

# The Butterflyzer Manual

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# Chapter 1. About Butterflyzer

Butterflyzer is an integrated desktop application for exploring, collecting, cataloging and visualizing social media and related events. It shares features with Browsers, media clients, and content management tools, but offers much more. It provides powerful analysis and curating capabilities like expensive web-based service providers, but we don't pretend to give you all the answers...we don't even tell you what questions to ask.

Butterflyzer is like an in-house geek, research assistant, and librarian for the web. It can help you find and quickly integrate information you need from various sources -- including Twitter, Open Calais, Topsy, Google Insights, PlaceMaker and other web sources -- allowing you to focus on specific issues and events important to you. Butterflyzer works on all the major platforms and uses open and standards based toolsets and data storage solutions. It's easy enough to be used by everyone, but built on an architecture powerful and scalable enough to serve demanding enterprise level tasks.

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# Chapter 2. Installation

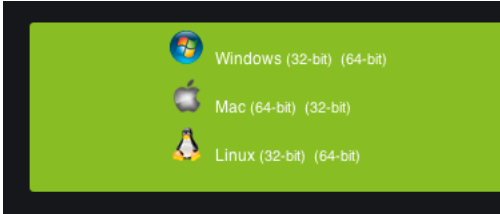
## Installing Butterflyzer

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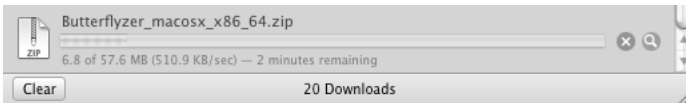
### Download and Open Butterflyzer

To install Butterflyzer, follow these simple steps:

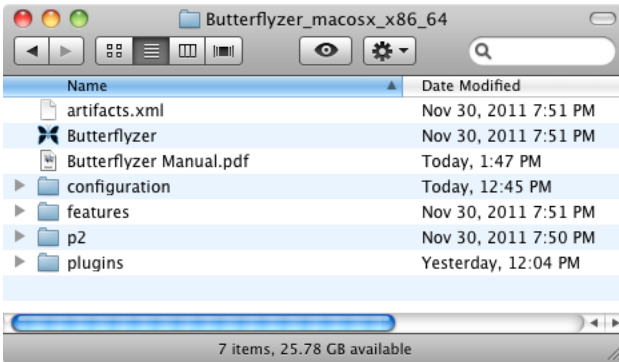
- If you're using Windows, you'll need to first install the Java JRE. See the [Oracle Java](#) web site for details.
- Download the latest version from the [Butterflyzer web site](#). Pick the version appropriate for your system.



- Unzip the Butterflyzer download. (Your web browser will often do this for you automatically. The file will be named something Butterflyzer\_(System), where System is your operating system and processor.)



- Move the directory to a convenient folder such as "Applications". **Important:** Do not remove the "Butterflyzer" application from the "Butterflyzer\_(System)" folder. The Butterflyzer application accesses other files within the directory.

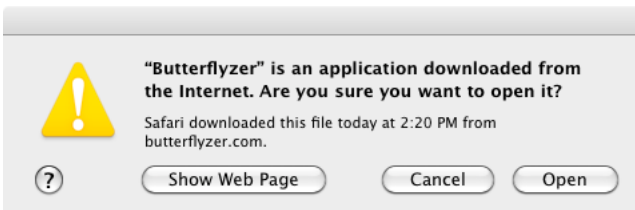


- Double-click on the Butterflyzer application.
- Please take the time to read the important [Installation Notes](#) section below.

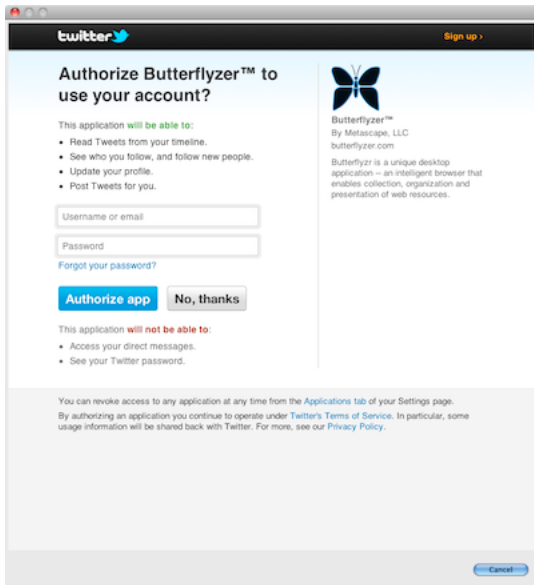
### Authorization and Security

When you launch Butterflyzer for the first time, you will be presented with a number of screens:

- Verify that you want to run the application. (This dialog varies by operating system.)



- Authorize Butterflyzer to use your Twitter account. [Why do we require this?](#)



- Follow Butterflyzer by clicking on the "Follow" button. (This is *not* the default option.) [Why do we require this?](#)



- Read the License Agreement and click "Agree" if you agree to its terms.



## Twitter Authorization

In order for you to use Butterflyzer we require that you authorize the Butterflyzer application to access the Twitter API, and that you follow us on Twitter. Why do we ask this?

1. We use the Twitter API to search for Tweets, Twitter Authors and other information. Twitter requires that users be authorized in order to use the API. We manage this access for you. Note that we never take actions on Twitter for you without your explicit authorization. Butterflyzer API access is "read-only" except for the following rare cases:
  - a. When you agree to follow us.

- b. In the future, we might suggest that you send a message to your followers about Butterflyzer. This would be purely optional.
2. We use Twitter Followers to measure and track current usage. (We do *not* track specific usage, for example when you open Butterflyzer, only that you are following us.)
3. It allows us to solicit feedback and connect with our customers. We respect and appreciate your following us, and we try to make our @Butterflyzer. (We never send Tweets advertising other company's products or services, and try to keep our own Tweets limited, informative, and hopefully interesting.)
4. Twitter follows are a part of our "viral" marketing strategy. When you follow us, other people are able to see how many people are using Butterflyzer!

If these requirements are an issue for you, you can:

1. Use a different Twitter account for authorization and to follow us. (We ask that you not do that unless necessary.) Or:
2. Unfollow us and Deauthorize the Butterflyzer application from within your Twitter account. It is not necessary to launch Butterflyzer to do that. **If you choose not to authorize and follow Butterflyzer you must also discontinue using Butterflyzer and remove all copies of it from your system.**

We welcome your feedback. Send us a note at [contact@butterflyzer.com](mailto:contact@butterflyzer.com).

## Installation Notes

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1. **This is commercial software. By using this software, you agree to the END USER LICENSE AGREEMENT (EULA) shown when you first launch Butterflyzer. The EULA is available here: <http://butterflyzer.com/EULA.html>. If at any point you no longer agree to the terms of the EULA, you must discontinue use of Butterflyzer and remove all copies of Butterflyzer from your system. Among other things, the software is time-limited and there is no promise of future availability. (If you really want it, you know what to do.) We disclaim all liability and there is no warranty.**
2. This is early release software. Expect bugs. Files you create with this version may not work in future versions.
3. System Requirement: Java 1.6. 4GB+ RAM Recommended.
4. Butterflyzer requires access to a Twitter account and that you follow us. In addition to needed functionality, this helps us solicit feedback. (You can use a separate Twitter account if you'd rather not use your primary account.) Naturally, we might use your public tweets for marketing purposes.
5. We don't yet have a full privacy policy, but the bottom-line is that we will not collect or share any information that you do not explicitly provide to us. (Note that the Butterflyzer browser opens to the Butterflyzer site at startup, and of course we do collect the same information for any Butterflyzer site visits that we would for any other browser.)
6. We use a number of other web APIs from various providers. See the APIs section below. Some of these have rate-limits and other rules, and usage of the Butterflyzer could bump you up against those rate limits, in rare cases temporarily limiting your API access. We try to help you stay on the right side of the line, but as with generic web browsers, Butterflyzer lets you do many things that we can't or don't want to prevent you from doing. One of the big tasks in creating this software is the work required to decode and adhere to the various API Terms of Service. We are making a good faith effort to meet ToS requirements, but more importantly, we want to build strong relationships with service providers and users. If you have specific concerns about compliance or want to build a partnership, please send an email to [contact@butterflyzer.com](mailto:contact@butterflyzer.com).
7. You should be especially mindful of user network searches. These will use up your Twitter search quota very rapidly. Generally you should try to use mentions searches whenever possible as these make use of already collected tweets.
8. This application is designed to work on all major platforms, but it has been tested most extensively on Mac OS X. Your mileage on other platforms may vary.

9. We build the software, but your contribution is just as important. As a Beta user, please let us know what works and what doesn't. Report bugs and give us feedback. You can post a note to the forums, or just Tweet us at @butterflyzer.

10. One last thing. Your support of this effort really matters. If you like what you see, help make it happen by spreading the word.

## Service Providers

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Butterflyzer helps you access the following services. Click on the link to access the respective Terms of Service. The use of a company logo or name below does not imply an endorsement of Butterflyzer.



**TOPSY**



[Google Web Search](#)

[Google News Search](#)

[Google Insights](#)

[Yahoo! Placemaker](#)

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# Chapter 3. Help

Butterflyzer's help system is designed to get you the information that you need to understand the task that you're doing now. You can bring up the help window by clicking on

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Help button in the toolbar or selecting "Butterflyzer Help" from the Help Menu. To dismiss the help dialog, click the close button ("X") next to the "Butterlyzer Help".

**Active Help** To find out about a specific topic, just hover (hold the mouse still for a second) over an interface item. Or click on an item in a view to find out information about the item type. From there you can explore related areas using hyper-links. Click the "Search" button to find all information on a particular topic. Click contents to get a documentation overview.

[Guide](#)

Get a complete tour of Butterflyzer functionality. Find out how to perform common tasks -- such as Browsing, Searching, Managing Collections, Visualizing the Web, Creating Web Exhibits, and more.

[Reference](#)

Get detailed information about specific Butterflyzer features, including a [Glossary](#), [User Interface](#), [Toolbar](#) and [Actions](#).

[Examples](#)

Play with some example butterflyzer catalogs.

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# Chapter 4. Support

Having problems with a Butterflyzer feature? Can't figure out how to accomplish what you need to do? Want to report a bug? Interested in building custom solutions based on Butterflyzer technology? Here are some options:

## Forum

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For all questions, bug reports and feature requests, please visit the [support forum](#).

To share ideas about using Butterflyzer and discuss related technologies, post a message to the [discussion forum](#).

## Contact

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If you can't resolve your question on the Butterflyzer [forum](#), or have an issue or opportunity that you want to talk with us directly about, please contact us using this secure [online form](#).

## Twitter

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Twitter is an awesome way to communicate with us about @Butterflyzer. We love to hear about your experiences using Butterflyzer, and we really love it when you share your interest in Butterflyzer with your friends!

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# Chapter 5. Guide

Take a complete tour of Butterflyzer features. You can move through these topics as a tutorial, or just dive right into whatever interests you.

## [Working With Butterflyzer](#)

Get Active Help. Work with Views and Catalogs. Configure Butterflyzer to do what you want.

## [Browsing and Searching](#)

Browse the Web as you never have before. Use powerful search tools to find information. Quickly scan multiple web pages. Use the Semantic Browser and Reader.

## [Taming your Web Pages and Tweets](#)

Organize your results using Collections and Tags.

## [Visualizing the Web](#)

Use graphs to quickly find the information you need. Get rid of the clutter you don't. Discover information you didn't know existed.

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## Working With Butterflyzer

It's worth taking a few minutes to get familiar with how Butterflyzer does things.

### [Creating and Sharing Catalogs](#)

Butterflyzer stores everything in Catalogs. Find out how to work with them.

### [Hiding and Showing Views](#)

Each Catalog contains Views. Focus on the views that are important to you.

## Creating and Sharing Catalogs

- Butterflyzer stores your search and navigation results in Catalogs. Find out more about [Catalogs](#).
- When Butterflyzer opens for the first time, a catalog is created for you called "Main".

## Create a new Catalog

To create a new catalog:

1. Select the File Menu and create a New Catalog.
2. If you want to give the Catalog a different name, [Save it](#) using a different name.

## Save a Catalog

- Catalogs are automatically saved when you exit Butterflyzer.
- You can save a Catalog manually by selecting **File** → **Save** at anytime.

To name a file, or move it somewhere else, choose File Save As...

1. Enter a name for the Catalog.
2. Select a file-type. You have two choices:
  - `bflybin` This stores the Butterflyzer file as a 'binary' file. This is a lower-level data format that stores the information in a much more efficient way, but that can't be used outside of Butterflyzer. The binary format makes files much smaller, and Butterflyzer can load the files much more quickly, so you should use this format in most cases, but especially with large Catalogs.
  - `bflyxml` This stores the Butterflyzer file as a text document. Since it uses a common data format (XML) and is in plain text, you can open it with text editors, work with it using XML tools. The file is also easier to recover if something goes wrong.
3. Save the file or cancel to keep the original name.

## Close a Catalog

When you close a Catalog, unlike the case with a Browser Tab, the Catalog itself doesn't go away. It's saved in a file that you can reopen at anytime later. If you have a lot of Catalogs open, you may want to close some in order to conserve system resources.

