# Product Update

We are excited to announce the release of the Geospatial Analysis application. This new product will be automatically available within Dataminr.

## GEOSPATIAL ANALYSIS APPLICATION

The new Geospatial Analysis application will provide users with enhanced mapping tools to visualize real-time and historical events through on-the-ground social media activity. Powered by Dataminr's geoprediction capability, the new Geospatial Analysis application displays geographic estimation for over 50% of the public Twitter dataset.
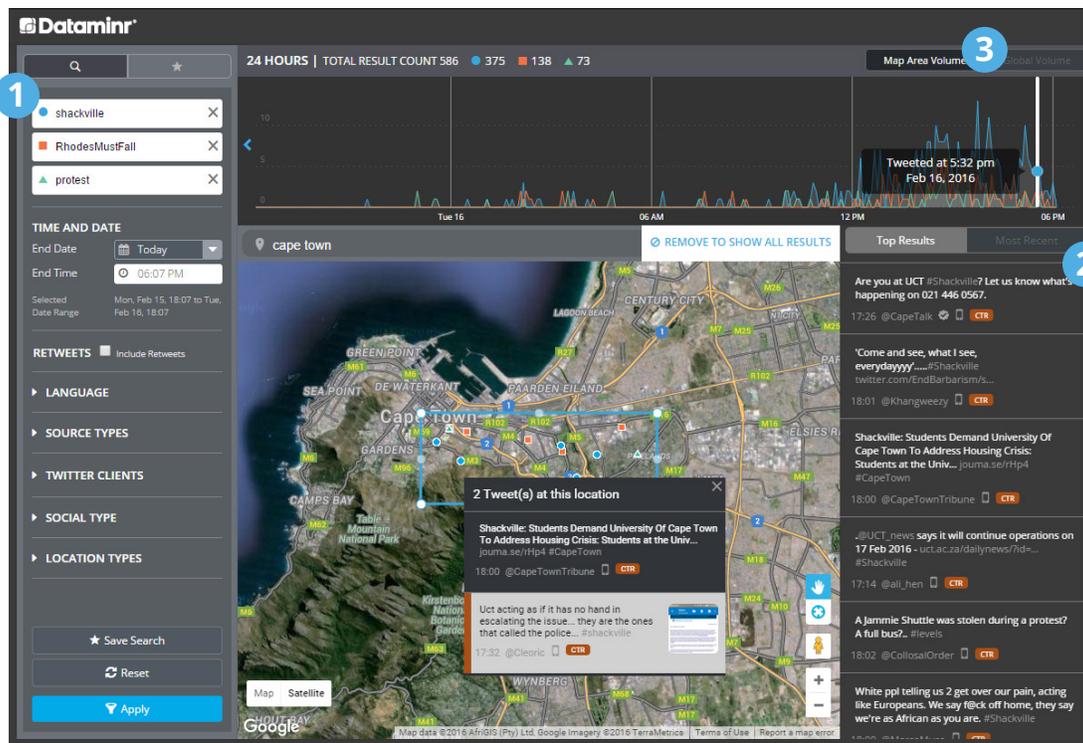


Example Use Case: During a student demonstration at the University of Cape Town in South Africa, the Geospatial Analysis application was leveraged to simultaneously monitor official protest hashtags, as well as keywords relevant to the location and event.

**1.** Conduct up to three comparative Boolean queries or simply monitor raw Twitter activity within a custom geofence.

**2.** Access every unique post matching your query from a given location in reverse chronological order, or get a high-level summary of top trending messages.

**3.** Analyze message volume for your selected region over a 24 hour window and drill down into critical peaks and declines in activity.

