

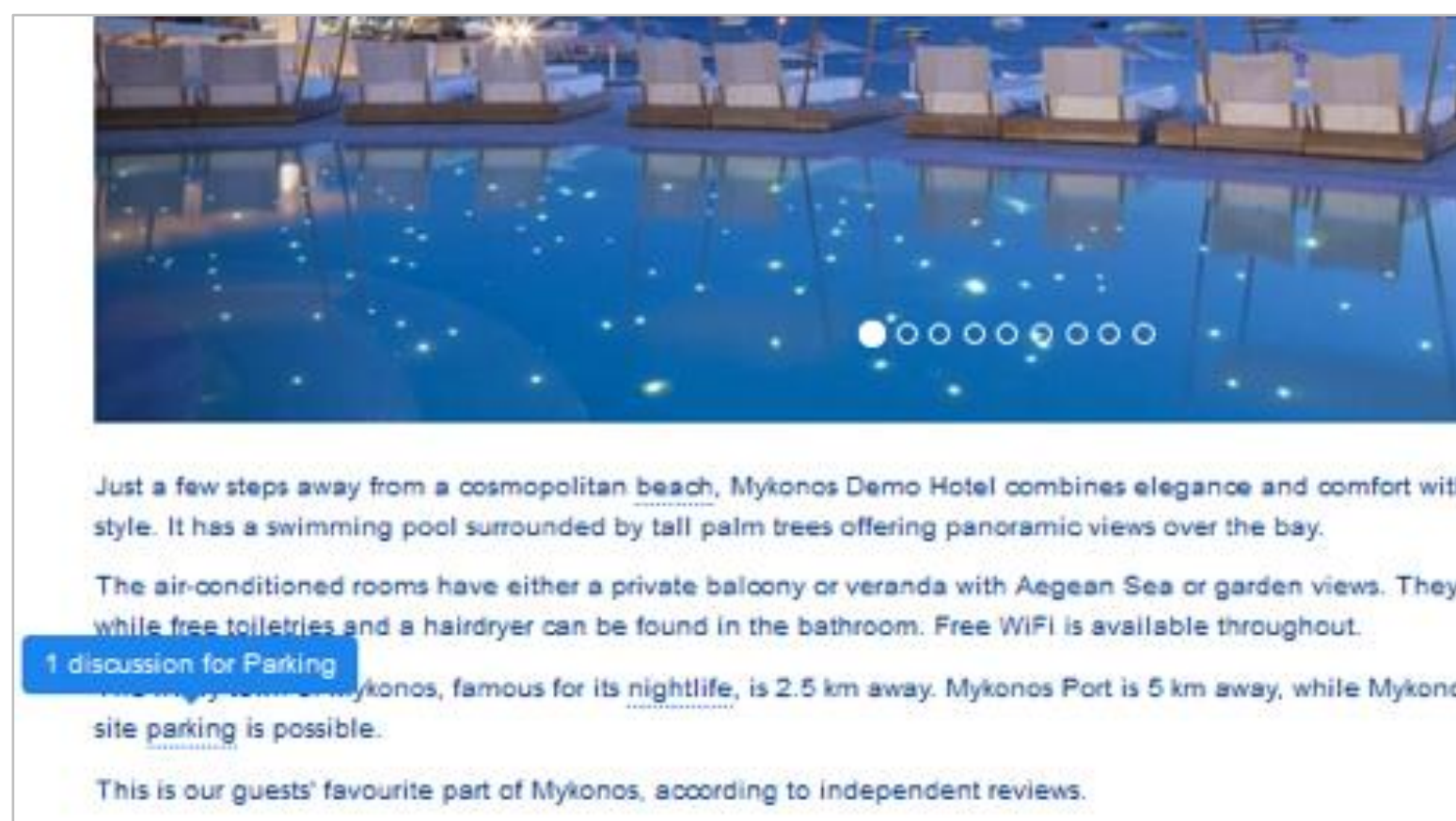
MOTIVATION

- User reviews, comments, and votes on the Social Web form the modern version of word-of-mouth communication, which has a huge impact on people's shopping habits, businesses, and the overall market
- **Methinks** is a tool that assists users in analysing, managing, and visualising comments, discussions, and topics
- Methinks leverages a combination of techniques from Semantic Web, Computational Argumentation, and Crowdsourcing