1. Select **File** → **Close** to close the current active Catalog.
2. Select **File** → **Close All** to close all open files within Butterflyzer.

## Open an Existing Catalog

Whenever you reopen Butterflyzer, all of the Catalogs you had open when you last quit are reopened for you. To re-open a Catalog that you previously closed or open a Catalog that someone has sent you, follow these steps.

*Please Note:* You can't open a Butterflyzer Catalog by double-clicking from a file folder or an email as you would with many other types of documents. Future versions of Butterflyzer will support this.

1. If the Butterflyzer application isn't already running, open it.
2. Select **File** → **Open**.
3. Navigate to the location of your Catalog and open the file.

## Share a Catalog

Butterflyzer Catalogs are just files, so unlike browser Tabs you can easily share them with others. This makes Butterflyzer files useful even when you're not using the more advanced features. And Butterflyzer Catalogs store more than the Web Pages you've visited. They also store [configuration information](#) so that other people will see an open Catalog in the same way you do.

## Send a Catalog

1. [Save the Catalog](#) somewhere that you can easily find it, for example on your desktop or in your documents folder. The file will have the extension `.butter` or `.butterbin`, depending on file format.
2. Create a new email in your Email Application.
3. Attach the `butter` file to your Email. See your email application documentation to find out how to attach files to an Email.
4. Send the Email. (If the person receiving the Email doesn't have Butterflyzer, let them know they can get the latest version at <http://butterflyzer.com/>!)

## Receive a Catalog

1. Save the file somewhere you can find it, such as your desktop or documents folder.
2. [Open the Catalog](#).

## Hiding and Showing Views

When you first open Butterflyzer, there are a lot of different views open. Get rid of the clutter to focus on the task at hand.

For example, if you just want to browse the web:

1. Click on a Catalog to make sure that it is selected. (If the Background is white, it isn't selected.)
2. Open the View Menu and Uncheck "Show Outline" if it is checked.
3. Uncheck "Show Graph" if it is checked.
4. Uncheck "Show Table" if it is checked.
5. Check "Show Browser" if it is unchecked.

You can also quickly [hide and show views using the toolbar](#).

Find out more about the [Outline](#), [Graph View](#), [Table View](#) and [Browser](#).

## Browsing and Searching

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<a href="#">Navigating and Collecting Web Pages</a>	Browse the Web. Collect Web Pages Links and Page Rankings.
<a href="#">Searching the Web</a>	Execute powerful searches against multiple Search Engines with one key stroke.
<a href="#">Managing Searches</a>	Butterflyzer stores all of your searches. Find out how to work with them.
<a href="#">Creating Complex Searches</a>	Combine searches and organize results in powerful ways using simple tools.
<a href="#">Browsing Multiple Pages</a>	Use Browser Lists and Slider Panes to view multiple pages at once.
<a href="#">Enhanced Browsing</a>	See live tags within your web pages. Zero in on areas of interest. Use the reader to quickly scan pages.

### Navigating and Collecting Web Pages

Butterflyzer's fully integrated browser uses the same web engine as the one you're using now (you can even pick the engine you want to use). So everything renders quickly and looks as you'd expect. (You can also import everything you find in Butterflyzer into your desktop browser bookmarks.)

Most of the Navigation works just as you'd expect.

To open a new web page:

1. (Optional) [simplify your views](#) so that you have just the browser open.
2. Enter a URL (Web Page location) into the [Search Field](#) (the white area in the toolbar). For example, type `arstechnica.com`.
3. Press the ENTER or RETURN key.
4. The web page loads into the browser.

See [Back Button](#), [Forward Button](#) and [Reload Button](#) for common functions.

See [Search Field](#) for more information about how you can use the search field.

To collect the contents of a web page, including Semantics and statistics, do this:

1. When you collect a web page, Butterflyzer uses any [Search Engine Options](#) you've set up to load the page. Make sure that you have selected the appropriate engine(s). (Optional)
2. Click the [Collect Page](#) button.

To collect all of the page links from the page, including Semantics and Statistics, do this:

1. Again, check that you the [Search Engine Options](#). (Optional)
2. Click the [Collect Page Links](#) button.

Look [here](#) for other actions you take with a Web Page.

### Searching the Web

Just as with any modern browser, Butterflyzer supports easy search capabilities. But with a Butterflyzer search you get much more.

To execute a search, do this:

1. Select appropriate [Search Engine\(s\)](#) to use. For example, if you're only interested in Tweets, you might want to unselect the Web related options.(Optional)

2. [Select views](#) that allow you to see many results at a time. The [Graph View](#) and [Table View](#) are best for this. (Optional)
3. Enter text into the [Search Field](#). For example, you could enter "Apple".
4. Press the ENTER or RETURN key.

As soon as you press enter, the following things will happen:

- Butterflyzer will begin executing the searches. The Search progress is quite sophisticated -- it executes searches in multiple threads and multiple stages according to the Search options you have selected. If you've selected the *whole enchilda*, Butterflyzer will perform the following actions:
  1. In parallel (beginning at the same time and executing simultaneously):
    - A [Google Web Search](#) for related Web Pages.
    - A [Google News Search](#) for related News Web Pages.
    - A [Topsy Search](#) for related Web Pages and Tweets.
    - A [Twitter Search](#) for Tweets including the search term.
  2. After each of the Web Page searches are complete, Butterflyzer then performs the following actions on the discovered pages:
    - Collects [Topsy Trackbacks](#) on all collected pages.
    - Collects [Topsy Statistics](#) on all collected pages.
    - Collects semantic results from [Open Calais](#) using many queries in parallel.
  3. After each of these stages, Butterflyzer does some maintenance with the results.
- All of this data will be captured to your Catalog. You can always [Update an Existing Search](#) with new results later.
- The views will update with the new results. As the searches progress over time, new results will be added to the results in any views you have open. For example, let's say you have just started a search on "Big Data". If are viewing a [Graph](#), and you have selected the "IBM" [Semantic Tag](#) in the "Companies" [Semantic Type](#) in the [Outline](#), as new Web Pages are discovered, the graph will grow.

That's a lot happening from one key stroke! Typically, you'll see Web Pages and Tweets coming back almost instantly, with the more complex Semantic Results Tweet results completing within a minute or two. To find out how the searches are coming along -- and to cancel searches that you no longer need -- you can watch the progress of the searches in the Progress View.

(Why don't all of those searches slow your machine to a crawl? Most of the time you spend waiting for a web search is the time spent for the search to travel to the web server, the web server to process the results, and the results to be sent back to you. Your internet bandwidth and computer processing speed have very little to do with this. By managing many -- sometimes dozens -- of simultaneous searches at a time Butterflyzer is able to improve you search efficiency by orders of magnitude. Imagine the time it would take to go through each of those searches by hand.)

## Managing Searches

Every time that you create a search in the [Search Field](#), Butterflyzer automatically creates a [Tag](#) for that search. In the [Searching the Web](#) we created a search for Big Data. You can always see the results of a prior search by selecting it in the [Outline](#).

## Navigating Searches



To Navigate to the search Results for an existing [Tag](#), do this:

1. In the [Outline](#) open "Collections". (You can do this by clicking on the triangle or + icons to the left of the Collections Icon.)
2. Open "Queries".

3. Click on a [Tag](#) that has already been collected.
4. The other views will now show the results for that Tag from any prior search.

## Updating Searches

To update the results for an existing [Tag](#), simply:




1. Move your mouse over the [Tag](#) you're interested in.
2. Next, drag your mouse over the  Tools icon. The tools available for that item appear.
3. Select the  [Search](#) icon.

## Creating Complex Searches



You can create powerful searches using just the [Search Field](#) by taking advantage of the search options provided by various vendors. For example, in Google you can exclude entries by using the '-' symbol. But Butterflyzer allows you to create more complex searches, as well as combine results from existing searches into new sets. But Butterflyzer provides a much friendlier and more manageable way to put together complex searches.

See the [Set description](#) for more about how sets work.

To create a set:

1. In the [Outline](#), open the Collections Item.
2. Press the CTRL key and mouse over "Queries".
3. In the menu that appears, move to the  Add Menu.
4. Click on the  "Tag" button.
5. Type a tag name, for example "IBM".
6. Repeat steps 2-4 for another tag name. For example, type "Apple".
7. Now from the Add Menu select  "Or Set".
8. Drag the "IBM" and "Apple" into the new or Set.

To Search on a set or any other terms:

1. Press the CTRL key and mouse over the [Set](#).
2. From the  Tools menu, select  [Search](#).

## Browsing Multiple Pages

The Butterflyzer browser is more than an ordinary browser...it supports unique features like gliding panes to make it easy to scan many pages at once and find exactly those items that are most relevant to you.

[Find out how views work together](#) to support multiple page browsing.

## Using the List Browser Mode

To select a number of items to Browse in the List View:

1. Use the [Show View Menu](#) to hide all of the views except for your [Outline](#) and [Browser](#) views. (optional).
2. Perform a [Search on the term "Apple"](#).
3. Open the "Collections" entry in the [Outline](#) if it is not already open.
4. Wait for the "Auto-Tags" entry to appear and then open it. (Butterflyzer will be updating this information constantly as the search progresses.)
5. Navigate to the "Person" [Semantic Type](#) and click on a Person, such as "Steve Wozniak".
6. Now, all articles within the search for "Apple" that mention "Steve Wozniak" will be in the [Result Items](#).
7. To see the articles available, click on the List at the top of the browser.

## Using the Tiles Browser Mode

1. Select the [Tiles Browser Mode](#).
2. Watch all of the pages load at once!
3. Now, just mouse into any of the items to expand it.
4. If there are more items in the [Result Items](#) then can fit in one tile view, just mouse to the bottom-most tile to reveal more. If you want to move back up, just mouse over the top-most tile.

To see a Catalog already setup like this, download the [Node JS Example](#).

## Enhanced Browsing

In addition to the regular browser mode, you have two other browser options.

If you want to browse pages normally, without using the Semantic Browser of reader, just:

1. Unselect the [Semantic Browser Menu Item](#)
2. Unselect the [Reader Item](#)

## Semantic Browser

The [Semantic Browser](#) is on by default. It highlights semantic tags created with the [OpenCalais Search Engine](#).

To use tools on [Semantic Tags](#) within the browser, do this:

1. Hover over the tag.
2. When the menu comes up, click on any of the [Item Actions](#) or [Tag Actions](#).
3. For example, to [Focus on a Semantic Tag](#), click the [Focus](#) action.

## Reader

The [Reader](#) shows the web pages in a simplified mode.

## Taming your Web Pages and Tweets

---

[Collections](#) organize the information in your [Catalog](#).

[Working with Collections](#)

Find out what is in a Collection and how they are created and managed.

[Selecting Items](#)

Find the results you're looking for. Learn how the [Outline](#) view works with the other views.

[Working with Tags](#)

Use Tags to track [Resource](#) items of interest.

## Working with Collections

Each Catalog contains multiple Collections. Open the Collections node in the [Outline](#) to see your collections. [Collections](#) are made up of [Terms](#). See the [Terms](#) documentation for all of the terms. Collections themselves are also terms, so you can create collections that contain other collections.

Within the Collections, there are up to three Collections that are created automatically as the result of searches:

Queries	Contains all Queries that have been created from typing <a href="#">Search Term Tags</a> into the <a href="#">Search Field</a> .
Auto Tags	Contains all of the <a href="#">Semantic Types</a> and the <a href="#">Semantic Tags</a> created by the <a href="#">OpenCalais Search Engine</a> .
Tweet Terms	Contains terms used in Tweets. These are either automatically discovered following a search, or collected by the user with the <a href="#">Collect Tweet Terms</a> action.

## Selecting Items

In Butterflyzer, what you see in the other views is controlled by what you select in the [Outline](#).

### Selecting a Single Item

To select an item:

1. Use the [Show View Menu](#) to hide all of the views except for your [Outline](#) and [Table View](#) views. (optional).
2. Perform a [Search on the term "Apple"](#).
3. Open the "Collections" entry in the [Outline](#) if it is not already open.
4. Wait for the "Auto-Tags" entry to appear and then open it. (Butterflyzer will be updating this information constantly as the search progresses.)
5. Navigate to the "Person" [Semantic Type](#) and click on a Person, such as "Steve Wozniak".
6. Now, all articles within the search for "Apple" that mention "Steve Wozniak" will be in the results menu.
7. The graph updates with the terms associated with the term "Apple". All of the related terms fit together into a search box.

### Selecting Multiple Items

To select multiple items:

1. Perform the steps in [Selecting a Single Item](#).
2. Next hold down the ALT (Windows/Linux) or COMMAND (Mac) key, and click on another Person, such as "John Sculley".
3. Now, all articles within the search for "Apple" that mention *either* "Steve Wozniak" or "John Sculley" will appear in the [Results](#).

## Using Logical Selections

You can control whether Butterflyzer displays items that match any or your [Focus Items](#) or all of them. Read about the [Selection Matching Mode](#) to find out more about how logical selections work.

