Yewno Discover

Discover What’s Been Missing
Vicky Hampshire / Lucinda Buckley
23rd January 2017
Introducing Yewno

• Yewno is a Silicon Valley head quartered company, with offices in London and New York
• The underpinning technology was borne from research in Kings College in 2009 from Ruggero Gramatica, CEO & Founder.
• Original research leading to the development of the technology was in the field of ‘econophysics’ – or using applied mathematics to understand the economics.
• Instead of using solely quantitative information to derive understanding, Ruggero’s research combined this with the application of advanced techniques in computational semantics to derive analysis.
• Yewno Discover was developed in collaboration with Stanford University in the US.
What is Yewno Discover?

WHEN YOU KNOW WHAT YOU’RE LOOKING FOR

Search

• Simple questions
• Straight answers

WHEN YOU DON’T KNOW WHAT YOU’RE LOOKING FOR

Discover

• Thoughtful questions
• New discoveries
How does Yewno Discover work?

Analyze:
- We use a powerful combination of next generation computational semantics, graph theory, and machine learning to analyze full text content.
- We extract meaning from the text in the form of ‘concepts’.
- The concepts are mapped to show correlations among them.
- We have ingested a large amount of high quality scholarly information.
- There are no taxonomies or ontologies employed.
- There is no indexing or keyword mapping and no human curating of content.

Reveal:
- We unveil a pool of connected knowledge through our unique visualisation.
- Users can view information as ‘snippets’ of highly relevant text, or link to the documents containing concepts.
- Allowing users to;
  - serendipitously explore knowledge.
  - efficiently explore in a deeper way.
  - find unexpected correlations and connections.
Who is the Yewno Discover service for?

- The service is a research tool and is suitable for undergraduate and graduate students
- All subjects/faculty
- Reference & Instruction Librarians
- It is available to users through an institutional subscription
Content discoverable through Yewno

• Yewno has many agreements in place with major publishers who provide high quality documents

• Universities can also add their own contents

• High quality Open Access and ‘free’ data sources are also included.
Demo
Task

• Using Access URL:
  bit.ly/yewnnotask

• Research a subject you have either researched recently or is an area of interest or specialty
• How easy was it to find information?
• Did you find any connections that you didn’t previously find?
Thank You

www.yewno.com

vicky@yewno.com
lucinda@yewno.com