



## **The MELIA Observatory Project**

### **Media Literacy Observatory for Active Citizenship and Sustainable Democracy**

#### **D. T2.2.3 Guidebook for Application Users**

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## **1. Introduction**

Dear User, you are reading the MELIA Observatory Application Guidebook.

The Application is a convenient and safe form of checking the emotional saturation of media literacy.

To start using the Application, read all pages of the Guidebook.

At the same time, thank you for joining the group of users of the MELIA Observatory Application, which guarantees convenient and intuitive access to information about the character of texts published in the media.

The Application has been designed with and for users in mind, and this Guidebook will make it easier to use.

## **2. Guidebook for Application users**

### **General information**

The MELIA Observatory Application enables practical education in the field of media literature via a computer as well as mobile devices such as smartphones and tablets.

The application is intuitive, easy to use and has basic functions that enable the analysis of source texts. It is adapted to users of all ages, although it is especially dedicated to young people.

It also allows its use by educators. They can use a web application to display and analyze examples of malicious news texts. Educators will also be able to show, using examples from everyday life, the distribution of moods among the articles of the internet portal, and thus analyze its daily channel.

The Application can be used in 5 languages – Croatian, Slovenian, Hungarian, Romanian and English. Thanks to this, a very large part of the European Union's society will be able to use it. We hope this will significantly increase awareness of European Union citizenship on issues related to media literacy.

The Application enables the analysis of source texts on the basis of:

1. a fragment or the entire multimedia text,
2. links to a media post in the news portal,
3. lists links to news posts in the media of the portal.

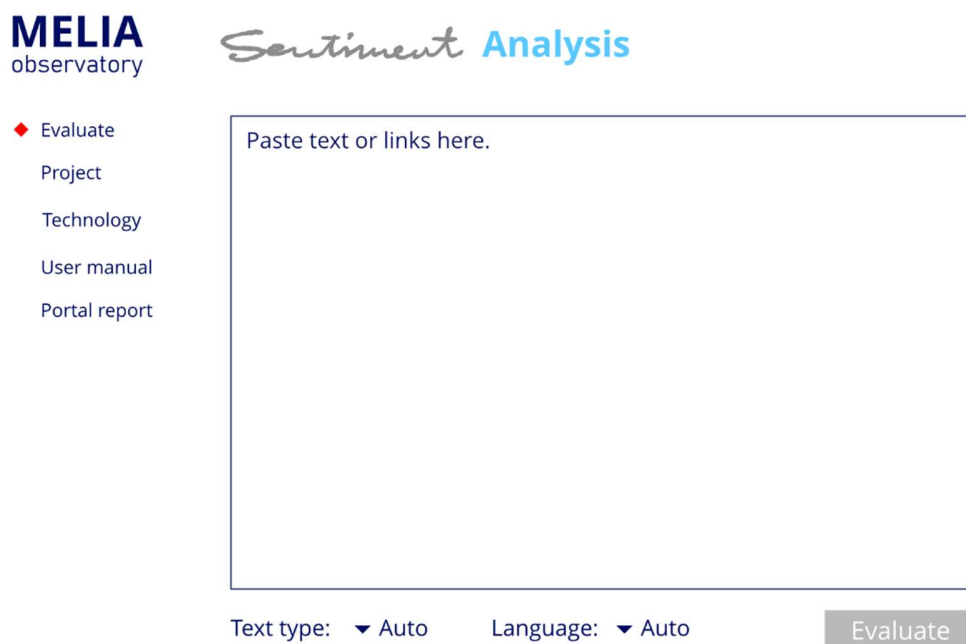
The system automatically detects which of these modes has been used by the user.

## Application home page

On the home page of the web app, you will get a text box where you can paste

1. multimedia text,
2. link to a media post on the news portal or
3. the list of links to the news posts in the media of the portal.

The system will automatically detect which of these operating modes is requested by the user.



*Figure 1. Application home page*

After pasting you may select the button “Evaluate” which will run the main function of sentiment analysis on the text.

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Bruxelles zadovoljan: Kolinda je ledolomac s bogatim iskustvom  
Na prvi službeni put u inozemstvo Kolinda Grabar-Kitarović otići će u BiH

U NATO-u je nazivaju "ledolomkom" jer nije samo postala prva žena među pomoćnicima glavnog tajnika NATO-a nego sada i prva predsjednica Hrvatske. U Europskoj pučkoj stranci, političkoj grupaciji kojoj pripada i HDZ, njezinu pobjedu na predsjedničkim izborima smatraju jasnim signalom da HDZ ponovno maršira prema Saboru i Vladi, odnosno povratku na vlast. To su neke od neslužbenih reakcija koje su se jučer mogle čuti po kuloarima institucija u Bruxellesu nakon pobjede Kolinde Grabar-Kitarović. Bruxelles je drugi put postao važan grad u hrvatskoj politici jer je definirao karijere ne samo aktualnog premijera nego sada i nastupajuće predsjednice RH. I oboje su, na različite načine, u svojim karijerama bili povezani s NATO-om: Zoran Milanović kao hrvatski diplomat zadužen za odnose s NATO-om dok je radio u hrvatskoj misiji u Bruxellesu potkraj 1990-ih, a Kolinda Grabar-Kitarović kao pomoćnica glavnog tajnika NATO-a za javnu diplomaciju.

