

The Center for Public Integrity

CASE STUDY



“ Squirro was able to offer search utilities across unstructured data which had been heretofore unattainable.” ”

Kimberley Porteous, Chief Digital Officer, The Center for Public Integrity.

The Challenge

In a widely-reported study of orchestrated deception, the Center for Public Integrity found that President Bush and seven top officials made 935 false statements leading up to the Iraq war. The Center's main challenge was to pull together the sources of lies and integrate them into an easy to use and effective platform. The solution the Center was looking for had to deliver the following:

- Integration of 528 information sources
- Linking of timeline to political figure to lies
- Search by topic
- Capacity to slice and dice through database rapidly and efficiently

The Solution

Squirro partnered with Visible Government to provide the integration of unstructured and structured data into a QlikView dashboard. This enabled the incorporation of 528 sources of information.

Once the sources integrated, they were linked to structured dimensions such as time and „author“ to enable easy slicing and dicing.

Finally Squirro added a layer of unstructured data analytics to facilitate the search of specific topics and concepts.

The Result

The Center for Public Integrity, thanks to the combination of unstructured and structured data, has been able to provide on their website (1) a simple and elegant interface for the public to view and consume the information about the Iraq war.

The user can simply select any political figure and any period

and gets a list of the corresponding deceptions.

The solution enables the user to search efficiently the 380,000 words of every public pronouncement by top Bush administration officials on the existence of weapons of mass destruction in Iraq and on the links between Iraq and Al Qaeda with a few simple clicks.

About The Center for Public Integrity

The Center for Public Integrity was founded in 1989 by Charles Lewis. We are one of the country's oldest and largest nonpartisan, nonprofit investigative news organizations. Our mission: To serve democracy by revealing abuses of power, corruption and betrayal of public trust by powerful public and private institutions, using the tools of investigative journalism.



(1) <http://www.publicintegrity.org/2014/06/24/14969/search-935-iraq-war-false-statements>



About Squirro

Squirro uncovers intelligence through search-based data discovery and advanced analytics. You choose the data you want to combine in real-time to achieve unparalleled insights into your customers, business, and markets.

Uncovering intelligence through search-based data discovery and connecting it to structured data helps you to see the 'Why' behind the data. We call it Context Intelligence.

Key to the solution is Squirro's Concept Search technology, which intelligently connects seemingly unrelated data points while learning and refining as user interactions increase.

Squirro – Search simplified. Intelligence delivered.

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