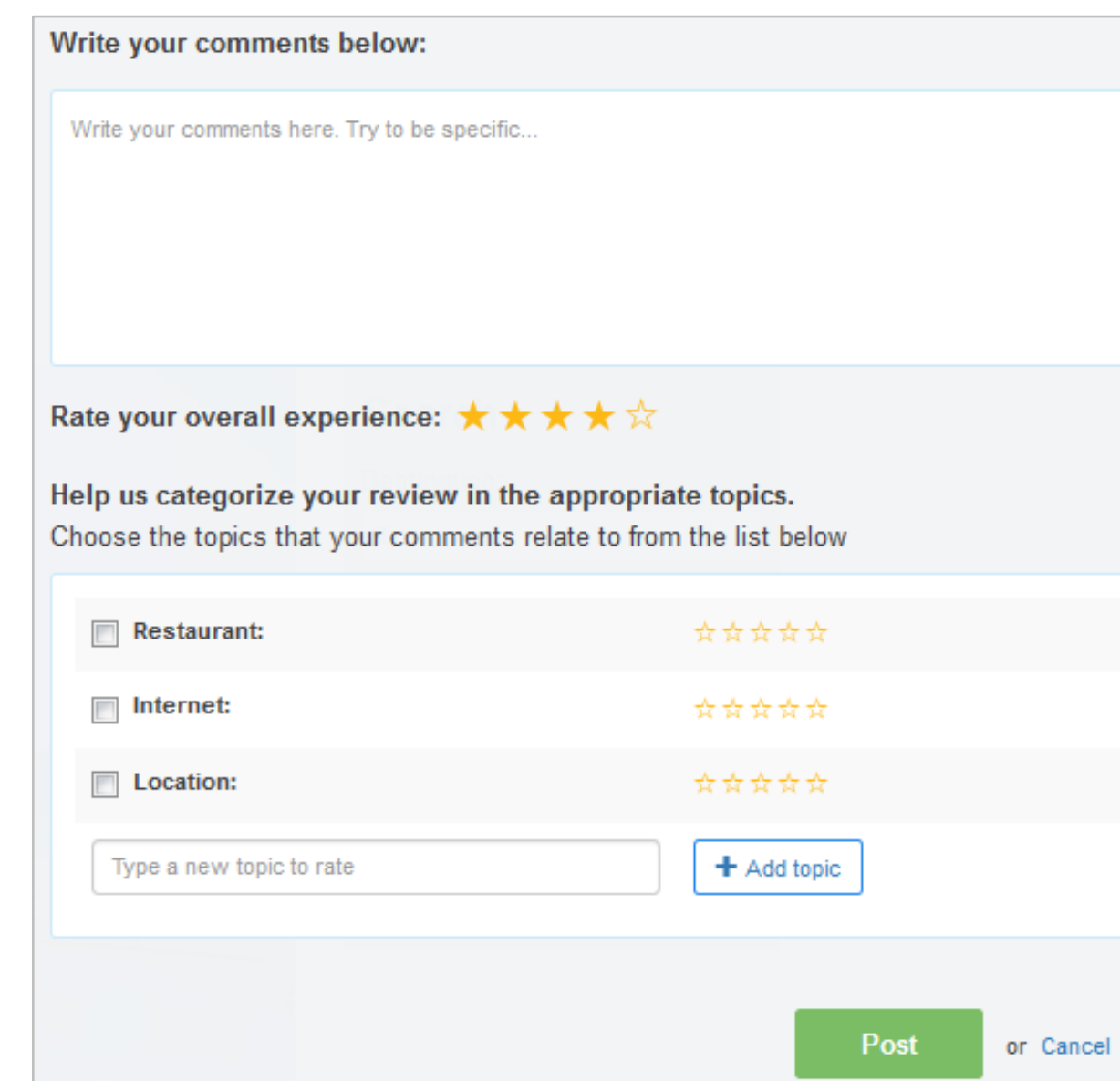
THE METHINKS SYSTEM – MAIN FEATURES

- ✓ Comments are of equal importance as website content
- ✓ Content integrated with related user comments