To show pages that match all [Focus Items](#):

1. Perform the steps in [Selecting a Single Item](#) and [Selecting Multiple Items](#).
2. Next, click on the [Selection Matching Mode](#) item in the [Outline Toolbar](#) and select [And](#).
3. Now, only those articles that include *both* "Steve Wozniak" or "John Sculley" will appear.

To return to the default match any behavior:



1. Click on the [Or](#) Menu Item.
2. Now the results will again include those articles that include *both* "Steve Wozniak" and "John Sculley".

## Working with Tags

You use [Tags](#) for searches, but they can also be used to keep track of manually organized [Resources](#). Think of them as like "Folders" for different pages or tweets that interest you.

### Create a New Tag

To create a new Tag:

1. Hover over a Collection. In the  Menu, select  "Term".
2. In the Dialog that follows, give the Term a name.

### Move a Tag

To move items to a Tag:

1. [Show the Table View](#) if it is not already showing.
2. Create a Tag (see above). Perhaps you might want to call it something like "Product Reviews".
3. Click on an existing Tag in the [Outline](#). For example, you could click on "Apple" from a previous search.
4. Select articles in the [Table View](#) and drag them to the newly created Term.

## Visualizing the Web

---

One of the key features of Butterflyzer is that it allows you to Navigate through enormous amounts of information to zero in on just what you need and get rid of those pieces you don't.

[Exploring Web Pages with Graphs](#) Use the power of graphs in your internet research.

[Visualizing Complex Relationships](#) Discover the deep relationships between [Resource](#) items.

## Exploring Web Pages with Graphs

To help us to understand graph relationships, Butterflyzer provides powerful and easy to user graphing tools. The best way to understand how they work is to explore.

Before getting started, you might want to:

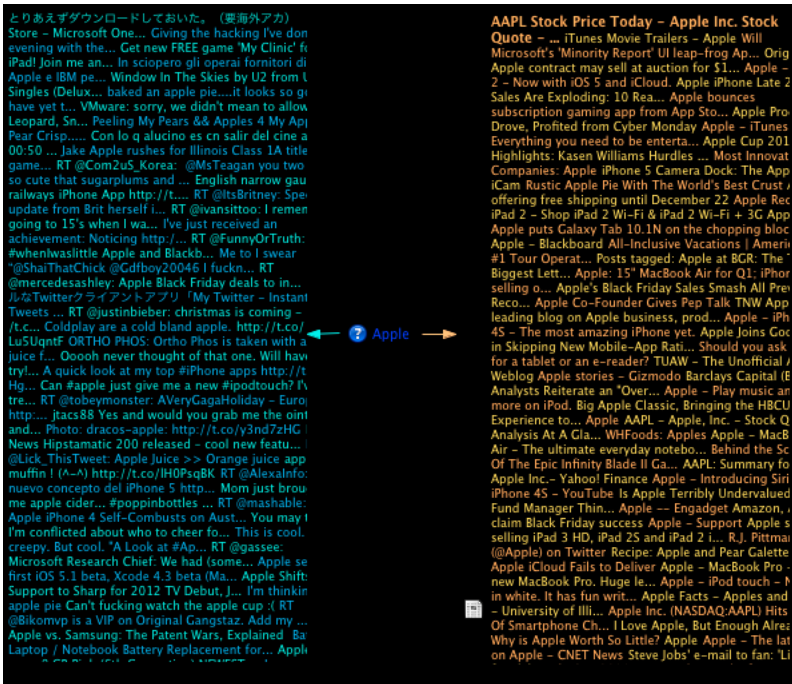
- Find out what [Graphs](#) are and how they work.
- Read more about [Selecting Items](#).

### Displaying Items in Graph

To quickly see the items related to a given [Semantic Tag](#):

1. If you've been working with Butterflyzer already, [Create a new Catalog](#) (optional).
2. Use the [Show View Menu](#) to hide all of the views except for the [Outline](#) and [Graph View](#) (optional).
3. Perform a [Search on the term "Apple"](#).
4. Open the "Collections" entry in the [Outline](#) if it is not already open.
5. Open the "Queries" entry. (Butterflyzer will be updating this information constantly as the search progresses.)

6. Navigate to the "Apple" [Search Term](#) and click on it.
7. The graph updates with the terms associated with the term "Apple". All of the related terms fit together into a search box.

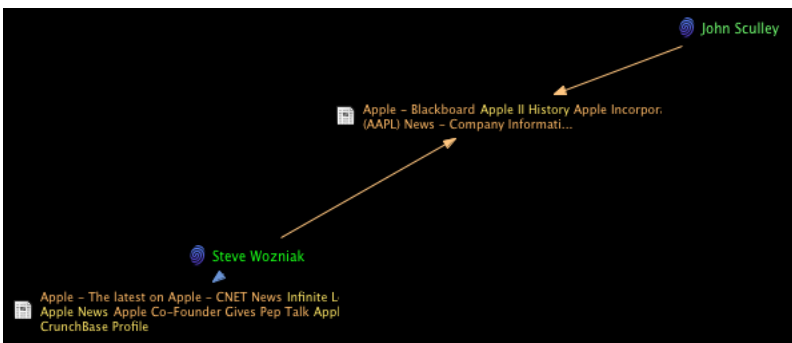


- When a number of items all share the same relationship, they are placed into a single group.
- The size of text within the groups are set by your [Scale Topsy](#) [Scale Related](#) [Scale Count](#).

## Displaying Multiple Items in Graph

To see more complex relationships between multiple entities, try this:

1. Select "John Sculley" and "Steve Wozniak". See [Selecting Multiple Items](#).
2. The view updates to display the relationships between articles with those two names.



- The items that both arrows point to contain both [Tags](#). The items on the bottom left only mention "Steve Wozniak". There are no articles that mention "John Sculley" and don't also mention "Steve Wozniak".
- Note how you can quickly identify complex relationships between entities in this way.

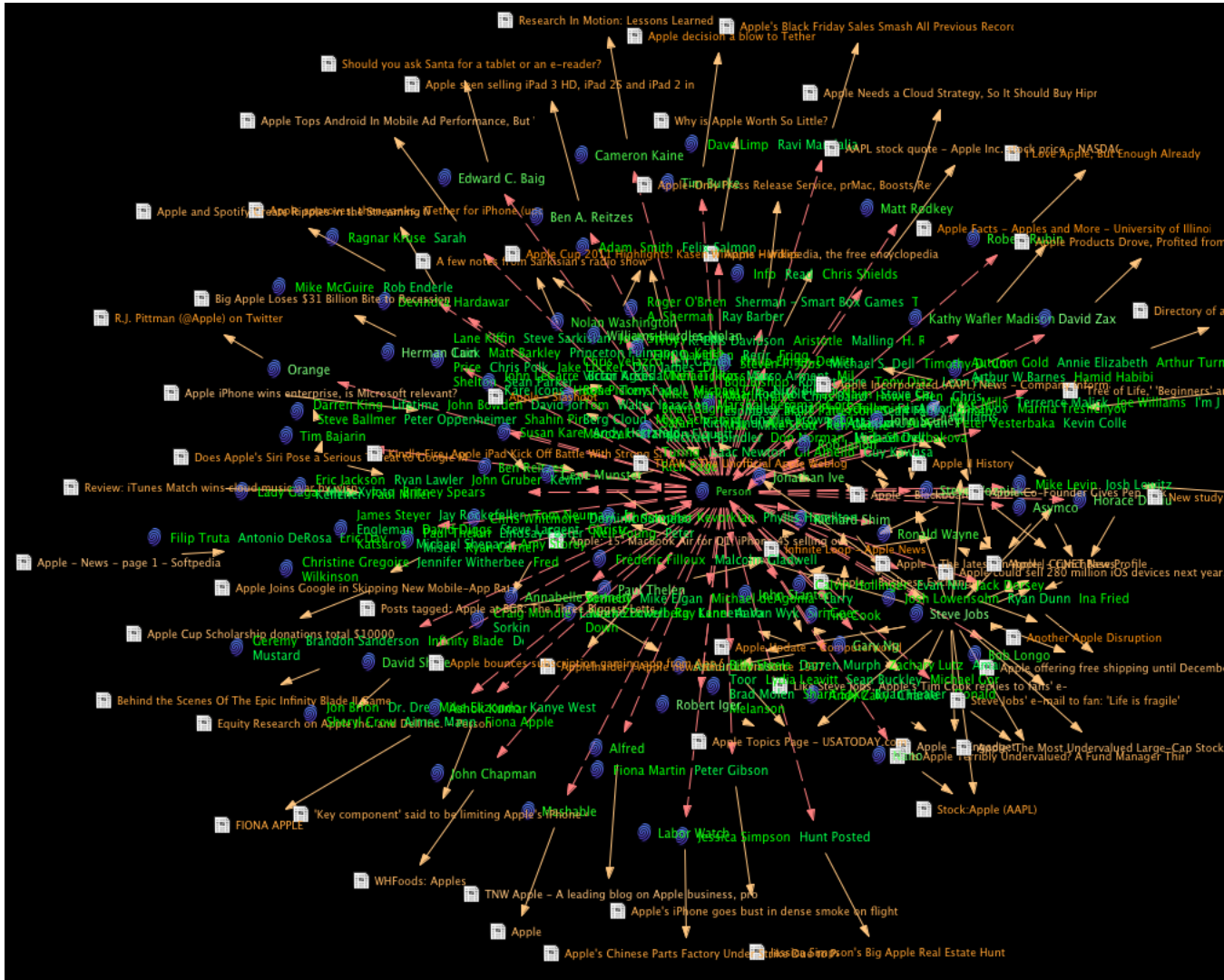
## Visualizing Complex Relationships

Now let's look at how we can use the graph tools to find out what's inside a web page without looking and to discover connections between web pages.

## Displaying Related Items in Graph

To show complex relationships between a number of different semantically related [Web Pages](#), let's look at how people are related within stories about Apple:

1. Follow the steps in [Displaying Items in Graph](#).
2. Now, click on the "People" [Semantic Type](#).
3. The graph will update and display different items.



- That's a lot of information! In the next section, we'll clean that up a bit.

## Filtering Information in Graphs

There are many ways that you can filter information to reduce the size and complexity of a graph. See the [Filter Menu](#) section for more ideas.

To reduce the clutter in your graph:

1. Follow the steps in [Displaying Related Items in Graph](#).
2. In the [Filter Menu](#) select the [Filter Categories Menu Item](#) and the [Filter Cliques Menu Item](#).
3. The graph will update with the filtered items removed.



## Removing Items from Results

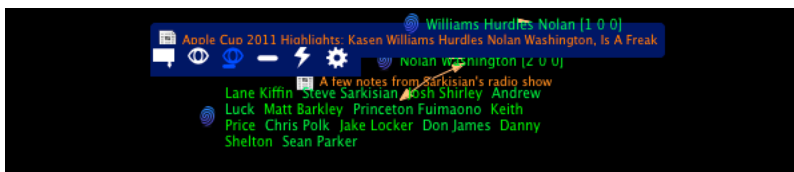
When we've removed categories and cliques from the graph we often see "islands" of unrelated items.

To remove uninteresting items from a graph:

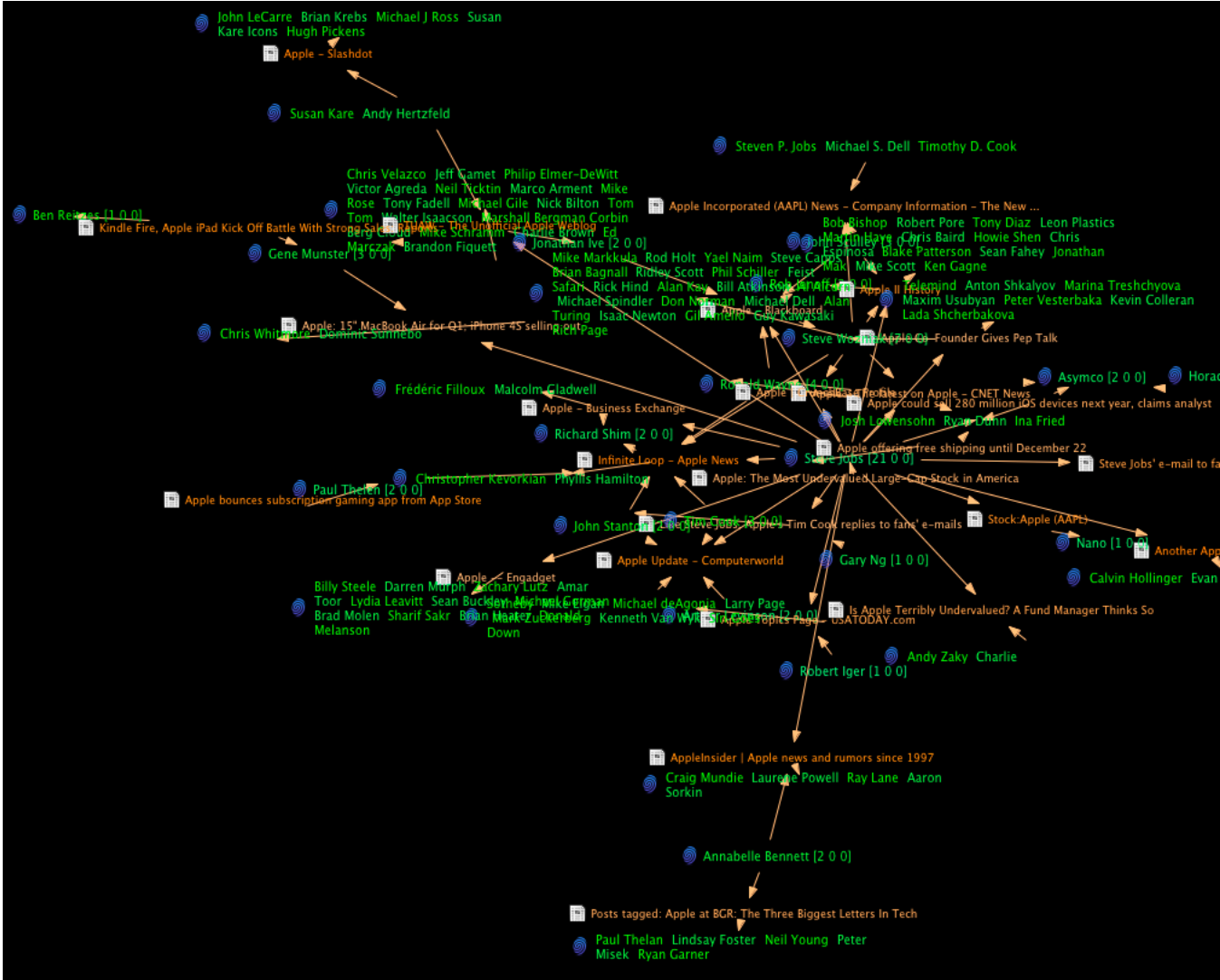
1. Follow the steps in [Filtering Information in Graphs](#)
2. Drag the mouse over one of the items and click the

[Remove from Focus](#) button.

