

Analysis tool predicted Brexit 6 hours before poll results

 technology.inquirer.net/48987/analysis-tool-predicted-brexit-six-hours-before-poll-results



A tool called Twitris, used by an analytics startup, claims to have predicted Brexit six hours before the poll results were made public.

Twitris was developed by Wright State University and is currently being used by Cognovi Labs. The tool analyzes social media chatter about certain topics and attempt to deduce in real-time the large-scale sentiment on the topic it is researching.

Cognovi Labs had seen a sudden shift in opinion among Twitter users which indicated that the polls regarding the number of “remain” citizens were incorrect six hours before the actual result was announced, reports Tech Crunch.

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In order to achieve its prediction, Cognovi Labs ran Twitter chatter into Twitris. The machine learning tool that leverages on Cognovi Labs’ semantic intellectual property analyzed the chatter and even picked up the use of slang terminologies.

While there are a number of sentiment analysis tools currently in use, Cognovi Labs CEO James Minored states that Twitris is in a class of its own due to the tool’s ability to support comprehensive analysis, deep insight and actionable information. It also uses background knowledge while conducting its analysis, something that current tools are

unable to do.

Tools like Twitris is just one of several that companies use to predict trends and human behavior over the internet. In the future, it could even be integrated into robots and artificial intelligence systems. **Alfred Bayle**

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