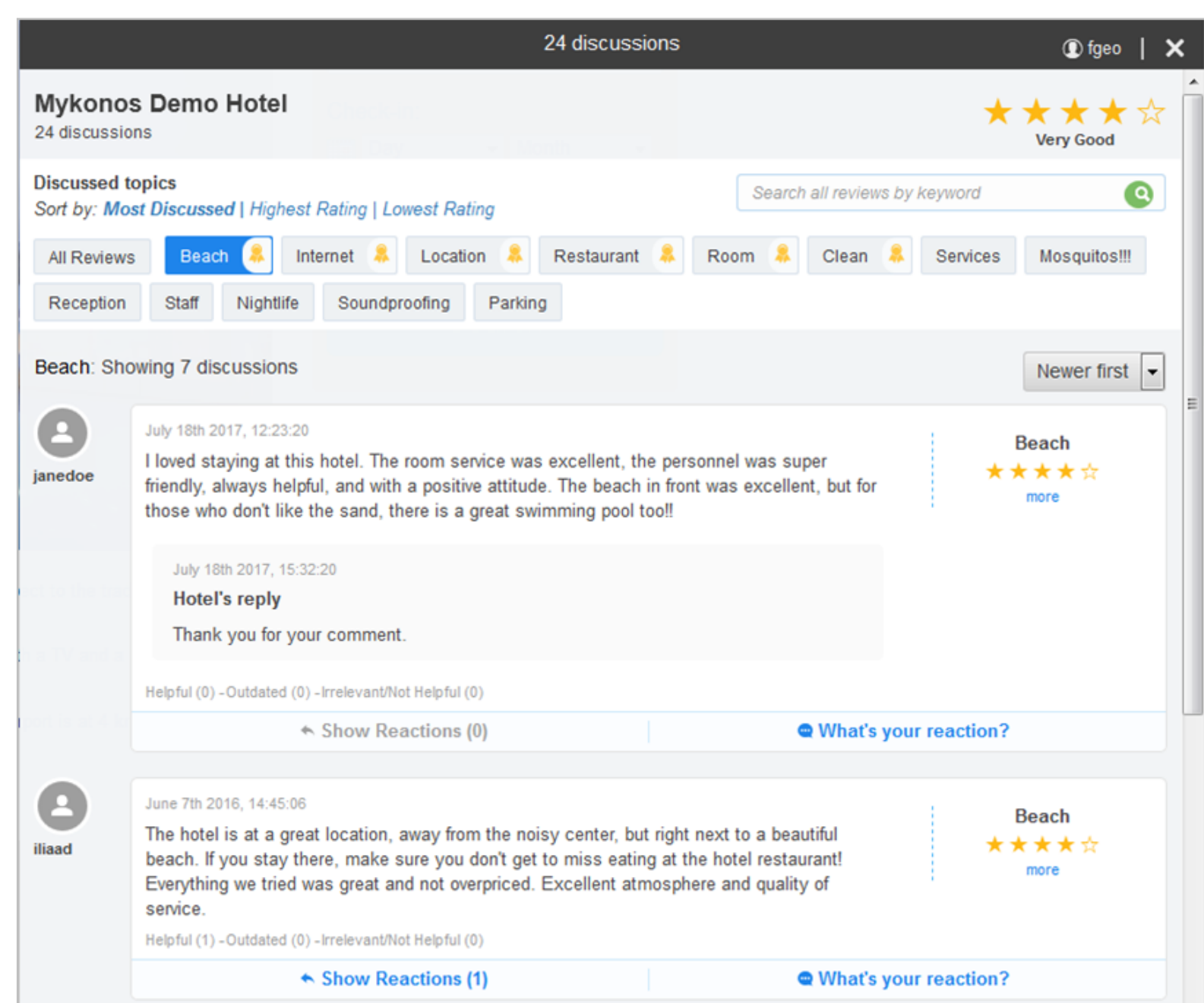
Consumer (end-user)

- ✓ Open-ended list of topics/tags at comment authoring for more accurate comment categorization
- ✓ Automatic topic generation based on association of typed words with existing topics
- ✓ Rich set of possible reactions on comments allows diverse feedback on topics and user opinions

