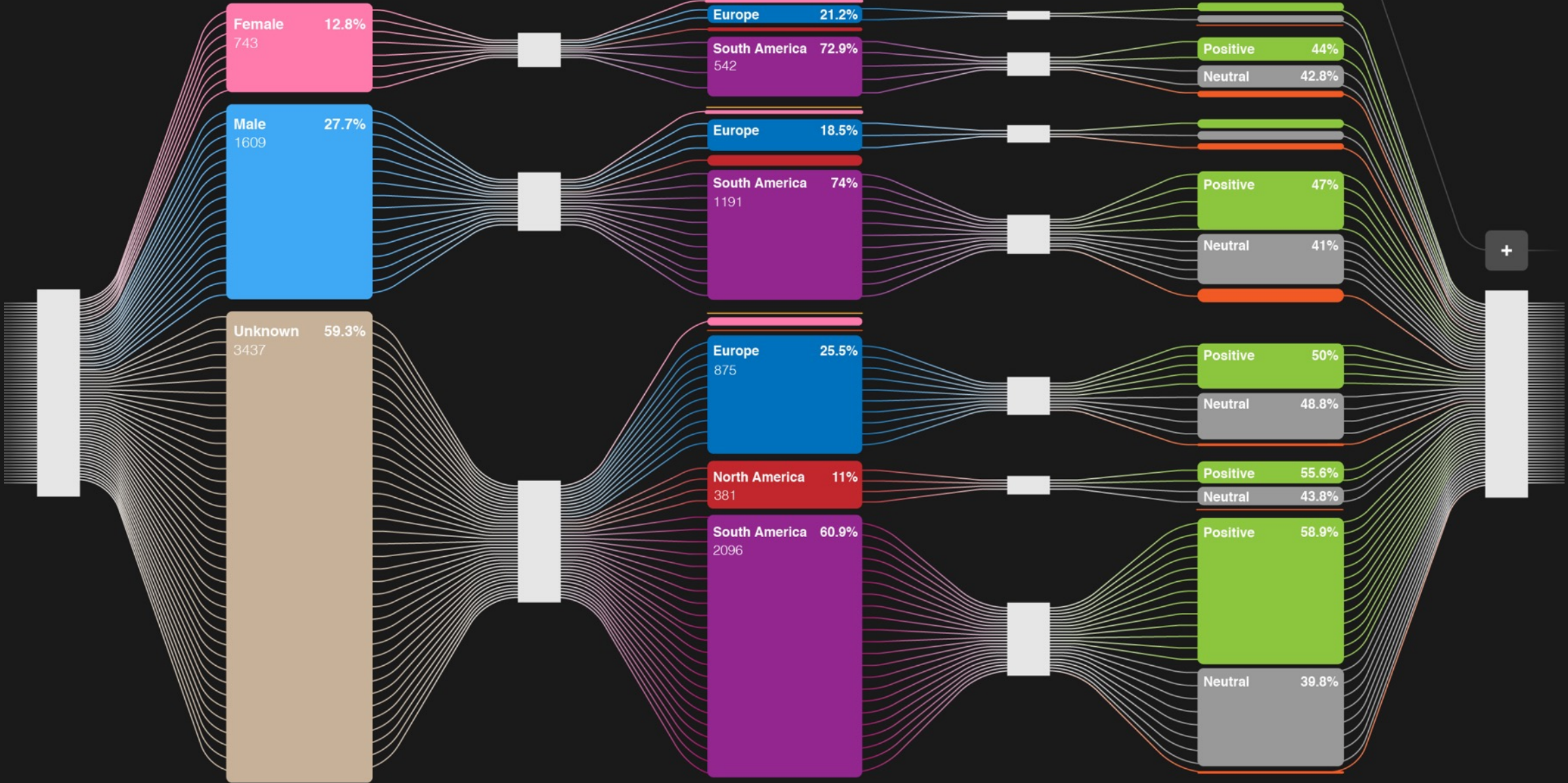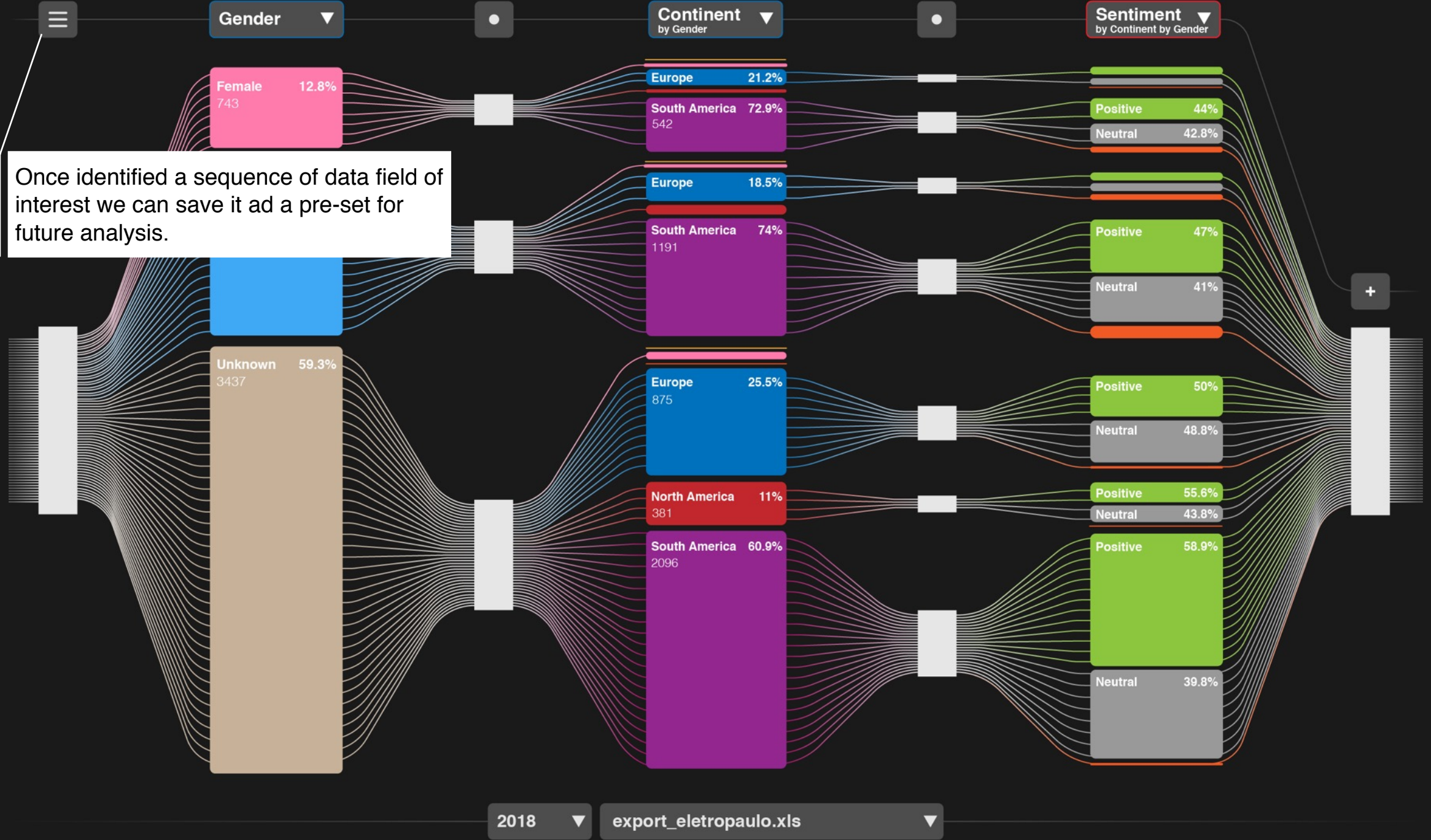
Once identified a sequence of data field of interest we can save it ad a pre-set for future analysis.

