Newsflo Integration
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Newsflo description

Newsflo provides the ability to measure an academic's research impact by uncovering relevant mentions of their work across tens of thousands of mass media outlets around the world back to September 2013. The core components of Newsflo are:
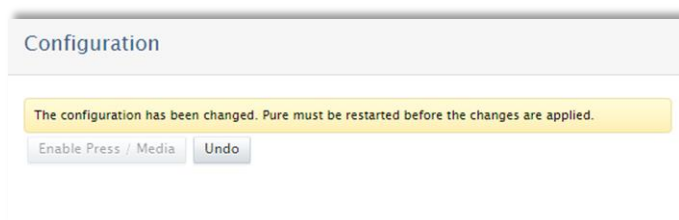
- Tracking of media mentions for researchers, universities, institutes and funding agencies
- Clever clustering of similar stories from different sources, using an advanced text clustering algorithm which clusters relevant news articles together within a time based window
- Coverage from over 55,000 (English-speaking) news outlets in over 20 countries including the USA, India, China, Brazil and all major European countries

Newsflo features

- Newsflo is sourced by a near real time feed of news articles from the LexisNexis Metabase, covering several media types back to September 2013, including:
  - online news – web-based news publications
  - blogs – interactive websites made up of entries or posts, displayed in reverse chronological order, as well as reader comments on the posts
  - comments – comments posted on blogs and some news articles

- Newsflo content is powered by an algorithm using the combination of Scopus Author IDs and affiliations, enabling a high precision search of news surrounding an individual researcher

- News on academic publications is identified based on the article DOI, if mentioned in the news article or obtained via other websites linked to the news article

- Clustering of similar stories from different sources is based on linguistic similarity, news article title (exact match) and publication date. In general a three day time window is used for identifying various news articles that belong to the same story.

Enabling integration with Newsflo

In order to enable integration with Newsflo, Press / Media must first be enabled. Go to Administrator > Press / Media > Configuration, and enable the content type (this will require a re-start of Pure).

Configuration

The configuration has been changed. Pure must be restarted before the changes are applied.

Enable Press / Media   Undo

Integration with Newsflo is, by default, disabled. To enable the integration, go to Administrator > Press / Media > Newsflo:

Newsflo integration

In this configuration page, you can set up integration with Newsflo to automatically source Press / Media content. From this page you can also delete previously imported Newsflo content.

What is Newsflo

Newsflo provides the ability to measure an academic's research impact by uncovering relevant mentions of their work across tens of thousands of mass media outlets around the world back to September 2013. The core components of Newsflo are:

- Tracking of media mentions for researchers, universities, institutes and funding agencies
- Clever clustering of similar stories from different sources, using an advanced text clustering algorithm which clusters relevant news articles together within a time based window
- Coverage from over 55,000 (English-speaking) news outlets in over 20 countries including the USA, India, China, Brazil and all major European countries

Enabling integration with Newsflo will automatically create Press / Media content in Pure, associated with relevant Persons and Organisations. Relations with Research Outputs will also automatically be created, where available.

Newsflo content is sourced using Scopus Author IDs. Only content with no license restrictions and associated with current Persons is imported.

Enabling the Newsflo integration below will turn on the 'Newsflo: Press / Media Statistics And Synchronisation' job, and set it to run on a nightly basis. The settings can be changed in the 'Jobs' menu.

Newsflo integration

Turn on Newsflo integration to source existing and future Newsflo content.
Turn off Newsflo integration to pause the integration and prevent new Newsflo content populating Pure.

26 Press / Media will be created (approximately) if the Newsflo integration is enabled

Newsflo integration
Off

18 current Persons in Pure have an associated Scopus Author ID (Newsflo content is sourced via Scopus Author IDs)
You can use the **'External Person ID Import'** job to increase the number of Persons in Pure with Scopus Author IDs

Delete Newsflo content

If you want to remove all current content sourced from Newsflo, you can do so by pressing the Delete button below. This will remove all Press / Media records sourced from Newsflo.
If Newsflo integration is still 'on', Newsflo content will re-populate Pure the next time the 'Newsflo: Press / Media Statistics And Synchronisation' job is run. If Newsflo integration is 'off', you will have no Newsflo content in Pure after pressing Delete. You can always turn on the Newsflo integration again to re-populate Pure with Newsflo content.

0 Press / Media will be removed if Newsflo content is deleted

Delete Newsflo content

The configuration screen provides a brief introduction to Newsflo and details of how the integration works:

- Enabling integration with Newsflo will automatically create Press / Media content in Pure, associated with relevant Persons and Organisations.
- Relations with Research Outputs will also be automatically created, where Research Output details (DOI or Scopus ID) is provided by Newsflo
- Newsflo content is sourced using Scopus Author IDs
- Only content associated with current Persons with Scopus Author IDs is imported
- Only content with no license restrictions is imported (online, 'publicly available)

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The configuration screen also gives you some information on how many Press / Media records will be created if the Newsflo integration is enabled, and how many of your current Persons have Scopus Author IDs[1].

