INTEGRUM

Electronic portrait

New informational opportunities for:

- political scientists
- PR specialists
- economists
- businessmen
- philologists
- historians

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INTEGRUM – THE LARGEST ELECTRONIC COLLECTION OF RUSSIAN MASS MEDIA

Central press

Informational service Integrum is the largest online collection of Russiarelated documents. Its databases contain over 400,000,000 digital items from 5000 sources: full-text vesions of Federal and regional Russian press, TV channels, websites, libraries and databases with political, commercial, legal and statistical information. The Integrum electronic archive of information is growing rapidly. More than 40,000 documents are added every day. Only Integrum can offer you such a broad scope of data about Russia.

Every second our customers receive the most recent news from the most trustworthy news agencies, such as RIA News, ITAR-TASS, Xinhua News Agency (China), PR Newswire. PRN-UK (UK), Washington ProFile (USA).

Primarily, Integrum is known all over the world as

	Central Agencies	200+
t	Regional Newspapers	1700+
,	Regional Agencies	160+
-	Foreign publications	14
y	Foreign news agencies	30+
	Publications CIS	80+
ı	News Agencies (CIS)	80+
	Internet Media	130+
5	TV and Radio monitoring	116

400 +

the largest collection of the Russian mass media. The group **Central Press** includes the most reliable newspapers and magazines that cover all the fields of Russian life.

Archives of many editions go back as far as the beginning of the 1990s, e.g. Nezavisimaya gazeta (1990), Kommersant, Izvestiva (1991).The Moscow Times. Argumenty i fakty, Moskovskiy komsomolets, Pravda (1992). The most recent issues of many of newspapers and magazines

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are available at Integrum even before they appear in the press. A user can easily get detailed information on every source, read old issues, find any article by title. All these opportunities allow using Integrum as an electronic library (1,2).

Document	date 🗸	Lastweek		мсомолец" с 2000 по н.в.
from 22.07.2	2008 to	11.08.2008	Topic: Publisher:	Central press Журналистский коллектив "Московского Комсомольца"
The meaning of the field name	Field name	Query element	Region: Is issued since: Circulation: Update period:	Москва 11 декабря 1919 года 2.500.000 ежедневно
Источник Дата выпуска	ис дт		Description:	ive: since 1 января 2000 г. "МК" - "МК" нарасхват в Кремле и на колхозном рынке, в солидном банке и солдатской казарие. Нас читают по всей России, в ближнем зарубежье, в Европе и Америке. Присоединяйтесь! "МК" — газета для всех. Выписывая "МК", вы держите рику на пульсе огромной страны.
Номер выпуска	HP		More info:	Еженедельные выпуски "МК" выходят и распространяются в 61 регионе России, на Украине, в Грузии, Казахстане и Киргизии тиражом 1.505.000 экземпляров. А также в США, Канаде, Израиле и Греции.
Заглавие Автор	3F AB		Contact info:	123848, ГСП, Москва, Д-22, улица 1905 года,7. Тел. 📷 (095) 256-9226 🚱, 256-2098, 256-9474. www.mk.ru letters@mk.ru
Рубрика	P6		See also: "МК-Здоровье" "МК-Здоровье" (PDF-в	
Текст All fields	Π		"Московский комсомол	եպ" 1992-03.1997
Search!	Build	d the query		

In contrast with the majority of paid search systems, which store only mass media sources or only narrow thematic databases, Integrum accumulates electronic documents related to any issue of public importance, thus ensuring global monitoring of the Russian information space.