3. Do the same thing for items in the other group.
4. Each time the items will be removed from the graph, and the view will be updated.



The graph should now look like this. Naturally, Steve Jobs is in the center.



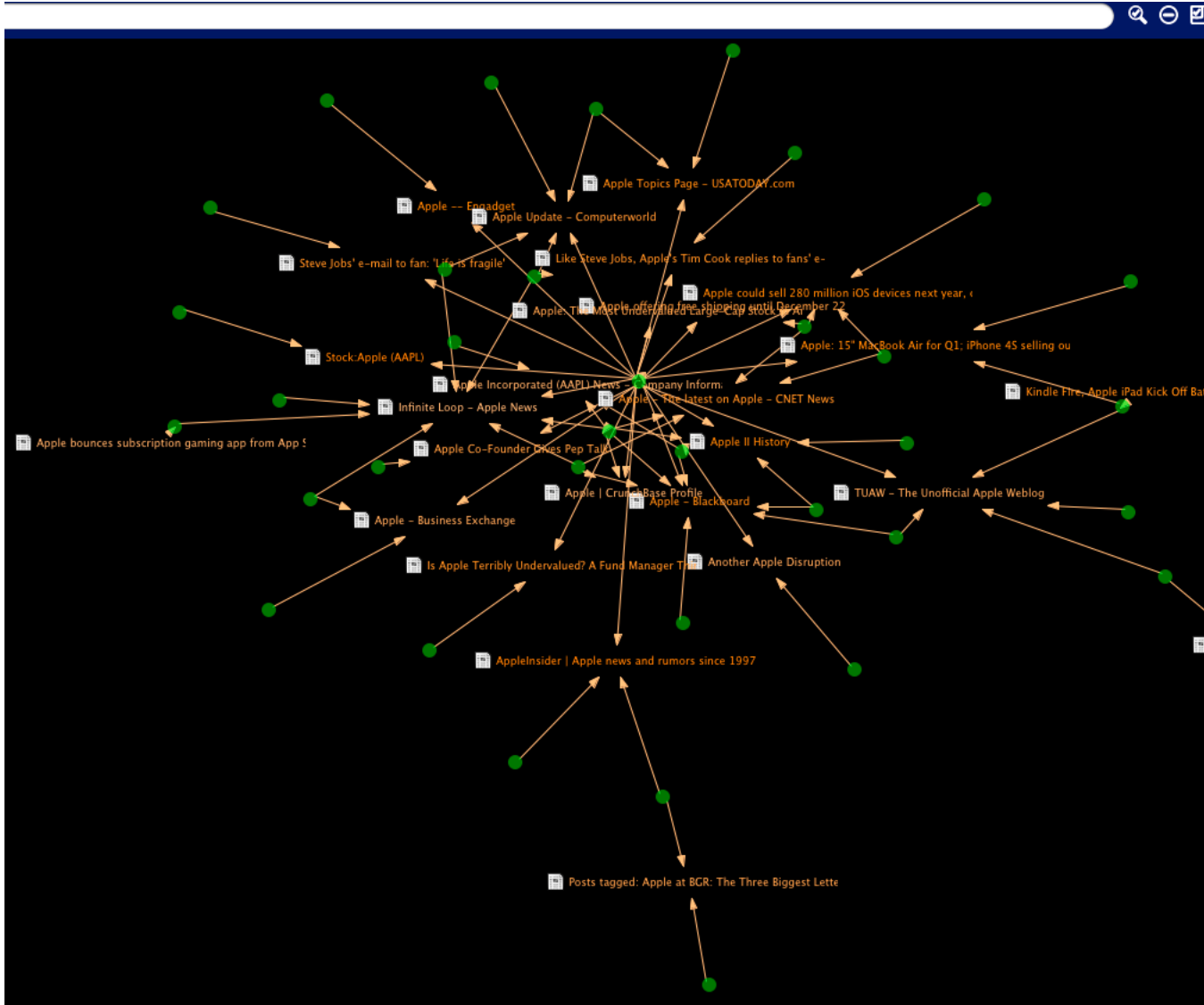
## Simplifying the Graph Display

There are many things you can do to simplify the graph. Let's get rid of the text for the tags so we can focus on the items themselves.

To find out about other options for reducing visual clutter see the [Draw Options Menu](#) section.

To hide item text:

1. Follow the steps in [Removing Items from Results](#).
2. Unselect the [Show Tag Text Menu Item](#) in the [Draw Options Menu](#).
3. The graph will update and display the tags as filled circles.



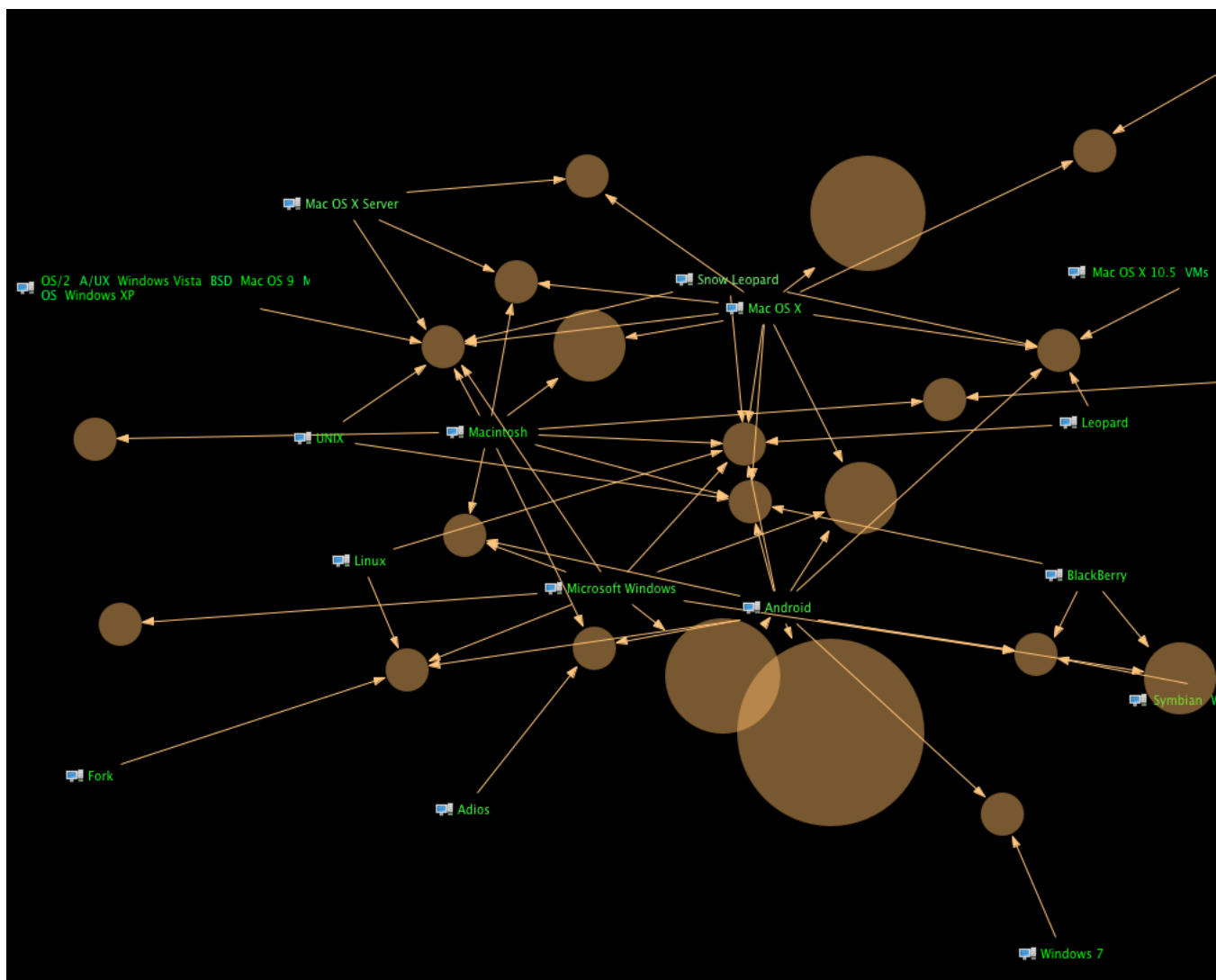
## Use Scale to Make Graphs Effective

There are many ways to customize the display to show just the information that you need in a compelling way.

To make the graph show number of articles by size:

1. If you haven't already done so, do a search for "Apple" in a new Graph. See [Displaying Items in Graph](#).
2. Click the "OperatingSystem" category.
3. Select the [Scale Count Menu Item](#) and unselect the [Scale Topsy](#) and [Scale Related](#) items in the [Draw Options Menu](#).

Or you can just download the [example file](#).



For other visualization options, see the [Draw Options Menu](#) section.

## Collecting and Sharing Data

Butterflyzer has powerful capabilities for integrating data from various sources. Read about how to use them [here](#).

### Topsy Statistics

When you have the Topsy Search Engine enabled, Topsy metrics are obtained for [Resources](#).

### Topsy Web Page Statistics

Topsy gives information about how many [Tweets](#) there have been about a [Web Page](#), and how many of those Tweets were "influential" -- that is, that came from a Twitter [Author](#) that Topsy considers influential according to the Topsy proprietary algorithms.

You can see this information in the [Table View](#). The "All" column gives the total number of Tweets, and the "Inf" column gives the number of influential Tweets.

If you have the [Scale Topsy Menu Item](#) selected, the number of Tweets about a given web page will be used to determine how large to make the text or bubble for a given item in the [Graph View](#). See [Graph Settings](#) for more details.

Statistics are also used to generate time plots and time lines. See the following sections for more on that.

## Topsy Author and Tweet Statistics

Topsy also defines a proprietary metric for "user influence". See [Topsy Influence Rankings](#) for more on how that number is calculated.

You can see user influence by viewing [Authors](#) in the [Table View](#). The "Influence" column shows the Topsy influence for authors who have had this data collected. (This value is often '0' as it is unusual for authors to have any influence at all.)

If you have the [Scale Topsy Menu Item](#) selected, the influence of a given Author will be used to determine how large to make the text or bubble for that author -- and that author's [Tweets](#) -- in the [Graph View](#). See [Graph Settings](#) for more details.

## Google Insights

If you're used to manually collecting Google Insights data you'll be happy to find out that Butterflyzer handles this for you. See [Interest Query](#) to find out more.

See [Google Insights Terms of Service](#) for important information about your usage of this data.

## Collect Google Insights

To collect Google Insights data:

1. [Create a New Tag](#). For example, you might create a tag called "Apple". (You can use existing tags too, of course.)
2. Hold down the CTRL key, move over the tag, go to the tool menu and select [Collect Google Statistics](#). Butterflyzer opens a web page window and automatically navigates to the Google site for you. That information is collected and added to the catalog.

## View Google Insights

To view Google Insights data:

1. [Collect Google Insights](#)
2. Open the Tag you've collected data for.
3. Select the [Show Table Menu Item](#).
4. Select the [Tags Resource Type Menu Item](#).
5. Click on one of the "Google" search items.

A list of values will appear for the data collected.

## Create a Timeplot

Now, let's put all of that information together. You can create a custom Timeplot containing specific Web Pages, Google Insights, relevant Tweets, and Topsy statistics, and then easily deploy it to any web server -- *all without any Butterflyzer runtime dependencies*.

