

## New Feature in September 2020

### Curation Rank and Auto-Curation

**Curation Rank** and **Auto-Curation** work in tandem to improve your productivity and the quality of results for your audience. These features are intended for anyone curating content.

**Curation Rank** displays a rank for each item based upon how well it fits a profile that you train by simply selecting examples of desired items.

**Auto-Curation** optionally applies the Curation Rank to automatically curate the desired Topic based on ranking levels that you set. Importantly, always maintain the ability to override auto-curation on any item.

Both of these new features represent our commitment to augmented intelligence - the partnership between people and artificial intelligence working together to enhance performance. This model is more transparent, flexible and powerful than reliance on AI alone.

Before exploring these new features here is an overview of curation using Attensa and why it is efficient and effective.

### Curation in Attensa

Attensa provides an integrated environment that is naturally suited for curation - automatically gathering information relevant to any Topic, refining it to match specific interests and providing the ability to distribute the results to desired audiences using different channels and formats. These automatic processes by themselves provide great results but in many situations additional curation is desired. In those situations Attensa is designed to maximize the productivity and results of the curation processes.

While there are different approaches, the typical curation process in Attensa involves two steps.

#### STEP 1: CREATE A TOPIC

Attensa Topics have a collection of trusted sources that are automatically refined to match a desired subject. Once your Topic is set up, Attensa takes care of the rest by aggregating new information from the sources and refining the results to match the

subject of the Topic. This approach saves curators significant amounts of time by eliminating manual processes of gathering and filtering information.

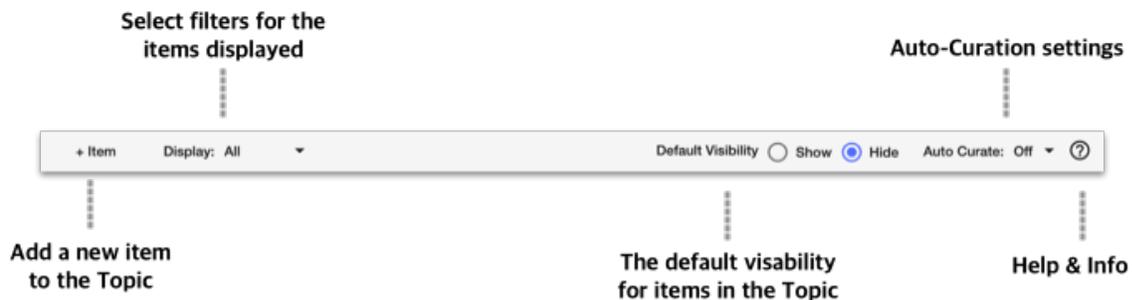
## STEP 2: SELECT SPECIFIC ITEMS TO BE SHOWN OR HIDDEN

If you would like to further curate a Topic it is easy to do so. Each item has a show/hide icon. When an item is hidden it will not be visible to any viewers that are not administrators or curators of the Topic.



There is a curation control bar with the primary settings and tools used in the curation process. The bar is visible in the Topic Management views that are initiated by selecting the manage icon  in the Topic header.

### Curation Control Bar



Each Topic also has a **Default Visibility** setting that determines whether the items in the Topic are automatically shown (default) or automatically hidden. Curators can match the Default Visibility setting to their desired process. For example, setting the Default Visibility to “hide” allows you to unhide selected items for your audience.

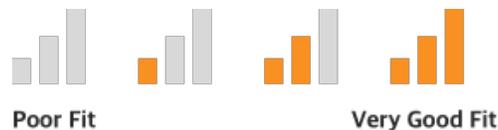
The combination of Attensa’s automated processes and curation features make Attensa a very efficient and effective solution for curators.

## Curation Rank and Auto-Curation

**Curation Rank** and **Auto-Curation** make curation even faster and more streamlined.

## Curation Rank

**Curation Rank** displays a rank from 0 bars to 3 bars for each item based upon how well it fits a profile that you train. The Rank is visible in Topic management UI. To access Topic management select the manage icon  in the Topic header. Curation Rank will help you to quickly identify the items that fit your desired Topic based on the training examples you provide.



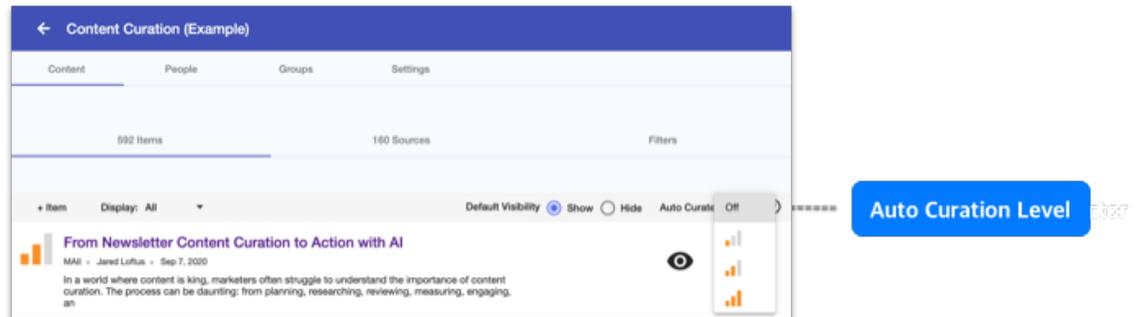
Note: the Curation Rank is fundamentally different than the Personal Relevancy Rank shown as orange dots throughout Attensa. The Personal Relevancy Rank is based on your personal interests and varies from person to person.

The Curation Rank is based on a profile that you train for any particular Topic. Creating the profile is optional and is only available to a Topic Owner.

To create a Curation Profile open the Topic Management view by selecting the wrench icon  in the Topic Header

Select the items that best fit the Topic by clicking the “add to training” set selector on the far right of each item. When selected a check mark will appear in the circle next to the item. As you select items you will see the ranking appear and change with selections. Typically selecting 2 to 4 items will provide the best results. Selecting more than 5 items is generally not recommended.

That's it. You can change the training set at any time and the rankings will adjust. If you would like to view only the items in the training set choose "Training" in the Display selector in the curation control bar.



The **Auto-Curation** option builds on the Curation Rank. It allows you to select a threshold Curation Rank and Attensa will automatically expose or hide new items based on their Rank.

Once set, Auto-Curation is applied to new items. It will not show or hide items that already exist in the Topic. You can show and hide existing items by selecting the show/hide icon. 

Note: Auto curation works in conjunction with the Default Visibility setting. If Default visibility is set to "show" the selected rank will establish the level that items will be hidden - all items less than the selected rank will be hidden. If default visibility is set to "hide" the selected rank will establish the level that items will be made visible - all items equal to or greater than the selected rank will be unhidden.

Please let us know if you have any questions [support@attensa.com](mailto:support@attensa.com).