After subscribing to Integrum you will have access to the full texts of thousands of Russian classical titles, collected works by Pushkin, Chekhov, Tsvetaeva, Khlebnikov, the major titles by Tolstoy, Dostoevsky, Mandelshtam,

A k h m a t o v a ,	А.П. ЧЕХОВ	5
Derzhavin,		Uncle Vanya
	ДЯДЯ ВАНЯ	3
Karamzin, etc.	Спены из деревенской жизни в четырех действиях	By Anton Chekhov
Some of the	действующие лица:	Scenes from Country Life
titles are read	Серебряков Александр Влядимирован, отставной профессор.	in Four Acts
titles are read	Елена Ангареевна, его жена, 27 лет. Софья Александровна (Союз), его дочь от первого брака.	(1896)
by professional	Войниция Мария Васильевна, вдова тайного советника, мать первой	
, I	жены профессора. Войницияй Паан Петрович, ее сын.	Characters
actors. Foreign	Астрев Миханл Львевич, врач.	Characters
researchers can	Телегин Илья Ильагч, обедиевший помещик. Марина, старах новох	ALEXANDER SEREBRYAKOV, a retired professor HELENA, his wife, twenty-seven years old
	Работник	 SONYA, his daughter by a former marriage
enjoy viewing	Действие происходит в усадьбе Серебракова.	 MME. VOYNITSKAYA, widow of a privy councilor, and mother of Serebruckov's first wife
the parallel text	Действие первое	IVAN (VANYA) VOYNITSKY, har zon
-	Сад. Видна часть сада с террасой. На алоге под стараоз гополети стол, селинрованный для	MICHAEL ASTROV, a doctor ILYA (WAFFLES) TELEGIN, an impoverished landowner
in Russian and	чая. Сказава, ступкат, на одной на сказаей невый типера. Недалико от стола качести. Третий час дик. Патанутко, Марина /горол, задличодокосная стадурана, саябат у самонара.	MARINA, an old namy:
English on the	ялжен (улоз) и Астров (ходин воззе).	A WORKMAN
Lugusu on the	Manuna (watustam creasure), Kymail, Garaomaa	The scene is laid on SEREBRYAKOV'S country estate

The group Libraries and archives includes the documents of the Russian Patent and Trade Mark Office (Rospatent) starting from 1991, bibliography cards from the Institute of Scientific Information for Social Sciences of the Russian Academy of Science (INION RAN), Russian State Archive of Literature and Art (RGALI), Russian National Public Library for Science and Technology (GPNTB), Russian Book Chamber.

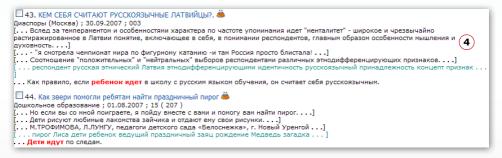
side (3).

Besides Integrum includes analytic information on the Russia and the CIS economy, Russian national and regional legislative acts, materials on business security, finance and investment, all kinds of production catalogues, a unique collection of statistical documents provided by the Federal State Statistic Service, the Center of economic reforms under the Government of Russian Federation, the Interstate Statistical Committee of the Commonwealth of Independent States and many other statistical organizations. For example, a user can rapidly find the official data about the volume of foreign investments into the Russian economy.

Most documents are in Russian, but there are also documents in English. Any document can be easily translated into English or German and vice versa with the help of the integrated PROMT Translator.

INTEGRUM PROFI

Almost all digitized documents about Russia are located in the general data array of Integrum. A user searches for the necessary document in thousands of databases, connected with different areas of human activity. The tool which effectively retrieves useful data is an original information retrieval system Artefact. A developed algorithm of the coordinated morphological queries analysis and the analysis of all texts in the databases is one of the main achievements of the Artefact. It is sufficient to send a query with any word form (e.g. an initial form of the word) to retrieve all the documents that contain the word's paradigm. For example, if you enter a query **«ребенок идет»** the Artefact will find also such combinations as **«дети шли»**, **«дети идут»** or **«ребенка идущего» (4)**.



As well as in many search engines a query may be composed with context modifiers, special logical operators AND, NOT, OR in order to filter unwanted documents. For example, you would like to find documents about Ivan Smirnov. You also know that this person has a namesake, the head of the famous investment company. The query language allows indicating that the object of the search is not the head of the investment company.