Female 12.8%
743

Europe 21.2%
South America 72.9%
542

Positive 44%
Neutral 42.8%

Europe 18.5%
South America 74%
1191

Positive 47%
Neutral 41%

Unknown 59.3%
3437

Europe 25.5%
875

North America 11%
381

South America 60.9%
2096

Positive 50%
Neutral 48.8%

Positive 55.6%
Neutral 43.8%

Positive 58.9%

Neutral 39.8%

+

2018 ▼   export_eletropaulo.xls ▼

Sequence and preset.

Performance tracking tools.

Conversation on social media can be quite complex and the analyst's ability lays on understanding how to read the data that could mean very different things form country to country.

"Gates" makes possible to create, save and name as preset a large number of sequences for future uses.

Zoom

From big to small data.

When we need to analyse small data we can use the zoom function.

Say that, for example, it is important to us understanding the "Sentiment" on the sample "Male" > "Europe" even though the majority of the people taking part in a conversation is from South America. Because the sample is too small the default visualisation doesn't allow us to visualise relevant details we may need. In this case we will click on the cluster "Male" to activate the zoom function.
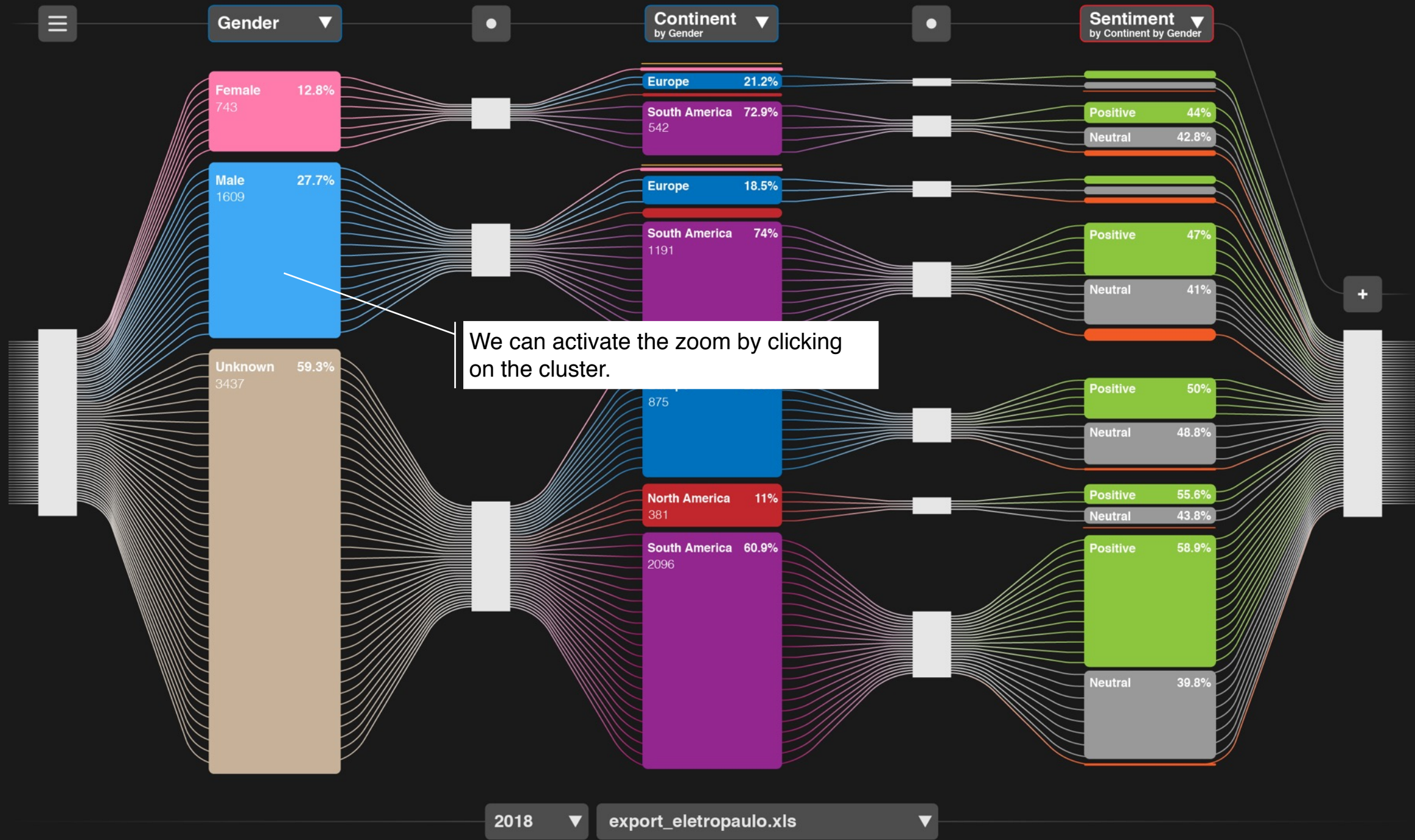
We can activate the zoom by clicking on the cluster.

