



Leveraging the power of third-party data

DATA AS A SERVICE FOR ACADEMIC

How Hebrew University of Jerusalem trains advanced machine learning algorithm with Nexis® Data as a Service Bulk API

A team of political scientists led by Professor Tamir Sheafer, Dean of the Social Sciences Faculty at the Hebrew University of Jerusalem, is using the Nexis® Data as a Service Bulk API to deliver massive amounts of content to its news monitoring system. The system, designed to identify trends in media discourse, uses the content delivered to train an advanced machine learning algorithm to uncover deep patterns not easily discerned by the human reader.



Advanced machine learning powered by Nexis Data as a Service

The Nexis Data as a Service Bulk API provides fast, one-time access to massive amounts of semi-structured data from our world-leading content universe—which incorporates niche and industry publications as well as globally recognised outlets.

The team from the Hebrew University of Jerusalem can pull and host publication-level licensed news content—whether it's five years from all sources or 40+ years from a single publisher. Thanks to the flexible Bulk API, the team can access more than enough data to train its advanced machine learning algorithm to perform discourse analysis based on trends and variations within media coverage.

Designing better research

Content delivered by the Bulk API enables the team to track changes in media discourse across locations and time periods. The ever-expanding Nexis Data as a Service content database offers unmatched, vetted news content, allowing the research team—specialists in applied machine learning—to comparatively analyse a huge corpus of relevant news. Alongside the news content ingested through Nexis Data as a Service, the team at the Hebrew University of Jerusalem analyses public records of political institutions (laws, debates, speeches, and committee protocols).

With the freedom to analyse content from multiple news agencies, countries, and time periods, researchers can study communication phenomena in many different contexts. Insights are unlocked to reveal trends in representation of events, values, and actors. Discourse attributes are uncovered.

Big data. Big thinking.

With access to more than 40 years of archived publications, the team can discover trends and validate theoretical research models in different contexts. The ease of use inherent in the Bulk API has allowed the team to replicate the search process whenever needed. Theoretical models are validated and refined within the almost endless expanse of the Bulk content delivery, which gives room to test and retest without ever running out of runway.

Looking beyond his own research, Professor Tamir Sheafer is positive about the potential of the Bulk API to inform other disciplines. Business schools could benefit from access to a vast collection of third party data for the analysis of commercial campaigns. Computer scientists could benefit from access to such large resources of textual data.

What could you achieve with this much data?

Talk to a Nexis Data as a Service specialist to arrange access to our developers' portal, sample files, and sample schema.

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