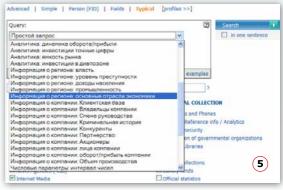
The search of capital and small letters is case sensitive. Thus, if you enter a word starting with a capital letter in the search box, the displayed documents will contain only the words starting with a capital letter. If you enter a word starting with a small letter, the displayed words will contain both capital and small letters.

Entering the proper name «**AeбeAb**», you will not get the texts about a swan that you don't need, excepting those where a sentence starts with this word.

If you would like to find the reference about a person only, the most suitable way is to use (/ $\phi\mu\sigma$) option. For example, if you enter the query (**Ae6eAb** / $\phi\mu\sigma$) you will find documents only about a person with the surname Lebed. You will not find this unique option in other retrieval systems.

If your keyboard does not allow entering Russian letters in the query box, you can use either Virtual Keyboard or enter a query in transliteration, for example, **#chelovek bezhit#**.

In spite of a broad scope of information (more than a terabite) the Artefact has a very high data processing speed. A full search in more than 400 million documents requires less than 5 seconds.



Typical queries

This interface was developed for the beginners and also for those who regularly solve typical searching problems. These queries are templates with definite information related to the date of an event, biographic data, an interview, information about companies and regions,

political parties and elections. A user should only insert a name of a company or a person (5).

Typical queries can be used to find any document containing biographical data of any famous person, for example a biography of a famous Russian figure skater Yevgeny Plushchenko **(6)**.

Query:	
Информация о человеке: Биография	*
Фамилия:	
Плющенко	
Имя:	6
Евгений	U

Here is a fragment of a document (7):

ЛИЧНОЕ ДЕЛО
Евгений ПЛЮЩЕНКО родился 3 ноября 1982 года в поселке Ургал Хабаровского края,
куда его родители приехали строить БАМ.
В 1987 году пятилетний Женя записался в секцию фигурного катания. В 1996 году,
когда Жене было 13 лет, он стал шестым на чемпионате мира среди юниоров в 🕥
колда жене оыло 13 лет, он стал шестым на чемпионате мира среди юниоров в Австралии. На счету Евгений Плющенко 79 ледовых поединков. Он выиграл: 52
золотые медали, 14 серебряных, 4 бронзовые. Растит сына Егора, с супругой Марией
Кравцовой разводится.

Another popular use of typical queries is a search for numerical data (the date of an event, the amount of transaction). For example, a user can easily find the date

Query:				(8)
Числовые параметры: дата	события		~	C
событие:				
событие: (Россия и Финляндия) "дипл	оматические отноше			
		new query	query ex	

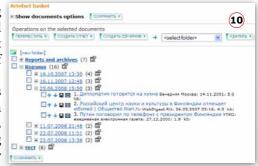
of the establishment of diplomatic relations between Russia and Finland (8,9).

1. Дипломатия готовится на кухне
 Вечерняя Москва ; 14.11.2001
 ... Анна ГРАДОВА Дипломатия готовится на кухне Спичечный коробок как образец стиля Инвесторы "клевали" на примакки столичной экспозиции Мы продолжаем рассказ о посольствах иностранных государств, расположенных на территории столицы....]
 ... посольство Финляндия финн здание Градова Кропоткинский переулок функционализи кухня Дипломатия]
 ... Дипломатические отношения между Финляндией и Советской Россией были заключены 31 декабря 1920 года, и первый представитель этой страны Антти Ахонен прибыл в Москву в конце января 1921 года.

Options

Integrum allows specifing different modes of user's work and installing an individual profile that can be used for a particular type of search tasks.

The work with the documents becomes easier thanks to a Basket, a special service intended for storing, packing, clustering, downloading documents on the computer or sending them by e-mail (10):



SERVICES

After subscribing to Integrum you will not only receive an enormous number of databases and sophisticated searching opportunities, but also you will have at your disposal a wide range of professional analytic tools that can help to carry out any research on Russian language, literature, economy, politics, and social life.