A magnifier icon will appear to highlight the fact we are using the zoom.

Data we are not interested in zooming will be compressed on top and bottom of the screen.
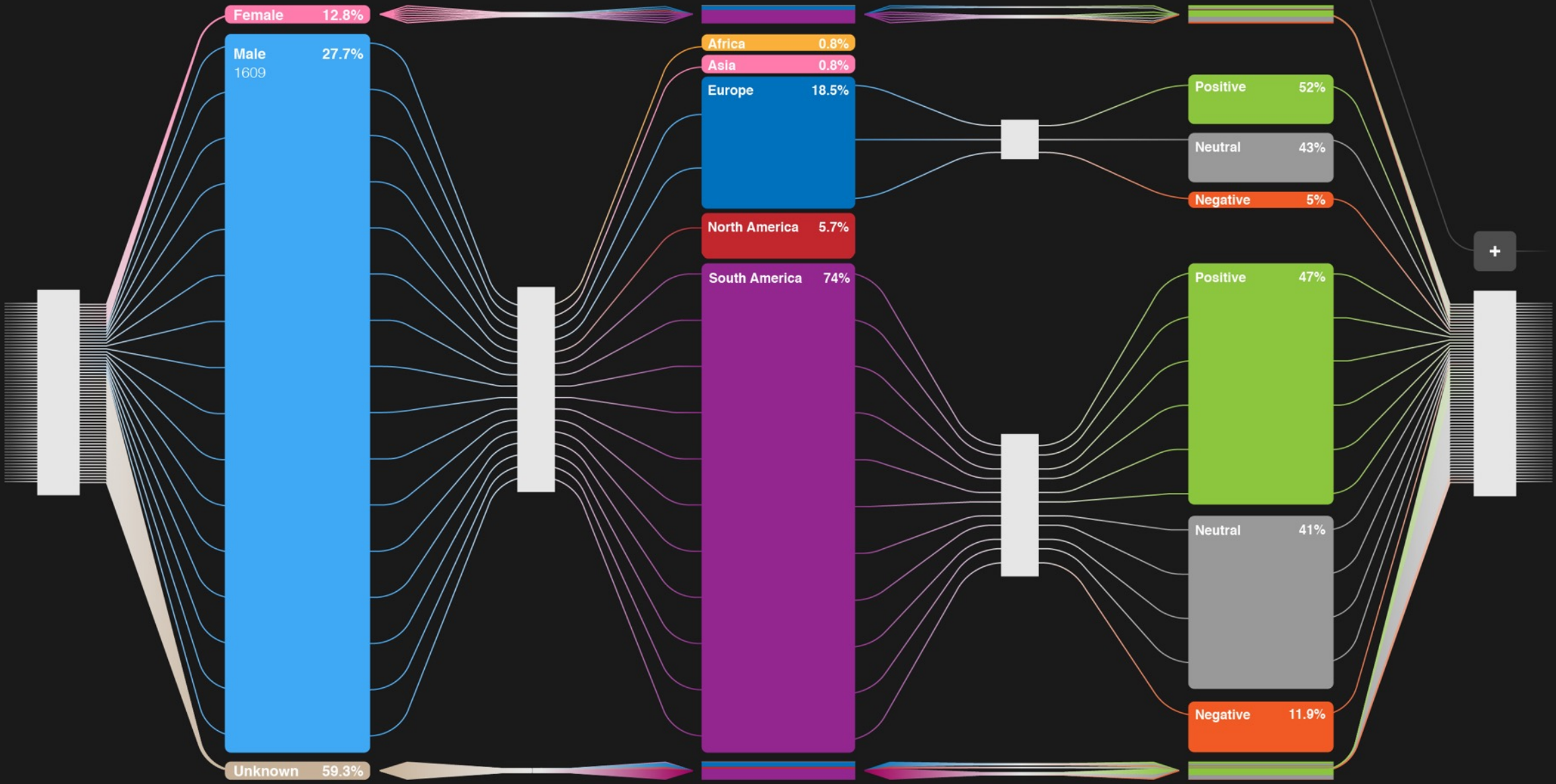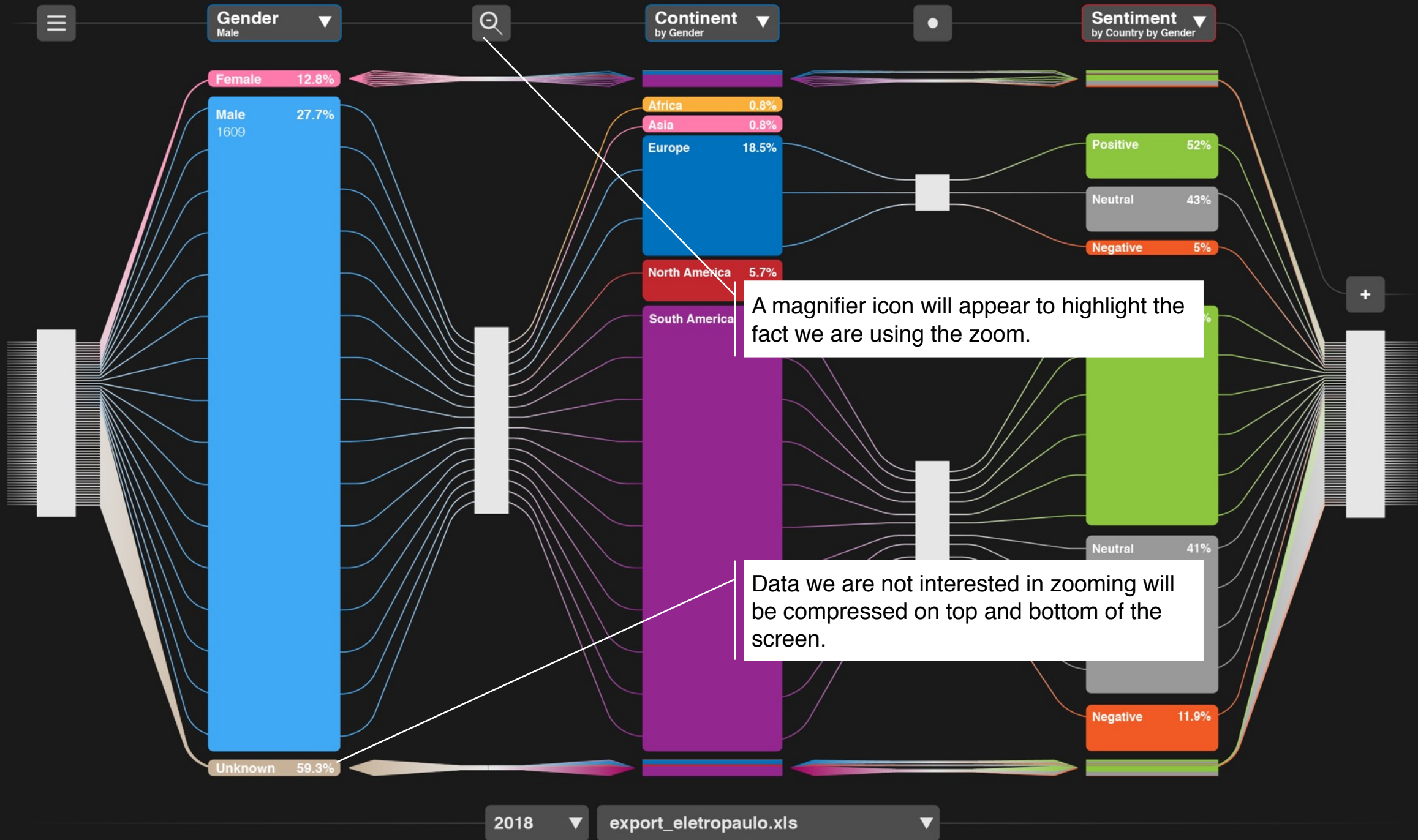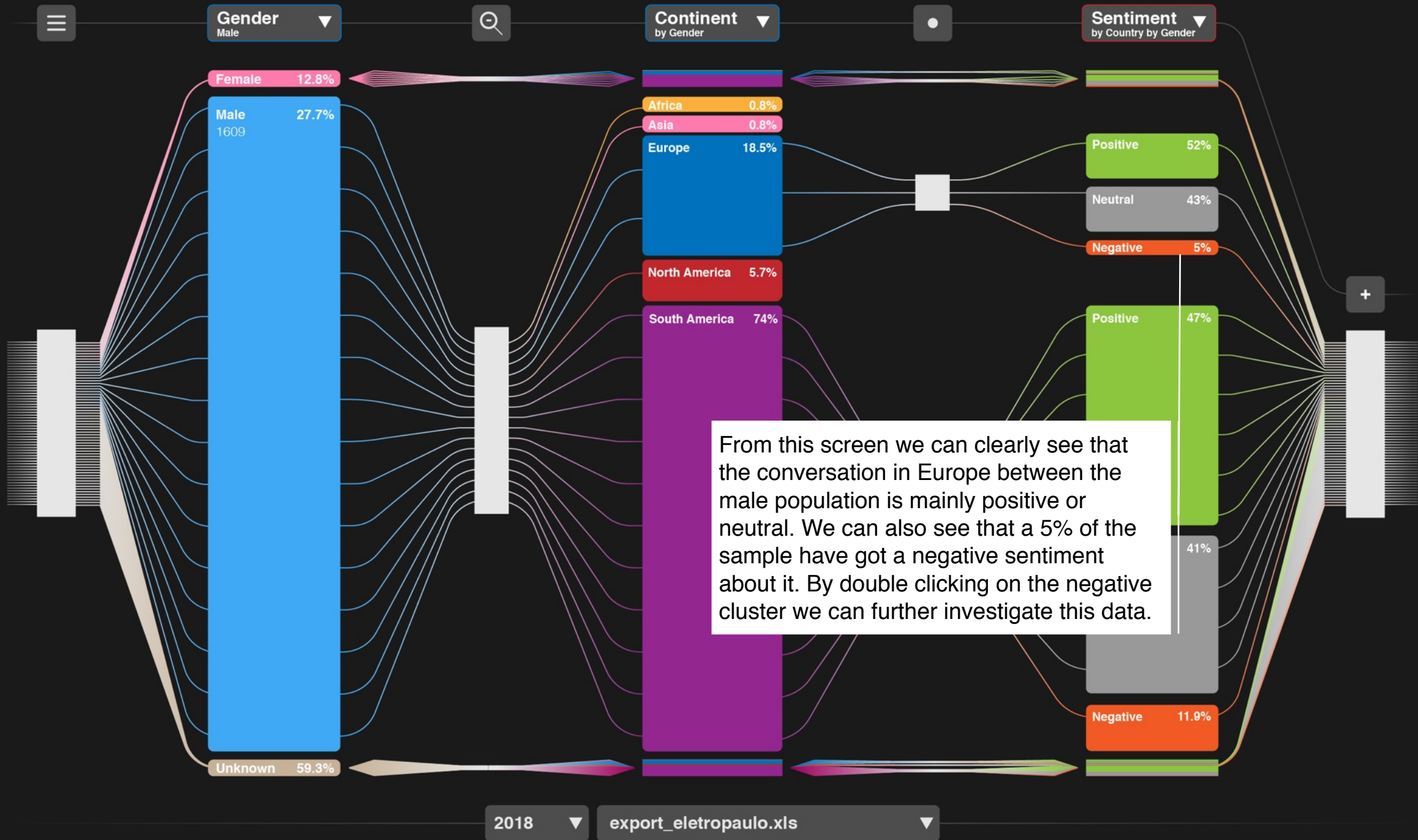
From this screen we can clearly see that the conversation in Europe between the male population is mainly positive or neutral. We can also see that a 5% of the sample have got a negative sentiment about it. By double clicking on the negative cluster we can further investigate this data.