To create a Timeplot:

1. **Please note: Currently, Timeplot only supports XML data types. Before taking the following steps, first save the file as .bfkyxml. An update will fix this limitation.**
2. Hold down the CTRL key and move the mouse over the [Tag](#) you want to create a report for. From the Tools menu, select [Create Timeplot](#).

Butterflyzer creates a report, saves it, and opens it in a special web page view. (Not the Browser, where web pages are usually displayed.)

The Timeplot html files can be found in a directory with the same name as the Catalog. To make your Timeplot accessible from the Web, simply copy that directory to your web-site. (You can use ftp or any other web

transfer tool to do this. See your system documentation, talk to your system administrator, or visit your web-host service for information on how to upload files to your web server.)

## Create a Timeline

A Timeline shows every [Web Page](#) that has an occurred date within a timeline panel. You can filter the entries using facets, so that web users can select documents based on [Semantic Tag](#) and other criteria.

To create a Timeline:

1. **Please note: Currently, Timeplot only supports XML data types. Before taking the following steps, first save the file as .bfkyxml. An update will fix this limitation.**
2. Hold down the CTRL key and move the mouse over the [Tag](#) you want to create a report for. From the Tools menu, select [Create Timeline](#).

Butterflyzer creates a report, saves it, and opens it in a special web page view. (Not the Browser, where web pages are usually displayed.)

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# Chapter 6. Reference

In this section of the guide, you can find in depth information about the Butterflyzer features and how to use them.

## [Glossary](#)

What's a [Catalog](#)? If a [Web Page](#) the same thing as a [Resource](#)? Find out what all of the terms we use in Butterflyzer mean and how they relate to each other.

## [User Interface](#)

Want to know more about how the Outline and other Views work together? How to work with Tables? Explore the Butterflyzer User Interface, including the Browser, Graph View and more.

## [Toolbar Items](#)

Find out how to work with Butterflyzer more efficiently and effectively. Discover capabilities that you didn't know existed. Wondering what that Flower Icon is for? Or how you can make the Graph less busy? We answer those questions here.

## [Actions](#)

What's Focus for? What happens when I collect a Web Page? What are all of the things I can do with Tweets? Find out about the actions that you can take on Butterflyzer items.

## Glossary

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This reference section provides a complete set of definitions for "almost everything" in Butterflyzer. It also provides a good overview of the overall data structure for Butterflyzer catalogs. (For readers with a more technical bent, this includes object types used within Butterflyzer. If you'd like more information about technical details, please contact us.)

## Item Index

[Author](#) [Author References](#) [Authors](#) [Catalog](#) [Collection](#) [Configuration](#) [Event](#) [Interest Query](#) [Issue](#) [Item](#) [Location References](#) [Locations](#) [Reference Collection](#) [Resource](#) [Search Term](#) [Selection](#) [History Item](#) [Semantic Collection](#) [Semantic Tag](#) [Semantic Type](#) [Set](#) [Tag](#) [Term](#) [Time Selection](#) [History Item](#) [Tweet](#) [Tweet References](#) [Tweets](#) [Twitter Session](#) [Twitter Sessions](#) [Web Page](#) [Web Pages](#) [Web Site](#) [Web Sites](#)

## Graph

Graphs are quite simple, really. They are a way of organizing and [visualizing data](#) that makes it possible to understand complex relationships between different things. As a simple example, a family tree is a kind of graph. And you've probably seen visualizations of social networks. But all information on the web is connected through graphs. Butterflyzer reveals those graph relationships so that you can work with them directly. Here are some basic terms to be familiar with:

### Node

A node in a graph is any object that is used to represent a particular piece of information. An example of a node would be a particular person within a family tree. In Butterflyzer, all nodes are [Items](#).

### Relationship

A relationship is any connection that exists between any two nodes. (Technically, we often refer to them as "edges".) An example of a Relationship within a family tree is "mother". In Butterflyzer there are many different kinds of relationships. Here are just a few examples:

- Links from one Web Page to another.
- [Tags](#) that contain [Nodes](#). So for example, for a search on the term "Apple", any Web Pages or Tweets that result from that search are relationships.
- Follower and Following relationships between [Tweet Users](#).

- "Trackbacks" for Tweets that refer to specific Web Pages.

As you use the Butterflyzer graph tools, you'll become more familiar with the different kinds of relationships.

## Configuration

The configuration contains all of settings that determine how your catalog is setup. Because all of this information is stored in the

## Values

### Google Search Engine

When selected, includes Google Web Search in search results. Please see the Terms of Service link to ensure that your usage meets those terms. Butterflyzer does not monitor your usage and you alone are responsible for ensuring your compliance.

External Sites: [Google Web Search API Terms of Service](#).

### Google News Search Engine

When selected, includes Google News Search in search results. Please see the Terms of Service link for important legal information. Butterflyzer does not monitor your usage and you alone are responsible for compliance with the service provider's terms.

External Sites: [Google Web Search API Terms of Service](#).

### Topsy Search Engine

When selected, adds Topsy Search to web page results, finds related Tweets using Topsy, and adds Topsy ranking and influence metrics to Web Page and Tweet results. Please see the Terms of Service link for important legal information. Butterflyzer does not monitor your usage and you alone are responsible for compliance with the service provider's terms.

External Sites: [Topsy Terms of Service](#).

### Twitter Search Engine

When selected, includes Tweets obtained from Twitter in search results. Note that this can result in a large number of Tweets that you may or may not be interested in. When you are primarily interested in Web Pages, consider deselecting this option to avoid additional performance costs and storage requirements and avoid hitting Twitter API limit. Please see the Terms of Service link for important legal information. Butterflyzer does not monitor your usage and you alone are responsible for compliance with the service provider's terms.

External Sites: [Twitter API Terms of Service](#).

### Twitter Retrospective Search Engine

When selected along with the Twitter Search Engine option, includes retrospective Tweets in the results. This option performs a separate search for each of that last seven days and can result in a large number of Tweets selected. Users who are only interested in current results or Web Pages should consider deselecting this option. Please see the Terms of Service link for important legal information. Butterflyzer does not monitor your usage and you alone are responsible for compliance with the service provider's terms.

External Sites: [Twitter API Terms of Service](#).

### OpenCalais Search Engine

When selected, enriches the results of any web searches with the powerful semantic tagging service provided by OpenCalais. Because this option collects a large number of tags, deselect it when you're only interested in web search results. Please see the Terms of Service link for important legal information. Butterflyzer does not monitor your usage and you alone are responsible for compliance with the service provider's terms.

External Sites: [OpenCalais API Terms of Service](#).

## Filter Other Resources

Remove items that aren't of the selected Resource Type from the graph and other results. For example, if Item Type is set to Web Pages, selecting this option will remove Tweets and Authors from the results.

See also: [Resource Type Menu](#).

## Filter Cliques

Remove any items that don't have at least two connections to other items from the graph. This option is very useful for reducing clutter, especially when combined with the Filter Categories option.

## Filter Non-Topsy Ranked

Remove those items that don't have any influence recorded by the Topsy API. In order to be included, Web Pages must have at least one Tweet referring to them, and Tweets and Users must have an influence level greater than 0.

## Filter Categories

Remove any categories from the graph. Categories are collections, semantic types and other outline items that organize items. Selecting this item typically causes items and tags to no longer be organized in a hub and spoke style. This option is most useful for the Spring layout, and is quite powerful when combined with the Filter Cliques option. It doesn't work as well for Radial and Tree layouts, as it often causes items to appear on top of one another.

## Filter Members

Filter Members

## Filter Retweets

Remove any Retweets from the results. This option is useful for narrowing down the set of Tweets to only those Tweets that carry unique information. On the other hand, if you want to gauge overall interest in a topic you should deselect this option.

## Selection Matching Mode

Combines the selected items according to a logical rule. An Or selection contains those members (web page, tweet, etc..) related to any of the focused items. This is a logical "OR" search. An And selection contains only those members related to every focused items. This is a logical "AND" search. A Not selection contains no members. This is a logical "NOT" search. This might be useful if you want to make changes in the Outline View without affecting the other views.

### Or

Combines selected items so that matching items are displayed for those selected items or tags.

### And

Combines selected items so that matching items are displayed only for those selected items that are related to all selected items or tags.

### Not

Combines selected items so that no matching items are displayed. In other words, this turns selection mode off!

## Filter Followers

Ignore Twitter User followers when searching for related users. Note that if a Twitter user would be included for another reason -- for example, if a user was also following the related user -- that user will still be included in the results.

## Filter Following

Ignore other Twitter Users following the User when searching for related users. Note that if a Twitter user would be included for another reason -- for example, if the user was also being followed by a related user -- that user will still be included in the results.

## Filter Mutual

Ignores Mutual (two-way) relationships for Twitter Users when searching for related users.

## Filter Mentions

Ignore related mentioned users of other users from the results.

## Filter Followers Above

Filter Followers Above

## Filter Celebrities

Filter Celebrities

## Sample

Limit the number of related items. This option is useful when you have a large number of results and want to explore them while avoiding performance issues. After discovering the set of results that are most relevant, you can then deselect this option to see all related results.

## Depth

Specifies how deeply relations between objects are searched. When an object is focused (for example, selected in the outline view) related items are shown in the table, graph and browser as appropriate. The depth defines how those related items are selected. For example, if Mark Twain has a 'book' relationship to Tom Sawyer, and Tom Sawyer has a 'friendship' relationship to Huckleberry Finn, then if Depth 1 were selected, only Tom Sawyer would appear in the graph. If Depth 2 were selected, both Tom Sawyer and Huckleberry Finn would appear. (One way to think about this is as degrees of separation in "Kevin Bacon Space". The idea is that you are looking for the number of connections between "friends of friends" that you would have to go through to contact the actor.)

### Depth 1

Sets the relationship depth to 1. This option works well for quickly examining relationships between tags and items and other simple results.

### Depth 2

Sets the relationship depth to 2. This option is often a good compromise between richness of relationships, useful results and good performance.

### Depth 3

Sets the relationship depth to 3. This option can result in a large number of results and can result in reduced performance.

### Infinite Depth

Include all relationships in the results regardless of distance from the focused items or tags. This means that any items connected to the focused items will appear in the selection. This option only makes sense to use when relations are very sparse. It can return a very large number of results it can result in poor performance.

## Layout

Defines how items are placed on the graph. Different layouts are appropriate for different situations. For example, when looking at hierarchical relationships such as for a web site, a horizontal tree might be

appropriate, and when looking at complex relationships between many different kinds of entities, a spring layout might be appropriate.

### **Spring Layout**

Graph members organize themselves so that they are closest to those other items with which they share the most edges. The graph continues to update automatically so that over time the graph structure will become more organized.

### **Vertical Tree Layout**

Graph members are arranged in a vertical tree format. Note that this can cause some items to appear off the screen.

### **Horizontal Tree Layout**

Graph members are arranged in a horizontal tree format.

### **Radial Layout**

Graph members are arranged in a radial tree centered around a central set of nodes.

## **Resource Type**

The primary resource of interest. The selected type defines what kinds of resources are shown in the table view and can be used to filter out other types. When combined with the Filter Resource, graphs will show just the selected resource type.

### **Web Pages Resource Type**

Selects Web Pages as the primary interest type.

### **Tweets Resource Type**

Selects Tweets as the primary interest type.

### **Authors Resource Type**

Selects Authors (Users) as the primary interest type.

See also: [Filter Other Resources](#).

## **Show URL**

Display URLs in browser and caption views.

## **Show Icon**

Display Icons for nodes in the Graph View.

## **Show Clip Info**

Display information about where and when the item was collected in browser and caption views.

## **Show Items**

When selected (default), items are shown in the Graph View. Hide Items by deselecting this option. This allows you to focus on the relationships between terms and concepts embedded within Web Pages and Tweets. Hiding items and connections (lines) greatly reduces screen clutter, but the underlying layout is still at work organizing the information. This unique visualization combines the clarity of a cloud layout approach while gathering related concepts together. Hiding items is most effective when combined with the Spring Layout.

See also: [Spring Layout](#).

## Show Tags

When selected (default), tags are shown in the Graph View. Hide Tags by deselecting this option. This shows related tags clustered together, allowing you to focus on the relationships between Tags without showing the related resources. Hiding items and connections (lines) greatly reduces screen clutter, but the underlying layout is still at work organizing the information. This unique visualization combines the clarity of a cloud layout approach while gathering related concepts together. Hiding items is most effective when combined with the Spring Layout.

See also: [Spring Layout](#).

## Show Item Text

When selected (default) text for Resource Items are displayed in the graph. For example, a Web Page node will display the title of the web page, and a Tweet node will display the text of the Tweet. When unselected, the nodes will be displayed as filled circles with their size defined by the scale settings.

See also: [Scale Related](#).

## Show Tag Text

When selected (default) text for Tags are displayed in the graph. For example, the tags for "Apple" and "IBM" will be shown. When unselected, the nodes will be displayed as normal text.

See also: [Scale Related](#).