Teletype

This information search tool enables users to obtain news from a wide range of agencies in real time using a single interface. When reading

Hot News		💌 🕼	🗸 🗖	ОКАЗАТЬ/ОБНОВИТЬ 🕨	11
фикансов (МФД))	лексия в Киево-Печер	оской лавре во	тречали возгла	сами: "Алексий (ЖТА	р-тасс. енл-2.) 📩
 Патриарха Алексия в "Алексий - наш патр	Киево-Печерск иарх"				
`РБ: ОБЩЕСТВО: УКРА `TT:					
КИЕВ, 28 июля. началась литургия,					
Владимира - Крестит	еля Руси. Это	- кульмин	ация торже	ств в честь 10	20-летия

news a user can choose:

- source (info agency) or a group Hot News the last hour news of all news agencies;
- automatic refresh interval (from 5 min to 30 sec) (11).

People today

This service automatically compiles а list of 100 people frequently most mentioned in the press during the dav, determining kev newsmakers. A



fundamental feature of this rating is the absence of a pre-compiled list. The system takes into account references to all people in all documents submitted to the Integrum databases (12).

The retrospective function of this service is very useful for those researchers who want to see the rating on any day in the past and to see who was in the focus of public attention that day.

Who? Where? When?

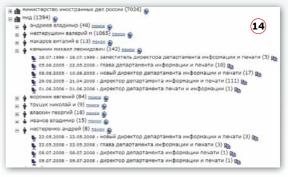
This daily updated service is based on the information published in the mass media. It relies on the Integrum factual database and enables to find instantly the information about famous people and organizations The service has two main interfaces: Search by persons and organizations and Search by colleagues and connected organizations.

Search by persons and organizations

The service allows to learn for which companies (and in which positions) a certain person worked and works at this moment, in other words, to track his career history. For example, we can find out that the newly appointed Minister of Justice Alexander Konovalov several years ago worked in the position of the Deputy Prosecutor in St. Petersburg (13).

The other option of this service, **Search by organizations**, enables to conduct a search of a person who works (worked in the past) in the certain position for a certain organization. For example, a user can easily learn who previously held and is holding at this moment the post of the Director of the Information and Press Department of the Russian 😑 🛔 коновалов александр владимирович (11458) 📦 関

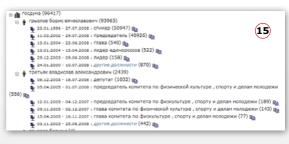
россия (7887) поиск



Ministry of Foreign Affairs. You will see the results within 10 seconds (14).

Search by colleagues and connected organizations

This service enables to find links between two people or two companies. For example, a user can easily find out what a famous politician Boris Gryzlov and an illustrious sportsman Vladislav Tretiak have in common (15).

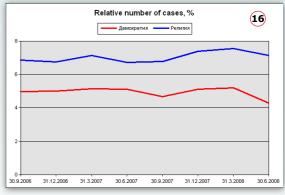


Every fact can be verified by opening a corresponding document.

Comparative and relative statistics

The statistical analysis of the mass media publications is considered to be the most attractive Integrum service for all kinds of experts, researchers, or specialists who study contemporary Russia and other post-Soviet countries.

Comparative **Statistics** allows comparing the number of hits for particular subjects (names of politicians, businessmen, public figures. countries, regions, competing companies, etc). The results of this comparison will be reflected in a single graph either in relative numbers (as a percent of the total number of documents in the selected databases for this period of time) or absolute

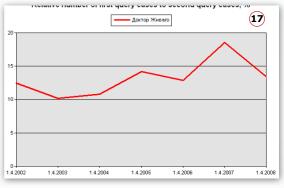


numbers (as an actual number of documents relevant to the query)

For example, using a proper query, a researcher can easily discover that Moscow newspapers write about religion and God more frequently than about democracy (16).