Detalji preseljenja

Text type: ▼ Auto      Language: ▼ Auto

Evaluate

Figure 2. Evaluate option is enabled after entering text or link(s) in the main text box

You may let the system automatically detect the language of the document or may select one of the implemented languages to force sentiment evaluation in that particular language.

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Detalji preseljenja

Text type: ▼ Auto      Language: ▼ Auto

Evaluate



Figure 3. Language option is enabled after entering text or link(s) in the main text box

The same goes with text type – you may select “news portal text” or “social media post”, or let the system automatically detect the type of text it is dealing with.



Figure 4. Text type option is enabled after entering text or link(s) in the main text box

## Results of analysis

If you choose option 1 (a media text) or 2 (a link to a news portal media post), a screen akin to the one shown on Figure 5. will be rendered. You will see the overall sentiment score for the text, and the most important words that led to this decision are highlighted.

Overall positive, score 60%

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Bruxelles **zadovoljan**. Kolinda je ledolomac s **bogatim iskustvom**. Na prvi službeni put u inozemstvo Kolinda Grabar-Kitarović otići će u BiH.

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Detalji preseljenja

Text type: News text    Language: Croatian    Clear

Figure 5. Automatically labeled sentiment

You may see when each of the preselected news portals were crawled. Our application crawls a list of news portals periodically (at least daily), finds new content, labels its sentiment, and saves it to the local database. So, you may select any of the news portals and are led to the interface shown on Figure 6.

- Evaluate
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- ◆ Portal report

Portal report lets you see current news through the lens of sentiment analysis. Please select one of the tracked portals from this list.

News portal	Last crawled
net.hr	1.3.2021. 8:11
index.hr	1.3.2021. 8:12
dnevno.hr	1.3.2021. 7:33
telegram.hr	26.2.2021. 10:11
tportal.hr	1.3.2021. 7:32
vecernji.hr	1.3.2021. 7:38
jutarnji.hr	1.3.2021. 7:30

Figure 6. List of crawled news portals

After selecting one of the portals, you will get a list of searched articles, which are automatically marked with sentiment models. This list is helpful in getting a quick glimpse of the general sentiment orientation on the cover page of a news portal.

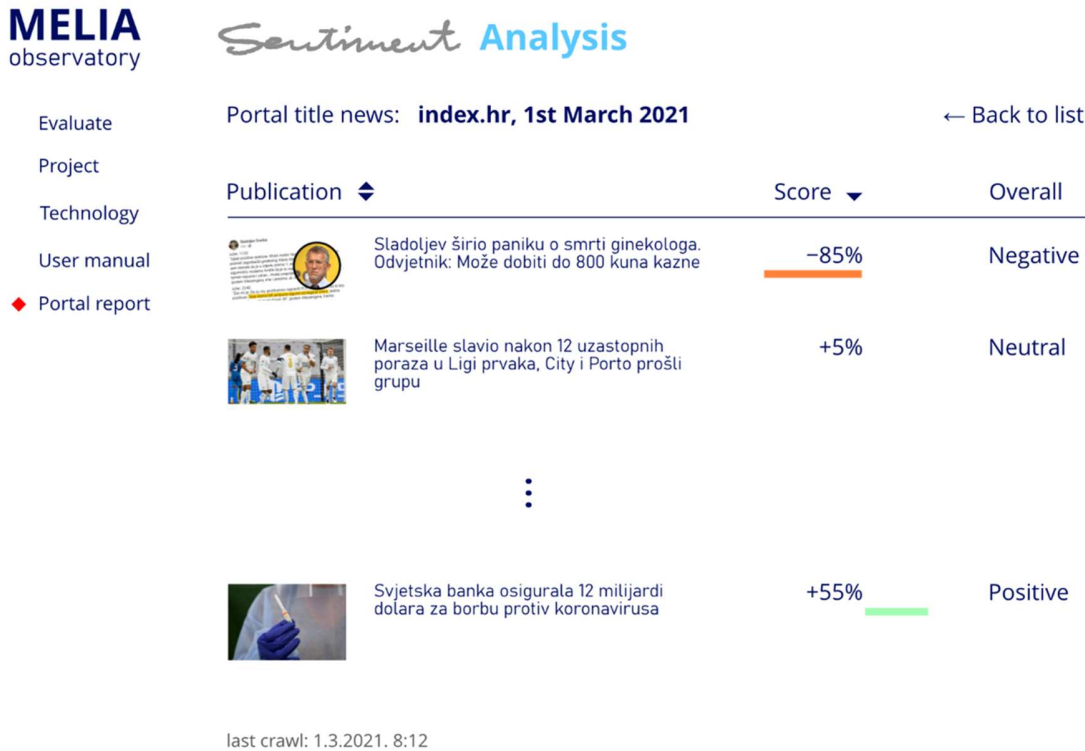


Figure 7. Multi-document sentiment analysis list

If you select any article from the list, a view similar to the one on Figure 5. is being shown. You can also get the multi-document list shown on Figure 7 by entering the link list (for the previously selected news portal) in the main text box on Figure 1.

### **3. Summary**

We hope that you will find it easy and pleasant to use the application, and that our application will meet your expectations.

Nevertheless, you should remember that the methods of natural language processing introduce great advantage to many parts of our society since. The number of media posts has risen and they can be incomprehensible for many people. However, no technology to date can replace precise human understanding and critical assessment of a media text. When using the application, you should consider the above limitations.