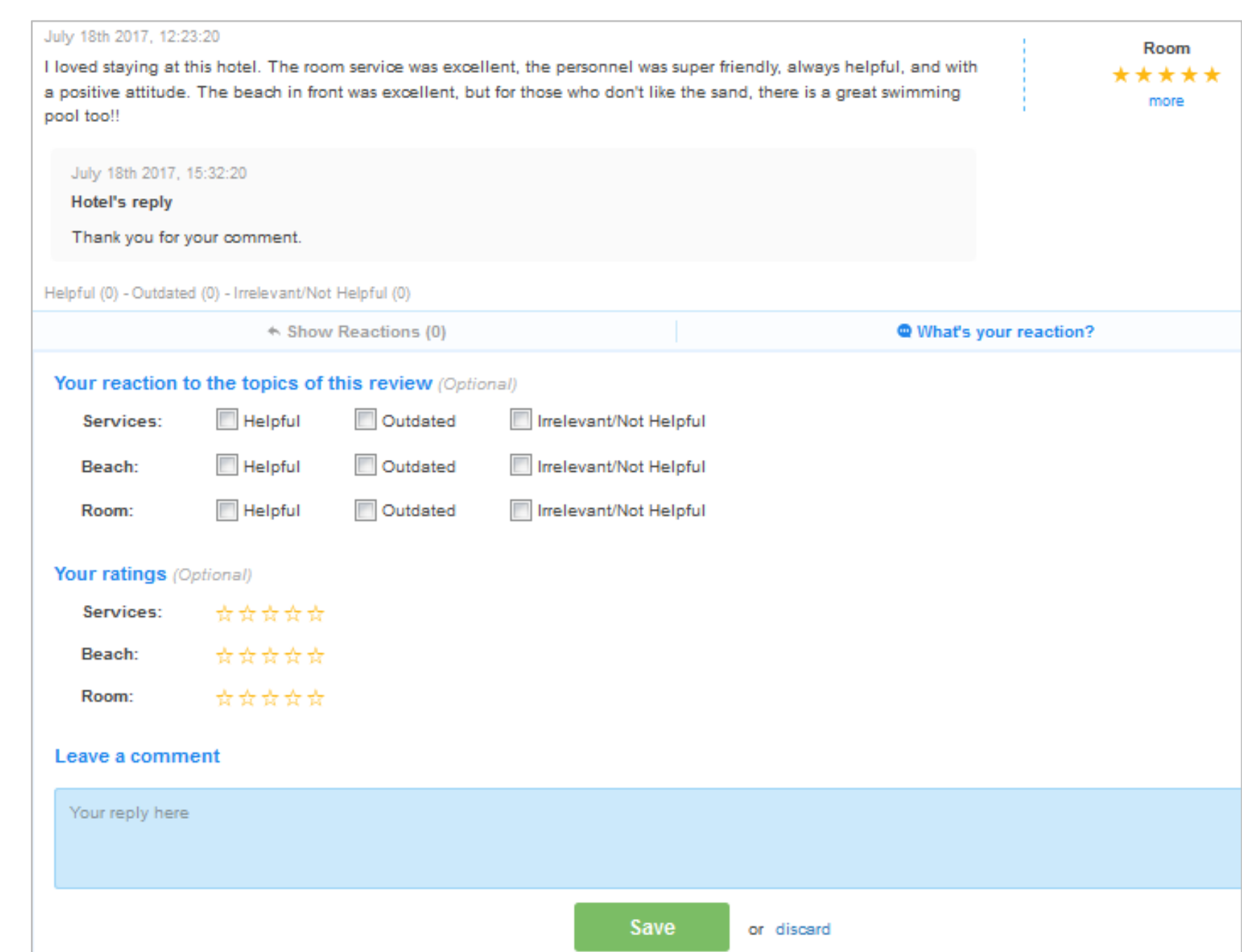


Consumer (end-user)