## Scale Related

Scales items displayed in the graph according to the number of related items that are connected to them. The scale can be adjusted in the graph settings dialog.

See also: [Graph Settings](#).

## Scale Topsy

Scales items displayed in the graph according to the Topsy ranking for those items. The scale can be adjusted in the graph settings dialog.

See also: [Graph Settings](#).

## Scale Count

Scales items displayed in the graph based on the number of items in a node. (This option is only relevant when items are grouped together. The scale can be adjusted in the graph settings dialog.

See also: [Graph Settings](#).

## Reader

Displays any web pages in a Reader mode. The reader attempts to simplify text and removes most images resulting in faster loading times and easier scanning. It works well with the Tile Browser Mode. Note that when using the Semantic Browser, web pages are actually processed and then stored locally. Occasionally there might be issues with processing web pages using the Reader. In that case, just unselect this option while browsing those pages.

See also: [Tiles Browser Mode Menu Item](#).

## Semantic Browser

Displays web pages with Semantic Tagging. (Default.) Semantic Tags show up as colored text on a black background. You can perform any available action on Tags within the Semantic Browser. Just hover over a tag and the Context Menu will be displayed.

See also: [Item Actions](#) and [Tag Actions](#).

## Show Table

Shows the Table View. See the Table View documentation for more details.

See also: [Table View](#).

## Show Browser

Shows the Browser. See the Browser documentation for more details.

## Show Graph

Shows the Graph. See the Graph View documentation for more details.

See also: [Graph View](#).

## Show Outline

Shows the Graph. See the Outline documentation for more details.

See also: [Outline](#).

## Browser Mode

Defines how multiple browser items are displayed together. Choices include showing a single item with a list selector and displaying two kinds of sliding tile layouts.

### List Browser Mode

Browser pages are selected from a list.

See also: [Using the List Browser Mode](#).

### Tiles Browser Mode

Browser pages are sliding tiles.

See also: [Using the Tiles Browser Mode](#).

### Small Tiles Browser Mode

Browser pages are small sliding tiles.

See also: [Using the Tiles Browser Mode](#).

Configuration items are connected to [Catalog](#) items.

## Catalog

All of your collected content is stored within Catalogs. There is one Catalog for every Butterflyzer document. Each Catalog appears in a single "Tab" within the Butterflyzer interface. See the

Catalog items are connected to [Collection](#), [Web Sites](#), [Reference Collection](#), [Locations](#), [Selection History Item](#), [Configuration](#), [Authors](#), [Twitter Sessions](#), [Tweets](#) and [Web Pages](#) items.

## Resource

A Resource is a single content item that is stored within a Catalog. Resources are the things that you're interested in keeping track of, like Web Pages, Tweets, and content Authors. Generally resources can be uniquely identified.

[Web Site](#), [Author](#), [Tweet](#) and [Web Page](#) items are also Resource items.

## Item

An Item is simply any unit of information that is stored within a Butterflyzer Catalog, such as a Resource or a Tag.

[Semantic Tag](#), [Web Site](#), [Search Term](#), [Event](#), [Tag](#), [Set](#) and [Web Page](#) items are also Item items. Item items are connected to [Selection History Item](#) items.

## Tweet

A Twitter message of 140 characters or less. In addition to the message itself and the related Author / Twitter User data, Butterflyzer tracks other information about Twitter content, such as when it was collected, RT type, and so on. There are a number of actions that you can take with Tweets -- see the Tweet Actions section for more details.

See also: [Tweet Actions](#). Tweet items are also [Resource](#) items. Tweet items are connected to [Twitter Session](#), [Author](#) and [Web Page](#) items.

## Tweets

A collection of Tweets.

Tweets items are connected to [Tweet](#) items.

## Tweet References

A collection of Tweets for a particular Session. Tweets removed from the session will still exist in the Catalog.

Tweet References items are connected to [Tweet](#) items.

## Author

An Author is anyone who has created content. Currently all authors are assumed to be Tweet Users, as this is a convenient way to track content authors across Web Sites and Tweets. In addition to basic information like user name, Butterflyzer tracks other detailed information twitter provides such as Icon, Location and number of Tweets. Using the Collect User Network actions, you can explore and track complex a User's complete Social Network and then visualize the network using the Graph View. If the Topsy Search Engine is enabled, the User data will include topsy Influence rankings. By the way, "Author" and "Twitter User" mean pretty much the same thing, but future versions of Butterflyzer may support other content author types.

See also: [Topsy Search Engine](#) and [Author Actions](#). External Sites: [Topsy Influence Rankings](#). Author items are also [Resource](#) items. Author items are connected to [Event](#), [Location References](#), [Author References](#) and [Tweet](#) items.

## Web Page

A Web Page is a Resource on the internet with a specific URL. In addition to the URL itself, Butterflyzer tracks important details about the page, including when the page was collected, what Search Engine was used, if any, and so on. Deep relationships between other Web Pages, Tweets and content authors are also tracked. If you collect links for a page, those links are stored within the Catalog as well, enabling exploration of complex relationships between content sources. If the Topsy engine is enabled, Butterflyzer will also collect Tweets and Web Pages that mention the Web Page (Trackbacks). Topsy data is also used to track how many Tweets there have been on a particular Web Page, and how many of those were from Influential users. Of course, content for a page can change over time; currently Butterflyzer does not cache results, so a page might not match perfectly with Tags that were created on earlier searches. See the Web Page Actions section for more on what you can do with pages.

See also: [Web Page Actions](#) and [Topsy Search Engine](#). [Web Site](#) items are also Web Page items. Web Page items are also [Resource](#) and [Event](#) items. Web Page items are connected to [Issue](#), [Search Term](#), [Author](#), [Tweet](#) and [Selection History Item](#) items.

## Authors

Contains all content authors (users) collected within the Catalog.

Authors items are connected to [Author](#) items.

## Author References

Contains Authors related to the parent item. An Author removed from References will not be removed from the Catalog unless it is deleted.

Author References items are connected to [Author](#) items.

## Issue

An Issue represents an area of concern. (Issues are not currently used within Catalogs but they will be supported in future versions.)

Issue items are also [Reference Collection](#) items. Issue items are connected to [Term](#) items.

## Term

A Term is anything that we might want to track within a Catalog.

[Collection](#), [Semantic Tag](#), [Issue](#), [Search Term](#), [Reference Collection](#), [Tag](#), [Semantic Type](#), [Semantic Collection](#) and [Set](#) items are also Term items.

## Search Term

A Search Term is any Item that can be the subject of a generic search. Not all Search Terms are Tags; Search Terms can also be made up of a set of Tags such as in the case of Sets.

[Semantic Tag](#), [Tag](#) and [Set](#) items are also Search Term items. Search Term items are also [Item](#) and [Term](#) items. Search Term items are connected to [Event](#), [Tweet](#), [Selection History Item](#) and [Interest Query](#) items.

## Semantic Collection

A collection of Semantic Types, which in turn contain Semantic Tags.

Semantic Collection items are also [Term](#) items. Semantic Collection items are connected to [Semantic Type](#) items.

## Semantic Tag

A Tag with well-defined Semantics. What this means is that the Tag is classified in a particular way, generally by Semantic Type. For example the Semantic Tag "Apple" might have the Semantic Type "Company". Note that different Semantic Tags may have the same value. For example, there might also exist a Semantic Tag "Apple" with the Semantic Type "Food".

External Sites: [OpenCalais Entity Disambiguation](#). Semantic Tag items are also [Search Term](#) items. Semantic Tag items are connected to [Event](#), [Tweet](#), [Selection History Item](#), [Semantic Type](#) and [Interest Query](#) items.

## Semantic Type

A Semantic Type is a collection of Semantic Tags that have the same type -- that is they share the same characteristics. For example, the Semantic Type "Food" might contain Semantic Tags like "Apple", "Corn Flakes", and "Steak Tartare".

Semantic Type items are also [Term](#) items. Semantic Type items are connected to [Semantic Tag](#) items.

## Tag

Tags an items for the given keyword. Tags are typically user-created, but can also be collected by automatically. For example, Butterflyzer automatically creates tags for Tweet keywords.

Tag items are also [Search Term](#) items. Tag items are connected to [Event](#), [Tweet](#), [Selection History Item](#) and [Interest Query](#) items.

## Set

Combines any number of collections according to a logical rule. Drag another collection into this collection to add it to the collections considered. An Or Set contains those members (web page, tweet, etc..) related to any of the focused items. This is a logical "OR" search. An And Set contains only those members related to every focused items. This is a logical "AND" search.

A Not Set excludes those members related to any focused items. This is a logical "NOT" search.

For example, if we created an "Or" Set that contained a collection of Flightless Birds and a collection of Sea Birds, that collection would include Ostriches, Gulls and Penguins. If we placed those same collections within an "And" Set, it would contain Penguins, but not Ostriches or Gulls. If we created a "Not" search containing the Flightless Birds, and included that in an "Or" Set containing Sea Birds, the collection would include Gulls, but not Ostriches or Penguins. Sets may be combined to create quite complex searches. For example, you might create an "And" Set that contains Flightless Birds and that also contains another "Or" set containing Sea Birds and Land Birds. The results would then include Ostriches and Penguins.

Set items are also [Search Term](#) items. Set items are connected to [Event](#), [Tweet](#), [Selection History Item](#), [Term](#) and [Interest Query](#) items.

## Collection

Collections are used to organize Terms within a Catalog. A collection can contain Terms and other collections.

Collection items are connected to [Term](#) items.

## Reference Collection

Collections are used for organizing a Catalog. A Reference Collection is made up of Terms and other collections that are also members of a non-reference collection. When items are removed (but not deleted) from a Reference Collection, they are not removed from the Catalog as a whole.

[Issue](#) items are also Reference Collection items. Reference Collection items are connected to [Term](#) items.

## Interest Query

Interest Queries collect and store measurements of web user interest from Google Insights on Terms. To modify what is collected, open the Properties Editor. Note that you must be signed into a Google service from within Butterflyzer in order to collect Google Insights data. Please see the Terms of Service link for important legal information. Butterflyzer does not monitor your usage and you alone are responsible for compliance with the service provider's terms.

External Sites: [Google Insights Terms of Service](#). Interest Query items are connected to [Issue](#) and [Search Term](#) items.

## Locations

Contains geographical locations.

## Location References

Contains geographical locations for the parent item.

## Web Site

Web Sites are the primary locations (top-level domains) for Web Pages. For example, if you were looking at a NY Times article Web Page at <http://nytimes.com/2010/11/01/ManBitesDog.html>, the Web Site would be NY Times at <http://nytimes.com>. Web Sites are automatically gathered for any sites when a search is performed.

Web Site items are also [Web Page](#) items. Web Site items are connected to [Issue](#), [Search Term](#), [Author](#), [Tweet](#) and [Selection History Item](#) items.

## Twitter Sessions

Butterflyzer stores Twitter searches in the contained sessions so that you can track collection activities. Twitter Sessions are also used for streaming. Sessions are created automatically when you perform another kind of search, and you can also create them manually with Add:Twitter Session. See the Twitter Streaming documentation for more details on how to start streaming.

See also: [Begin Streaming](#). External Sites: [Twitter API Terms of Service](#). Twitter Sessions items are connected to [Twitter Session](#) items.

## Twitter Session

Twitter searches are stored as sessions. Sessions are also used to define and execute Twitter Streams. If you've created a session manually, you'll need to define the terms for it. See the Twitter Streaming documentation for more details on how to start streaming.

See also: [Begin Streaming](#). External Sites: [Twitter API Terms of Service](#). Twitter Session items are connected to [Reference Collection](#), [Location References](#), [Tweet References](#), [Author References](#) and [Twitter Sessions](#) items.

## Web Sites

Contains all Web Sites collected by Butterflyzer.

Web Sites items are connected to [Web Site](#) items.

## Web Pages

A collection of Web Pages within the Catalog.

Web Pages items are connected to [Event](#) items.

## Event

An Event represents a specific piece of information that is related to a specific time. For example, this might be an actual event, a blog entry or a news story that appeared on a particular date.

[Web Site](#) and [Web Page](#) items are also Event items. Event items are connected to [Issue](#), [Search Term](#), [Author](#), [Tweet](#) and [Selection History Item](#) items.

## Selection History Item

Selection History Items track user (in the sense of a Butterflyzer user, i.e. "you") interactions with Catalog Items. These are used to track navigation history, but they can also appear in the Graph, allowing the visualization of the Web Browsing process itself!

[Time Selection History Item](#) items are also Selection History Item items. Selection History Item items are connected to [Item](#) items.

## Time Selection History Item

A selection that also specifies a particular time period for the selection. These can be used to constrain Tweets or Web Pages to just those that occurred within a particular date range. See the Select Time Span documentation for more information.

Time Selection History Item items are also [Selection History Item](#) items. Time Selection History Item items are connected to [Item](#) items.

## User Interface

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The Butterflyzer interface includes many features. Find out more about them here.

<a href="#">How Views Work Together</a>	How does a selection in one view affect what you see in other views? Find out here.
<a href="#">Context Menu</a>	How can you perform actions on individual items?
<a href="#">@Interface Components</a>	What are all of the parts of the Butterflyzer interface, and how do they work together?