The system automatically converts graphics into the tables in order to show more exact figures.

The service **Relative statistics** is used for studying the detailed structure of object mentioning in the press and is able to reveal the dependence of mentioning of one object on another. For example, a user can find out in what percent of publications the name of a politician is mentioned with the name of the president; what part of publications about a writer contains the information about



its main work. The following graph shows how often the name of Boris Pasternak is mentioned as the name of the author of *Doctor Zhivago* (17).

NEW PRODUCTS

Integrum is constantly developing new services, studying and predicting the inquiries and demands of clients.

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

MY INTEGRUM is customized individually. Personal Themes are pre-set and divided into sub-themes, or Subjects, set by the Integrum's personal customer manager. Thus, all relevant data (Lenta or news feeds) and analytical materials are configured according to the pre-set Themes and Subjects.

In addition to providing personal news feeds and performing independent searches through mass-media archives **My Integrum** automatically monitors Subjects periodically (at intervals set by the user) and generates analytical reports with the assistance of the Media analysis tool. This research tool makes it possible to follow mass-media publication trends in Themes of interest to the user and arranges them by region, time interval, print run, audience and the ratio of negative to positive publications. The results can be presented in both table and graph formats.

• Integrum Companies, a new analytical service offering official information on more than 6 million Russian and foreign companies and private entrepreneurs in Russia, provides instant access to a vast array of valuable information – from registration documents to financial statements, corporate structure and court judgments.

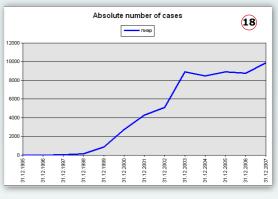
PROFESSIONAL TASKS

Integrum enables specialists in different fields of Russian studies to cope with their professional tasks in the most convenient way.

Linguists can use Integrum carrying out any research of modern Russian language. Integrum makes it possible to

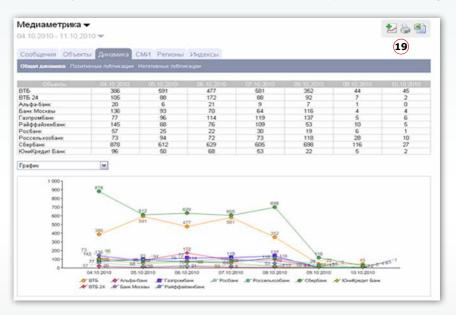
- study the dynamics of modern Russian vocabulary development;
- prove any hypothesis on the basis of thousands of examples;
- fix the first mention of any new word, for example, a word «piar» in the Russian mass media (18).

Integrum does provide а wide range of opportunities for linguists doing research on contemporary Russian. With the help of Integrum they can carry out any research based not only on suppositions or casual observation, but on the millions of the concrete facts and examples. The basic novelty of this statistical approach consists in the application of the exact methods in the sciences pertaining to the humanities.

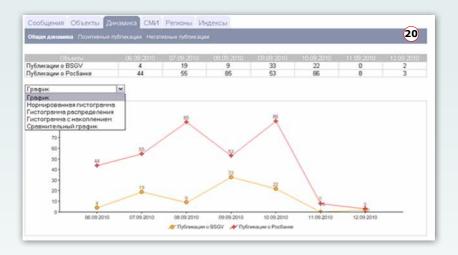


Researchers in the field of Russian economy can

- obtain official data on all Russian enterprises leading their activity on the territory of Russia;
- view analyses and ready-made formatted analytical reports;
- trace the dynamics of publications in mass media of all objects of monitoring (19);



- analyse the proportion of positive and negative publications on objects monitored (20);
- estimate readership of a particular publication and many more options.



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Сообщения	Объекты	Динаника	СМИ	Регионы		Индексы						
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🗂 Есть одна у	сироты мечта			25.0	4 2012	Орловская правда (Оре	n) Open	Юрий Мыскин, Аналей Сасан	1,78		×	1
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