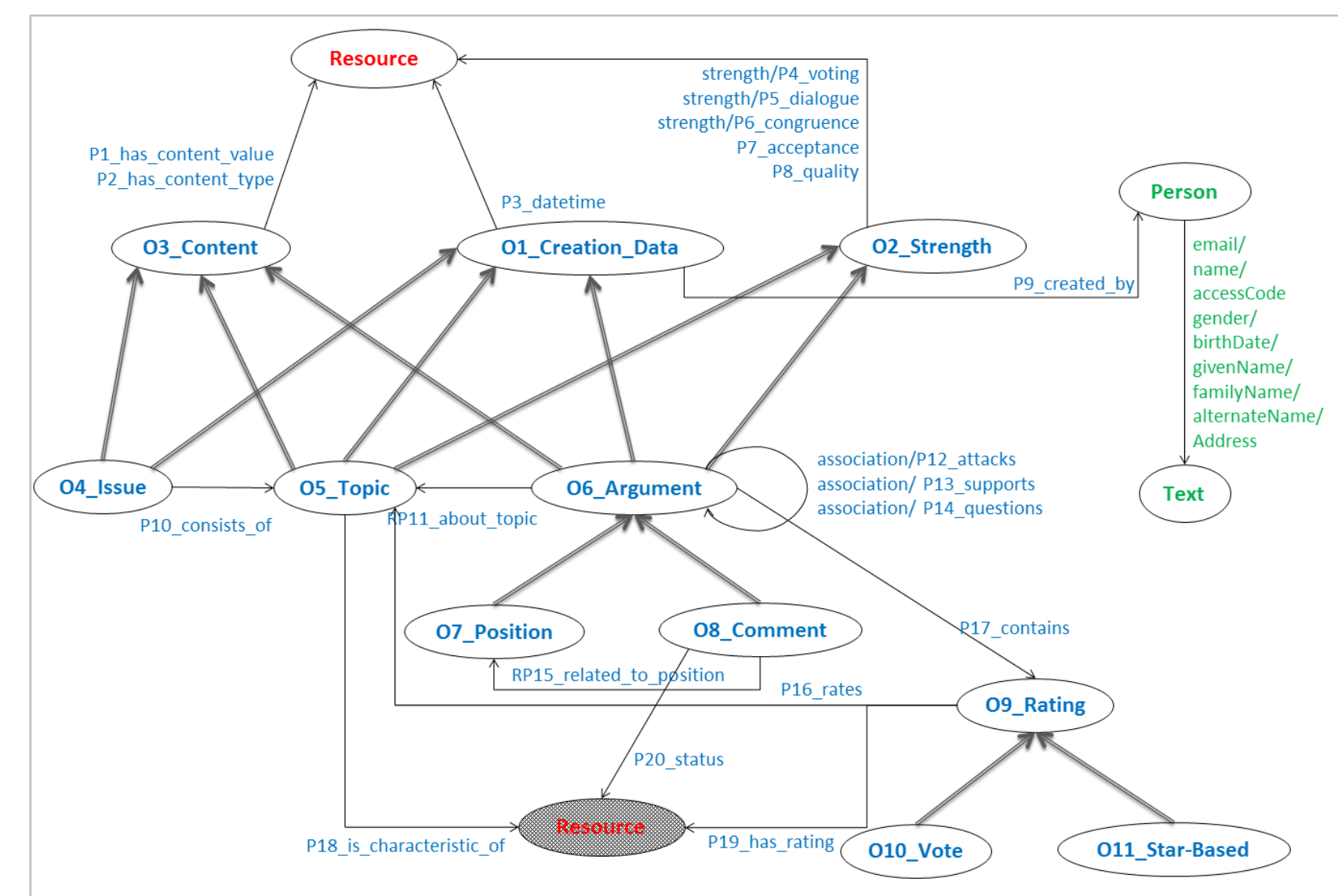
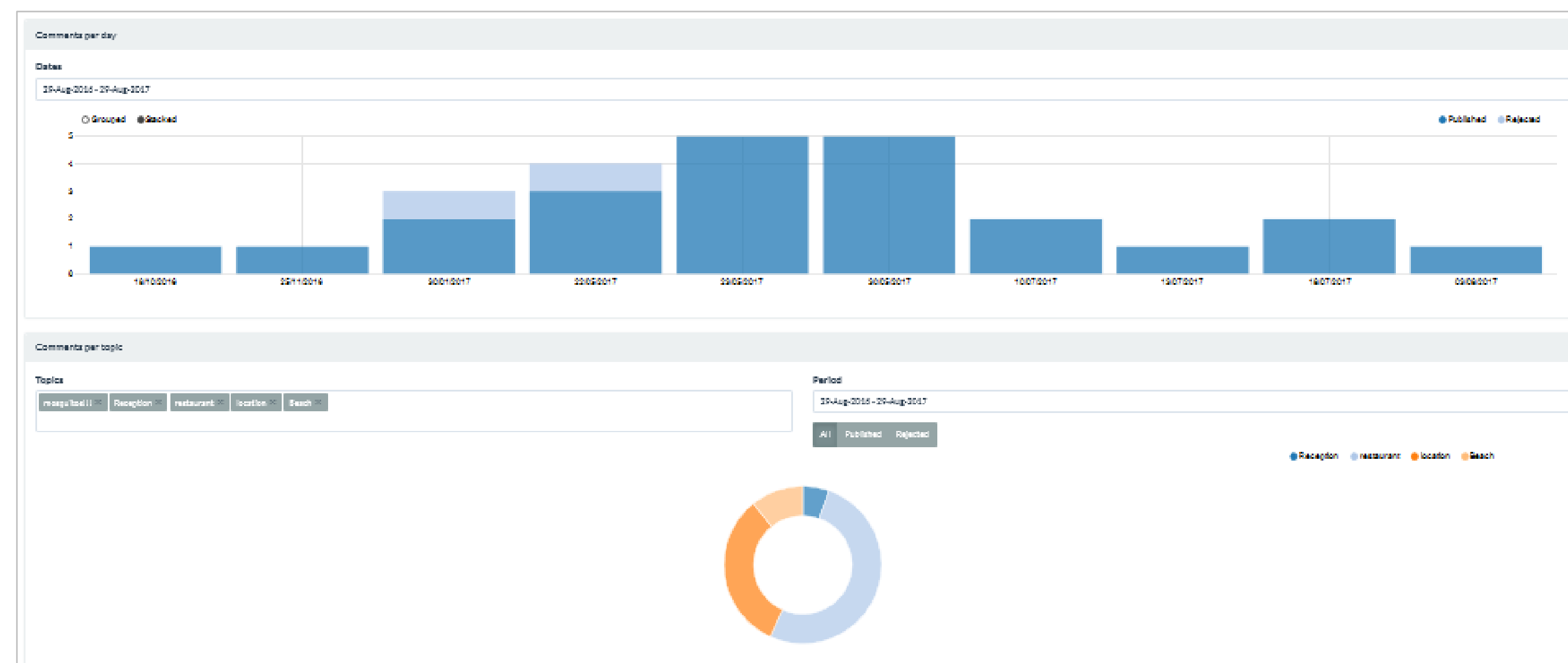
- ✓ Easy exploration of discussions with common themes
- ✓ Sophisticated quality/acceptance scoring for topics and comments, based on aspects
- ✓ Scoring leverages techniques from quantitative argumentation frameworks
- ✓ Rich interface, facilitating comment finding/analysis