Layer complex search filters in the Geospatial Analysis application using advanced components to segment social activity and gain greater on-the-ground context:

- **Search Term(s)** or boolean query combinations

- **Time and Date Range** across a 30 day archive of all public Twitter data

- **Geographic Area of Interest** easily searchable in a Google Maps-satellite view, including terrain and street view zoom options

- **Retweets** toggled on/off between unique, original Twitter activity and all activity including retweeted messages

- **Language** filters for on-the-ground analysis across 76 language-specific processing models

- **Source Types** algorithmically classified by Dataminr (such as Major News, NGO, etc.), as well as Twitter Verified accounts

- **Social Type** for messages containing links to Facebook, Instagram, etc.

- **Image** and other media content embedded in Tweets

- **Location Type** including user-reported and Dataminr predicted coordinates
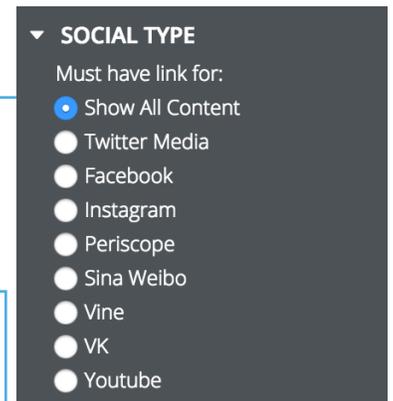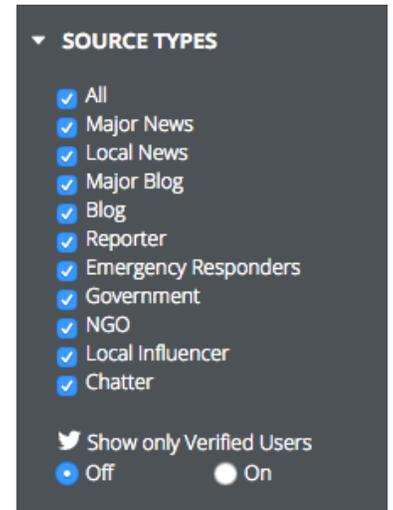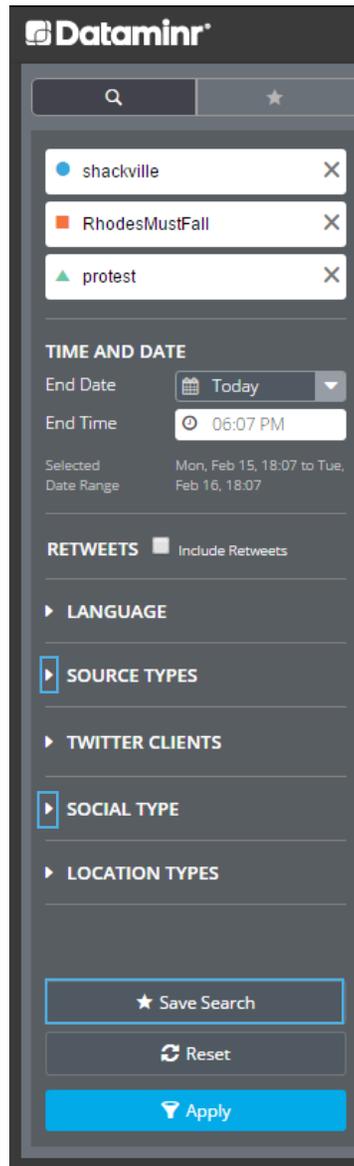
Save searches within the application for easy future access, and share with other Dataminr users via URL or email.

You can access the Geospatial Analysis application from the menu bar on the Dataminr Dashboard or from an expanded search window.
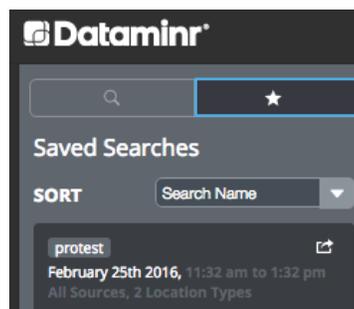
After saving a search, click the star button above the query builder to view and share saved searches.