Gender ▼
Male

🔍

Continent ▼
by Gender

●

Sentiment ▼
by Country by Gender

Male 27.7%
1609

Europe 18.5%
298

Negative 5%
15

Pelegrini Estadual Follower 1.4 K
@pelegrini65

Advogado. Colunista no Brasil247. Presidente do PCdoB de Caxambu/MG. Candidato a Deputado Estadual. Vote 65236 Pelegrini é Estadual!

Eletropaulo doada ontem para a Enel, ESTATAL ITALIANA. CPFL doada para State Grid, ESTATAL CHINESA. Jovem Pan, FSP, Estadão, Globo, MBL e etc convence o manipulado que Estatal é ruim e PSDB de Dória, Alckmin vende pra Estatal Italiana e Chinesa a Energia Elétrica de São Paulo. ⬜v

Reach 1.2k Like 23 RT 2

Empresas El Español Follower 1.7 K
@empresas_ee

Empresas y Medios en @elespanolcom. http://www.elespanol.com/economia Contacto: empresas@elespanolcom. App Signal para información confidencial: 657977715

Enel patina en Brasil: los analistas ven "cara" la compra de Eletropaulo y su acción pierde un 12% en un mes

https://www.elespanol.com/economia/empre-
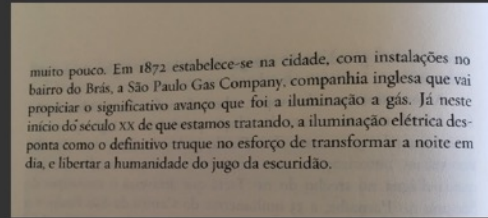
Reach 1.2k Like 23 RT 2

Enel diz que não tem plano para fechar capital da Eletropaulovi

Reach 1.2k Like 23 RT 2

Filippo La Rosa Follower 7.9 K
@larosa_filippo

Console Generale d'Italia a San Paolo. Cônsul Geral da Itália em São Paulo. Per il mio Paese in Brasile. Italian diplomat #italianosdobrasil #italianosnobrasil

**No passado foi assim...
... a partir de agora será
@EnelBrasil #Eletropaulo #Enel**

muito pouco. Em 1872 estabelece-se na cidade, com instalações no bairro do Brás, a São Paulo Gas Company, companhia inglesa que vai propiciar o significativo avanço que foi a iluminação a gás. Já neste início do século XX de que estamos tratando, a iluminação elétrica desponta como o definitivo truque no esforço de transformar a noite em dia, e libertar a humanidade do jugo da escuridão.

Reach 1.2k Like 23 RT 2

Rita Machadø Follower 3.5 K
@nesimachado

Don't let the bastards grind you down.

Esta é a Enel, a empresa italiana que comprou a Eletropaulo. O texto completo está na página do

Giuliano Garavini Follower 254
@GaraviniG

Senior Research Fellow in the Humanities at NYU Abu Dhabi. Just finished writing a history of OPEC. Contributi per http://ilFattoQuotidiano.it

#Enel ha speso 1,48 mld $ per comprare maggioranza della brasiliana Eletropaulo. C'è poco da gioire quando società pubbliche italiane lesinano investimenti in Italia per comportarsi da predatori all'estero.

Reach 1.2k Like 23 RT 2

Felipe Oliveira© Follower 12K
@Gaviao_SCCP

Twitterer, journalist, broadcaster, photographer and passionate about the #Corinthians. On air since 24/10/2011. Copyright ©2018.

