Dreamcatcher: Synthesizing the Cognitive Maps of Collectivities

- **Objective**
  Develop a framework and supporting algorithms and tools to parse opinion rules from unstructured text, such as blogs, synthesize them into **cognitive maps** representing a collective view about a topic of interest and infer hidden causality patterns.

- **Payoffs**
  - Quantify the strength of opinions
  - Identify macro trends
  - Intent recognition
  - Influence opinions

- **Technical Approach: Web mining**
  - Extract causal relations from text
  - Evaluate influence of blogs
  - Generate association rules
  - Synthesize cognitive maps
  - Discover hidden patterns

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Dreamcatcher: Data Flow

- Community Taxonomy
- NLP Tools
- Extract Cause/Effect Belief Relationships
- Influence Score
- Association Rule Mining
- Opinion Rules
- Synthesize
- Culture Common Sense
- Predictions, Warnings of Intent
- Retrieve Community Blogs
- Blogs
- Question
- Infer

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