

# MY INTEGRUM

## RESEARCH TOOLS FOR MONITORING RUSSIAN AND POST-SOVIET INFORMATION SPACE

MY INTEGRUM service offers its customers up-to-date online information on specific topics of interest, all aspects of political, economic, social and cultural life in Russia and the countries of the former Soviet Union.

Each user can customize MY INTEGRUM to meet their interests by setting up personal Themes. Each Theme is divided into sub-themes, or Subjects.

My Integrum automatically collects data and generates analytical reports. This research tool makes it possible to follow mass-media publication trends by the Themes of interest and arrange them by region, time interval, print run, audience and the ratio of negative to positive articles.

A user can select News feeds and Media analysis separately for Russian and English publications.

### NEWS FEEDS

News Feeds are updated and available online.

A customer gets a full picture of each day's media publications relating to their Themes and Subjects.

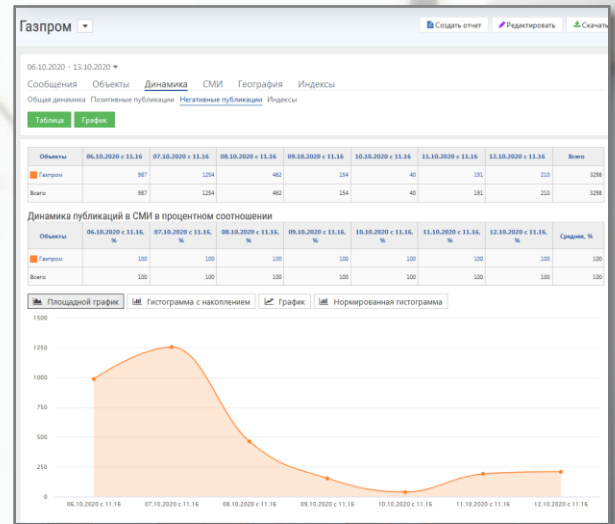
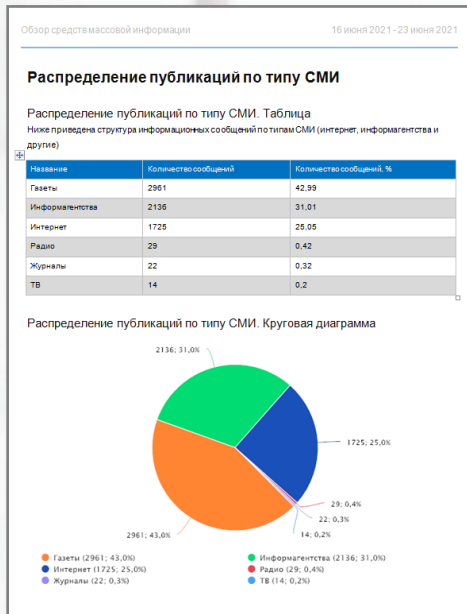
The screenshot displays the MY INTEGRUM news feed interface. The top navigation bar includes tabs for 'Сообщения', 'Объекты', 'Динамика', 'СМИ', 'География', and 'Индексы'. Below the navigation, there are filters for 'все' and 'на странице', and buttons for 'скрыть прочитанное' and 'скрыть перепечатки'. The main content area shows a list of news items, each with a title, source, date, and engagement metrics. The first item is 'Новые эпидограничения пока не сказались на турпотоке из России на Сейшелы -посольство РФ' from TASS, dated May 6, 2020. The second item is 'Технический анализ акций РФ' from Investing.com, dated May 6, 2020. The third item is 'Аэропорт Туношна расширяет маршрутную сеть' from Rossiyskoye Voennoye Vozdushnoye Flotilo, dated May 6, 2020. The fourth item is 'Победа\* открыла продажу на рейсы в Рим из Москвы' from Aviation Explorer, dated May 6, 2020. On the right side, a detailed view of the first article is shown, including the full text and a 'Выгрузить в Word' button.

The publications can be sent to e-mail upon request.

## MEDIA ANALYSIS

Media analysis tool generates readymade analytical Reports, all based on user-selected Themes.

The Reports may contain a selection of full-text mass media publications for a specified period of time and/or analytical information in form of charts and graphs using parameters set by a customer.



## THE ARCHIVE OF RUSSIAN AND POST-SOVIET PRESS

My Integrum subscribers are offered unlimited access to the mass media archive of Russian and post-Soviet press which contains over 120,000 titles and dates back to 1992.



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