Prova disso é meu irmão que mora em Niterói/RJ, onde a Enel atua, e lá, o serviço é de porco, que nem a Eletropaulo de SP. Ou seja, muda de dono, de nome, mas o serviço continuará ruim, se a empresa italiana não solucionar problemas corriqueiros.

Reach 7.8k Like 45 RT 6

+

Male 27.7%
1609

Europe 18.5%
298

Negative 5%
15

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Enel patina en Brasil: los analistas ven "cara" la compra de Eletropaulo y su acción pierde un 12% en un mes

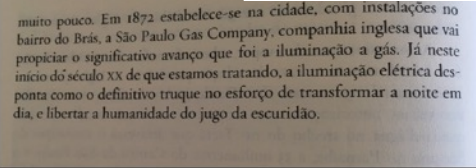https://www.elespanol.com/economia/empre-

Reach 1.2k   Like 23   RT 2

Enel diz que não tem plano para fechar capital da Eletropauloví

Reach 1.2k   Like 23   RT 2

Filippo La Ro Follower
@larosa_filippo

Console Genera
Cônsul Geral da
mio Paese in Br
nosdobrasil #ital

**No passado foi as
... a partir de agor
@EnelBrasil #Ele**

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Reach 7.8k   Like 45   RT 6

There are in total 15 post showing a negative sentiment about the topic between European males. We can see all these posts in a wall where they are collected together so that we can read, compare and analyse them. For each post we can also see "Reach", "Like", "Share" and "Follower" of the user.

2018 ▼   export_eletropaulo.xls ▼

Gender
Male

Continent
by Gender

Sentiment
by Country by Gender

Male 27.7%
1609

Europe 18.5%
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Negative 5%
15

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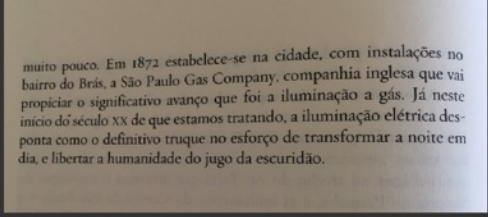
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Reach 7.8k Like 45 RT 6

For example one of the 15 people showing a negative sentiment is the Italian Consul General Filippo Rosa. His "sentiment" may deserves a more accurate analysis. Even if he hasn't got a lot of followers he is a influent person outside social media.

Follower 1.7 K

...panolcom.
...onomia Con-
...com. App Signal
...557977715

Enel patina en Brasil: los analistas ven "cara" la compra de Eletropaulo y su acción pierde un 12% en un mes
https://www.elespanol.com/economia/empre-

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Rita Machadø Follower 3.5 K
@nesimachado

Don't let the bastards grind you down.

Esta é a Enel, a empresa italiana que comprou a Eletropaulo. O texto completo está na página do

2018 ▼   export_eletropaulo.xls ▼

Conclusion

Play with Gates and find your insight.

"Gates" is a tool to find and combine information coming from social media.

In the example seen on the previous pages we have defined a preset that analyses the sentiment of European males about a given topic.

This sequence of gates could be useful to measure and understand the opinions of this specific sample. Let's now see another example to show how "Gates" can support brand decisions in investment and communication.

Conclusion

Play with Gates and find your insight.

If we want to know where to increase investments to make a campaign as effective as possible we could use the sequence:

| SOCIAL NETWORK | **>** | ENGAGEMENT | **>** | COUNTRY |

By using this sequence it will be possible to immediately identify which are the countries less reactive to the topic and adapt the investment in communication accordingly to improve performances.

Conclusion

Play with Gates and find your insight.

Nowadays conversations on social media are constantly evolving.

Social media themselves create new places and way to interact and so the best tool for measuring data shouldn't just provide a figure but also allow the analyst to play with it in a intuitive and quick way.

The analyst experience and skills will then lead him to a unique and effective insight.

It is following this argument that I created "Gates".

Thank you!

Solver: Riccardo De Angelis, Senior Art Director