In addition to being able to enable the Newsflo integration, you can also disable the integration (which will serve to pause the integration and prevent new Newsflo content from populating Pure), and you can delete Newsflo content.

'Newsflo: Press / Media Statistics and Synchronisation' job

Enabling the Newsflo integration via this configuration screen turns on the 'Newsflo: Press / Media Statistics and Synchronisation' job, and sets it to run on a daily basis[2]. Note that this job should not be edited. The job has two purposes:

1. Gather Newsflo statistics about researchers with a Scopus Author ID, for display on the Newsflo configuration screen
2. If Newsflo integration is enabled, the job sources Newsflo content
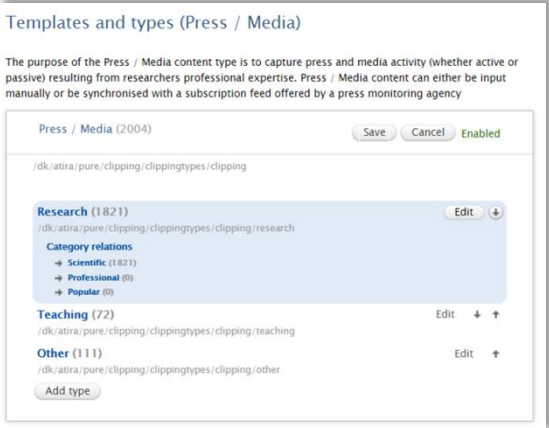
Newsflo content in Pure

The following content for each item of Media coverage is imported from Newsflo:

Media coverage item field in Pure	Notes
Type	All items imported from Newsflo are assigned the Type 'Media coverage'
Title	News coverage headline
Persons and organisations	All Persons affiliated with the Media coverage item (as per their Scopus Author IDs) are added. Organisational affiliations are assigned as follows: • First all active associations at the date of coverage are obtained (if none are found, all current associations are obtained) • Where identified, the Primary affiliation is then associated with the Media coverage item • If no Primary affiliation is identified, all active affiliations are associated with the Media coverage item
Date	Date of coverage
URL	URL provided by Newsflo initially points to an indirect LexisNexis Metabase link (which then immediately re-directs to the direct URL of the media article) After 13 months from the date of coverage, the URL displayed in Pure automatically updates to the direct URL of the media article.
Media name / outlet	Media source name
Country	The location of the Media outlet
Subdivision	Where the Country is USA, State is also captured (we are working on extending this to Canada, Australia, and potentially UK where Media outlets are classified by County in the Newsflo service)
Rank	Newsflo assign Media outlets individual ranks to denote the type of outlet: 1 : Top international, national, and business news source 2 : Top regional source 3 : News source of good editorial quality 4 : News source, newswire source or source with a local focus 5 : Non-news source or data 6 : Minor outlet
Fragment	This is a snippet of text from the news item, usually the text surrounding the researcher's name

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[1]   You can use the new 'External Person ID Import' job to increase the number of Persons in Pure with Scopus Author IDs. Further details on this job are available [here](#).
[2]   The timing of the job has been set randomly across all customers to ensure that Pure does not place an unnecessarily high load on the Newsflo API.

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Where the following are enabled, content imported from Newsflo is automatically assigned values as per the details below:

Type	The first Type appearing in the list	For example, here, all Newsflo content will be assigned the sub-type *Research*, with the Category *Scientific*
Category	The first Category appearing in the list	
Workflow	For Approval (step 2)	

As Newsflo content is updated day-to-day in order to capture the latest coverage, the integration with Pure is performed as a synchronisation. And, as like other synchronisations, the content is not editable in Pure. Additionally, due to the dynamic nature of the content coming from Newsflo, in that story clusters evolve over time and therefore can change from one day to the next in Pure, individual Press / Media records sourced from Newsflo cannot be edited[3] or deleted (as they will simply re-appear upon the next synchronization).

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[3] Type (where enabled), Category (where enabled), Managing organisation, Keywords, Relations, Visibility and Workflow can be modified.

In order to remove content from display in the Portal, you should edit the Visibility to Backend. Depending on your Portal configuration, you may also wish to enable workflow and tie this in with Portal visibility in order to ensure that only desired Press / Media items are displayed publicly.

Support

Issues with the Newsflo integration with Pure should be raised via JIRA, as normal.

Any feedback you have on the content coming from Newsflo should be raised with the Newsflo team at newsflo@elsevier.com.