## How Views Work Together

In order to understand how views work together, you just need to understand the concepts below. (If all of this sounds a bit complicated, just spend a little time working with Butterflyzer and you'll quickly see how it works!)

### Focus Items

The focused items are the catalog items that you are interested in searching *from*. For example, if you are looking for [Web Pages](#) related to the term "Butterflies", then the Focused item will be "Butterflies". The focused item(s) are always selected in the [Outline](#), but you may not see them selected as their containing items may not be open.

To focus on item(s), select them in the [Outline](#) or use the Focus action on items in any [Results View](#). Whenever you perform a search or type a new web page address into the [Search Field](#), that search or new web page will become the new focus.

### Result Items

The result items are those items that you are interested in searching *for*. For example, if you are looking for [Web Pages](#) related to the term "Butterflies", then the Result Items will be the web pages themselves. All result items may not always be displayed. For example, if you have the [Filter Other Resources](#) option selected, and you have [Resource Type](#) set to [Web Page](#), you will not see [Tweets](#) in the results. Results are displayed in the [Table View](#) and [Graph View](#). If there are no [Selected Items](#) then all of the results are displayed in the [Browser](#) as well.

### Selected Items

Selected items are those items that you have selected within the results views. Selected items are always also [Result Items](#). For example, within the web pages about Butterflies, you may have selected a number of articles about Butterflies so that you can drag them into another [Tag](#) or view them in the [Browser](#).

Selections are coordinated

**Key Concept:** If any items are selected in the [Graph View](#) or [Table View](#) those are the items that will be displayed in the [Browser](#)

### Primary Item

The primary item is the item that you are most interested in currently. A primary item will always be one of the [Selected Items](#). This is the item that will appear in the [Search Field](#) and the item displayed in the [Browser](#) is you are using the [List Browser Mode](#).

### Context Menu

Context Menus allow you to take some action on an [Item](#). To display the context menu for an item, just hold down the CTRL key and drag the mouse over the item. (It isn't necessary to hold the CTRL key down when working with the [Graph View](#).) The context menu will appear. Just click the item you want to invoke.

See the [Actions](#) section for information about specific actions.

## Interface Components

<a href="#">Results View</a>	A results view displays results from focused items. <a href="#">read more...</a>
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<a href="#">Table View</a>	The Table View displays the current results for Resources of the Selected Type in a spreadsheet format. <a href="#">read more...</a>
<a href="#">Graph View</a>	The Graph View displays the current results by visualizing Items as "nodes" and Relationships between those nodes as ... <a href="#">read more...</a>
<a href="#">Outline</a>	The Outline is the primary way that you control what items are displayed in other open views. <a href="#">read more...</a>
<a href="#">Browser</a>	The Browser is a fully functional Internet browser. <a href="#">read more...</a>
<a href="#">Toolbar</a>	The Toolbar provides all of the functionality you need for working with a Butterflyzer Catalog. <a href="#">read more...</a>
<a href="#">Outline Toolbar</a>	The Outline Toolbar provides Outline specific tools.
<a href="#">Catalog Editor</a>	A Catalog Editor contains a single Catalog. <a href="#">read more...</a>

## Table View

The Table View displays the current results for Resources of the Selected Type in a spreadsheet format. To sort the table, click on the column header. When you move over an item, a context menu will appear at the right side of the table allowing you to execute a number of actions on the item. Press the CTRL key and drag the mouse over context menu items to display the action menu. When you select items in any result view, the selection is updated in all of the other result views.

## Graph View

The Graph View displays the current results by visualizing Items as "nodes" and Relationships between those nodes as edges. There are many options you can use to modify the way that the graph looks. To select an item, click on it. When you hover (pause) over an item, any hidden text will be revealed, and a context menu will allow you to execute a number of actions on the item. Press the CTRL key and drag the mouse over items to display the action menu. When you select items in any result view, the selection is updated in all of the other result views.

## Outline

The Outline is the primary way that you control what items are displayed in other open views. The current selection in the outline defines the focus for the Catalog. For example, if you click on "Obama" in this view, articles related to the President will appear in the Browser View, a list of those articles will appear in the Table View, and the Graph View will show those same articles along with any related items. The results found are also affected by other option settings. For example, if Resource Type is set to Tweets and Filter Retweets is selected, only those Tweets that include the selected terms and that are not Retweets will appear in the results. The results are also controlled by the Selection Matching Mode. See the related items for more information. Items are displayed in a tree structure. To open an item, just click the triangle (Macintosh) or + (Windows and Linux) button next to the item. To select multiple items, hold down the Command (Macintosh) or Alt (Windows and Linux) buttons while clicking. To close all items -- which you'll want to do when the lists get too long -- click the Collapse Items button.

## Browser

The Browser is a fully functional Internet browser. There are a number of different options for displaying the browser. See the related items below for more information. The Browser uses the same underlying "engine" as your other browsers, so everything should appear as you expect. To change the Browser engine, open application Preferences (in the application menu on the Mac, or the Help menu otherwise), and navigate to General:Web Browser.

## Toolbar

The Toolbar provides all of the functionality you need for working with a Butterflyzer Catalog. See the Toolbar documentation for details on all of the features.

## Outline Toolbar

The Outline Toolbar provides Outline specific tools. For details see the related items below.

## Catalog Editor

A Catalog Editor contains a single Catalog. You use it very much like you would use a Tab in a typical browser, but Butterflyzer is far from typical! See the Catalog section for more information on how Catalogs work. See the Toolbar documentation for ideas about what to do with a Catalog. See the Outline documentation to get started working with Catalog collections.

## Outline Toolbar

The Outline Toolbar provides

## Results View











A result view is a view that displays the selection for items that have been focused. For more information, see [Result Items](#).

## Toolbar Items



The Butterflyzer toolbar gives you easy access to all Butterflyzer features. The next section provides details on all of these tools.

[Back Button](#) [Browser Mode Menu](#) [Collect Page Button](#) [Collect Page Links Button](#) [Depth Menu](#) [Draw Options Menu](#) [Filter Menu](#) [Forward Button](#) [Layout Menu](#) [Reload Button](#) [Resource Type Menu](#) [Search Engine Menu](#) [Search Field](#) [Show Help Button](#) [Show View Menu](#) [Tools Menu](#)

	Go to previous item(s) in History
<a href="#">Back Button</a>	
	Go to next item(s) in History
<a href="#">Forward Button</a>	
	Reload web pages or re-execute search.
<a href="#">Reload Button</a>	
	Collect Web Page.
<a href="#">Collect Page Button</a>	
	Collect Web Pages for all Web Page links (hrefs). <a href="#">read more...</a>
<a href="#">Collect Page Links Button</a>	
<a href="#">Search Field</a>	The Search Field functions just as you'd expect a Browser field to work, but in Butterflyzer it does much more. <a href="#">read more...</a>
	Select search services to use for search.
<a href="#">Search Engine Menu</a>	
	Remove items from results shown in views and used for other actions. <a href="#">read more...</a>
<a href="#">Filter Menu</a>	
	Select the view panels to display.
<a href="#">Show View Menu</a>	
	Options for drawing and displaying items in views and the browser. <a href="#">read more...</a>
<a href="#">Draw Options Menu</a>	
	The primary resource of interest. <a href="#">read more...</a>

[Resource Type Menu](#)

Defines how multiple browser items are displayed together. [read more...](#)

[Browser Mode Menu](#)

Defines how items are placed on the graph. [read more...](#)

[Layout Menu](#)

Specifies how deeply relations between objects are searched. [read more...](#)

[Depth Menu](#)

Perform actions on the selected objects, such as searching and exporting. [read more...](#)

[Tools Menu](#)

Displays the Butterflyzer Help System

[Show Help Button](#)

## Back Button



Go to previous item(s) in History

## Forward Button



Go to next item(s) in History

## Reload Button



Reload web pages or re-execute search.

## Collect Page Button



Collect Web Page. Semantics and statistics will be collected for the page if those Search Engines are enabled.

## Collect Page Links Button



Collect Web Pages for all Web Page links (hrefs). Semantics and statistics will also be collected if those Search Engines are enabled.

## Search Field

The Search Field functions just as you'd expect a Browser field to work, but in Butterflyzer it does much more. Enter a URL to navigate to a page. (And naturally, you don't have to enter the "http://" part.) The page will open into the Browser View (if shown) and will also appear in the Graph View and Table View. When a URL appears here, you can perform actions on that URL, such as Collecting Links and Statistics. See the Actions documentation for more information on what you can do with different Resources. Enter a phrase to perform a Search on the phrase. Butterflyzer immediately goes to work collecting information from all of the enabled Search Engines. Depending on the options you've selected, the catalog will fill with Web Pages collected from Google, Tweets collected from Twitter, statistics on those pages along with Trackbacks from Topsy and automatically collected Semantics from OpenCalais. And all of these sources are connected to each other. Bet your Browser's search bar can't do that! See the Search Engine documentation for more on the Search options.

See also: [Browser Mode Menu](#), [Searching the Web](#), [Navigating and Collecting Web Pages](#) and [Search Engine Menu](#).

## Search Engine Menu



Select search services to use for search.

### Google Search Engine Menu Item



When selected, includes Google Web Search in search results. Please see the Terms of Service link to ensure that your usage meets those terms. Butterflyzr does not monitor your usage and you alone are responsible for ensuring your compliance.

External Sites: [Google Web Search API Terms of Service](#).

### Google News Search Engine Menu Item



When selected, includes Google News Search in search results. Please see the Terms of Service link for important legal information. Butterflyzr does not monitor your usage and you alone are responsible for compliance with the service provider's terms.

External Sites: [Google Web Search API Terms of Service](#).

### Twitter Search Engine Menu Item



When selected, includes Tweets obtained from Twitter in search results. Note that this can result in a large number of Tweets that you may or may not be interested in. When you are primarily interested in Web Pages, consider deselecting this option to avoid additional performance costs and storage requirements and avoid hitting Twitter API limit. Please see the Terms of Service link for important legal information. Butterflyzr does not monitor your usage and you alone are responsible for compliance with the service provider's terms.

External Sites: [Twitter API Terms of Service](#).

### Twitter Retrospective Search Engine Menu Item



When selected along with the Twitter Search Engine option, includes retrospective Tweets in the results. This option performs a separate search for each of that last seven days and can result in a large number of Tweets selected. Users who are only interested in current results or Web Pages should consider deselecting this option. Please see the Terms of Service link for important legal information. Butterflyzr does not monitor your usage and you alone are responsible for compliance with the service provider's terms.

External Sites: [Twitter API Terms of Service](#).

### Topsy Search Engine Menu Item



When selected, adds Topsy Search to web page results, finds related Tweets using Topsy, and adds Topsy ranking and influence metrics to Web Page and Tweet results. Please see the Terms of Service link for important legal information. Butterflyzr does not monitor your usage and you alone are responsible for compliance with the service provider's terms.

External Sites: [Topsy Terms of Service](#).

### OpenCalais Search Engine Menu Item



When selected, enriches the results of any web searches with the powerful semantic tagging service provided by OpenCalais. Because this option collects a large number of tags, deselect it when you're only interested

in web search results. Please see the Terms of Service link for important legal information. Butterflyzer does not monitor your usage and you alone are responsible for compliance with the service provider's terms.

External Sites: [OpenCalais API Terms of Service](#).

## Filter Menu



Remove items from results shown in views and used for other actions. One of the challenges in working with content is that we actually have far too many connections between content items. These filter options are very useful for reducing the large number of related items that Butterflyzer can find for you. While the options may seem a little overwhelming initially, it is worth taking some time to explore how they work.

## Filter Categories Menu Item



Remove any categories from the graph. Categories are collections, semantic types and other outline items that organize items. Selecting this item typically causes items and tags to no longer be organized in a hub and spoke style. This option is most useful for the Spring layout, and is quite powerful when combined with the Filter Cliques option. It doesn't work as well for Radial and Tree layouts, as it often causes items to appear on top of one another.

## Filter Cliques Menu Item



Remove any items that don't have at least two connections to other items from the graph. This option is very useful for reducing clutter, especially when combined with the Filter Categories option.

## Filter Other Resources Menu Item



Remove items that aren't of the selected Resource Type from the graph and other results. For example, if Item Type is set to Web Pages, selecting this option will remove Tweets and Authors from the results.

See also: [Resource Type Menu](#).

## Filter Non-Topsy Ranked Menu Item



Remove those items that don't have any influence recorded by the Topsy API. In order to be included, Web Pages must have at least one Tweet referring to them, and Tweets and Users must have an influence level greater than 0.

## Filter Retweets Menu Item



Remove any Retweets from the results. This option is useful for narrowing down the set of Tweets to only those Tweets that carry unique information. On the other hand, if you want to gauge overall interest in a topic you should deselect this option.

## Filter Followers Menu Item



Ignore Twitter User followers when searching for related users. Note that if a Twitter user would be included for another reason -- for example, if a user was also following the related user -- that user will still be included in the results.

## Filter Following Menu Item



Ignore other Twitter Users following the User when searching for related users. Note that if a Twitter user would be included for another reason -- for example, if the user was also being followed by a related user -- that user will still be included in the results.