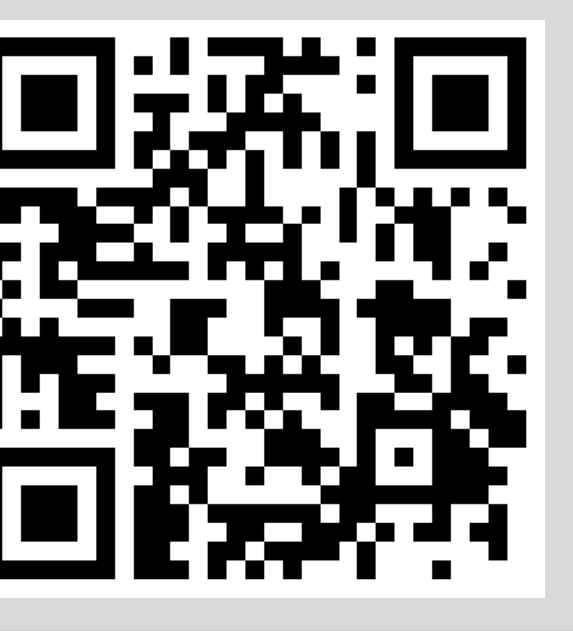
Consumer (end-user)



- ✓ Admin interface allows managing, moderating and responding to comments
- ✓ Sophisticated analysis and visualisation of comments, topics and related trends
- ✓ Data analysis facilitated by ontological representation



Analyst (admin)



Methinks end-user interface (consumer)
<http://www.ics.forth.gr/isl/methinks/demo>
 Username: demo_user@demo.com
 Password: demo_user



Methinks admin interface (analyst)
<http://www.ics.forth.gr/isl/methinks/admin>
 Username: admin@admin.com
 Password: admin1234