### Filter Mutual Menu Item



Ignores Mutual (two-way) relationships for Twitter Users when searching for related users.

### Filter Mentions Menu Item



Ignore related mentioned users of other users from the results.

### Sample Menu Item



Limit the number of related items. This option is useful when you have a large number of results and want to explore them while avoiding performance issues. After discovering the set of results that are most relevant, you can then deselect this option to see all related results.

### Select Time Span



Select time period for items and animate selection over time.

### Show View Menu



Select the view panels to display.

### Show Outline Menu Item



Shows the Graph. See the Outline documentation for more details.

See also: [Outline](#).

### Show Browser Menu Item



Shows the Browser. See the Browser documentation for more details.

### Show Graph Menu Item



Shows the Graph. See the Graph View documentation for more details.

See also: [Graph View](#).

### Show Table Menu Item



Shows the Table View. See the Table View documentation for more details.

See also: [Table View](#).

### Draw Options Menu



Options for drawing and displaying items in views and the browser. As with the Filter menu, these options can be very helpful in managing information overload.

## Semantic Browser Menu Item



Displays web pages with Semantic Tagging. (Default.) Semantic Tags show up as colored text on a black background. You can perform any available action on Tags within the Semantic Browser. Just hover over a tag and the Context Menu will be displayed.

See also: [Item Actions](#) and [Tag Actions](#).

## Reader Menu Item



Displays any web pages in a Reader mode. The reader attempts to simplify text and removes most images resulting in faster loading times and easier scanning. It works well with the Tile Browser Mode. Note that when using the Semantic Browser, web pages are actually processed and then stored locally. Occasionally there might be issues with processing web pages using the Reader. In that case, just unselect this option while browsing those pages.

See also: [Tiles Browser Mode Menu Item](#).

## Show Items Menu Item



When selected (default), items are shown in the Graph View. Hide Items by deselecting this option. This allows you to focus on the relationships between terms and concepts embedded within Web Pages and Tweets. Hiding items and connections (lines) greatly reduces screen clutter, but the underlying layout is still at work organizing the information. This unique visualization combines the clarity of a cloud layout approach while gathering related concepts together. Hiding items is most effective when combined with the Spring Layout.

See also: [Spring Layout](#).

## Show Item Text Menu Item



When selected (default) text for Resource Items are displayed in the graph. For example, a Web Page node will display the title of the web page, and a Tweet node will display the text of the Tweet. When unselected, the nodes will be displayed as filled circles with their size defined by the scale settings.

See also: [Scale Related](#).

## Show Tags Menu Item



When selected (default), tags are shown in the Graph View. Hide Tags by deselecting this option. This shows related tags clustered together, allowing you to focus on the relationships between Tags without showing the related resources. Hiding items and connections (lines) greatly reduces screen clutter, but the underlying layout is still at work organizing the information. This unique visualization combines the clarity of a cloud layout approach while gathering related concepts together. Hiding items is most effective when combined with the Spring Layout.

See also: [Spring Layout](#).

## Show Tag Text Menu Item



When selected (default) text for Tags are displayed in the graph. For example, the tags for "Apple" and "IBM" will be shown. When unselected, the nodes will be displayed as normal text.

See also: [Scale Related](#).

### Show Icon Menu Item



Display Icons for nodes in the Graph View.

### Show URL Menu Item



Display URLs in browser and caption views.

### Show Clip Info Menu Item



Display information about where and when the item was collected in browser and caption views.

### Scale Count Menu Item



Scales items displayed in the graph based on the number of items in a node. (This option is only relevant when items are grouped together. The scale can be adjusted in the graph settings dialog.

See also: [Graph Settings](#).

### Scale Related Menu Item



Scales items displayed in the graph according to the number of related items that are connected to them. The scale can be adjusted in the graph settings dialog.

See also: [Graph Settings](#).

### Scale Topsy Menu Item



Scales items displayed in the graph according to the Topsy ranking for those items. The scale can be adjusted in the graph settings dialog.

See also: [Graph Settings](#).

## Graph Settings



Opens a Tool window for making changes in graph settings. These settings determine how the graph draws items in the graph. To make changes, drag the slider or enter a value in the field. Experiment with different settings to become familiar with what they do. For example, if fonts are too large in the graph, you can adjust the maximum size downward. The scaling items are work in the opposite way you might expect -- Setting the values lower will tend to make items larger. That's because the values represent the maximum value for a given scale. For example, if you expected almost all of your items to have no more than 50 items, you would set Count Items Scaling to 50. In this case, groups of items of 50 would be displayed in the largest possible size, and groups with 10 items would be displayed in a much smaller size. Topsy Bias reflects the relative importance you put on "Influential" vs. other Authors. Topsy Influential Threshold sets the influence number a user must have in order to be considered influential.

## Spring Layout Settings



Opens a Tool window for changing the way that the Spring Layout determines node locations. To make changes, drag the slider or enter a value in the field. If items are grouped to closely together or don't cluster well, you can often get better results by adjusting these values. Some values work better for different sorts of

graphs, so there isn't one best set setting for these values, though the default values are good for most general graphs. The best way to understand what each of the settings does is simply to play with different values.

## Resource Type Menu



The primary resource of interest. The selected type defines what kinds of resources are shown in the table view and can be used to filter out other types. When combined with the Filter Resource, graphs will show just the selected resource type.

## Web Pages Resource Type Menu Item



Selects Web Pages as the primary interest type.

## Tweets Resource Type Menu Item



Selects Tweets as the primary interest type.

## Authors Resource Type Menu Item



Selects Authors (Users) as the primary interest type.

## Tags Resource Type Menu Item



Set ItemType to Tags.

## Browser Mode Menu



Defines how multiple browser items are displayed together. Choices include showing a single item with a list selector and displaying two kinds of sliding tile layouts.

## List Browser Mode Menu Item



Browser pages are selected from a list.

See also: [Using the List Browser Mode](#).

## Tiles Browser Mode Menu Item



Browser pages are sliding tiles.

See also: [Using the Tiles Browser Mode](#).

## Small Tiles Browser Mode Menu Item



Browser pages are small sliding tiles.

See also: [Using the Tiles Browser Mode](#).

## Layout Menu



Defines how items are placed on the graph. Different layouts are appropriate for different situations. For example, when looking at hierarchical relationships such as for a web site, a horizontal tree might be

appropriate, and when looking at complex relationships between many different kinds of entities, a spring layout might be appropriate.

### Spring Layout Menu Item



Graph members organize themselves so that they are closest to those other items with which they share the most edges. The graph continues to update automatically so that over time the graph structure will become more organized.

### Vertical Tree Layout Menu Item



Graph members are arranged in a vertical tree format. Note that this can cause some items to appear off the screen.

### Horizontal Tree Layout Menu Item



Graph members are arranged in a horizontal tree format.

### Radial Layout Menu Item



Graph members are arranged in a radial tree centered around a central set of nodes.

## Depth Menu



Specifies how deeply relations between objects are searched. When an object is focused (for example, selected in the outline view) related items are shown in the table, graph and browser as appropriate. The depth defines how those related items are selected. For example, if Mark Twain has a 'book' relationship to Tom Sawyer, and Tom Sawyer has a 'friendship' relationship to Huckleberry Finn, then if Depth 1 were selected, only Tom Sawyer would appear in the graph. If Depth 2 were selected, both Tom Sawyer and Huckleberry Finn would appear. (One way to think about this is as degrees of separation in "Kevin Bacon Space". The idea is that you are looking for the number of connections between "friends of friends" that you would have to go through to contact the actor.)

### Depth 1 Menu Item



Sets the relationship depth to 1. This option works well for quickly examining relationships between tags and items and other simple results.

### Depth 2 Menu Item



Sets the relationship depth to 2. This option is often a good compromise between richness of relationships, useful results and good performance.

### Depth 3 Menu Item



Sets the relationship depth to 3. This option can result in a large number of results and can result in reduced performance.

### Infinite Depth Menu Item



Include all relationships in the results regardless of distance from the focused items or tags. This means that any items connected to the focused items will appear in the selection. This option only makes sense to use when relations are very sparse. It can return a very large number of results it can result in poor performance.

## Tools Menu



Perform actions on the selected objects, such as searching and exporting. The items available vary for the selected object(s).

## Show Help Button



Displays the Butterflyzer Help System

## Actions

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The following section details everything you can do with items in Butterflyzer listed by item type. To see the action menu for an item, just hold down the CTRL-key and mouse over it.

## Index

[Author Actions](#) [Collection Actions](#) [Interest Query Actions](#) [Tag Actions](#) [Tweet Actions](#) [Twitter Session Actions](#) [Web Page Actions](#)

## Item Actions

The following actions can be performed on all [items](#).

### Focus



Select this item(s) in the outline, causing it to be the new focus for all other views and the center of the graph.

### Remove from Focus



Remove from Focus

### Delete



Permanently remove item from entire catalog.

### Prune

Permanently remove this item -- and all objects directly connected to it -- from the catalog.

### Caption



Shows the Web Page in a caption, enabling quick scanning of resource content.

### UnCaption



Hides the Caption.

## Author Actions

### Collect Topsy User Statistics

Collect User information including influence statistics from Topsy. Topsy is rate-limited, but generally you can collect more information using the Topsy API than you can using the Twitter API.

### Collect Quick Social Network

Collects and builds social networks for the selected users using the current settings defined in the Filter Menu. Note that as this option collects user data it can cause you to go over your Twitter API quota.

### Collect Custom Social Network...

Collects and builds social networks for the selected users. The search dialog allows you to specify what data should be collected. Because social networks grow very large very quickly, it probably doesn't make sense to search much beyond depth 1 unless you have special a higher level of Twitter API access. When you use this search, note that you will probably bump up against Twitter limits. Butterflyzer handles this situation gracefully, but it will mean that you might have reduced Twitter access for a short time after doing user network searches.

### Collect Details

Gathers User details from Twitter. When Butterflyzer collects Twitter Users from Tweets -- after a Search for example -- the User data itself is not collected. This allows you to collect data such as screen name, user icon, and user description. Note that as this option collects user data it can cause you to go over your Twitter API quota.

## Tweet Actions

### Collect Tweet Users

Collects all Users from related Tweets. In a normal Tweet search, User information isn't collected from Twitter. (That would be very slow and would very quickly use up your Twitter API quota!) Instead, we simply create Author items representing the users including their unique ID.) To collect the user data itself, you can use this option. You should be careful not to include too many users to avoid going over your Twitter API limit.

### Collect Tweet Terms

Searches through all related Tweets, identifies frequently used words, and creates terms containing them.

## Twitter Session Actions

### Collect Tweet Users

Collects all Users from related Tweets. In a normal Tweet search, User information isn't collected from Twitter. (That would be very slow and would very quickly use up your Twitter API quota!) Instead, we simply create Author items representing the users including their unique ID.) To collect the user data itself, you can use this option. You should be careful not to include too many users to avoid going over your Twitter API limit.

### Collect Tweet Terms

Searches through all related Tweets, identifies frequently used words, and creates terms containing them.

### Search Tweets

Searches for Tweets that contain the selected Search Term.

## Search Tweets and Users

Searches for Tweets that contain the selected Search Term, gathering Twitter Users in the process. Note that as this option collects user data you can very rapidly go over your Twitter API quota.

## Begin Streaming

Starts a Twitter streaming session. This collects Tweets from Twitter in real time, allowing the collection of many thousands of Tweets quickly and efficiently, and enabling live monitoring of Twitter traffic. In general, you should only have one Twitter Stream activate at any given time. To stop collecting from a Twitter Stream, open the Progress view and click the stop button for the stream.

## Tag Actions

### Collect OpenCalais Tags

Collect semantic tags from OpenCalais from selected Web Pages.

### Search

Search for Items with this Term using the selected Search Engines.

### Collect Google Statistics

Collect Statistics using Google Insights.

### Create Timeplot

Create a web-based Timeplot exhibit for related Web Pages and Tweets.

### Create Timeline

Create a web-based Timeline exhibit for related Web Pages and Tweets.

### Collect Tweet Terms

Searches through all related Tweets, identifies frequently used words, and creates terms containing them.

## Collection Actions

### Remove Lowest Terms...

Removes Terms within the selected collections (Tags) that are related to less than the specified number of Tweets. This action is extremely useful for managing large collections of Tweets, as the number of collected terms can grow very quickly.

### Sort

Sort contained items and terms. Web Pages, Tweets, Authors and other Items are sorted alphabetically. Semantic types are sorted into common sense categories.

### Export Bookmarks

Export bookmarks in a standard format for use in other browsers.

## Web Page Actions

### Collect Page

Collect Web Page. Semantics and statistics will be collected for the page if those Search Engines are enabled.

### **Collect Page Links**

Collect Web Pages for all Web Page links (hrefs). Semantics and statistics will also be collected if those Search Engines are enabled.

### **Collect Topsy Trackbacks**

Collect trackbacks to Web Pages for Tweets and other Web Pages from Topsy.

### **Collect Topsy Statistics**

Collect statistics and influence rankings from Topsy.

### **Interest Query Actions**

#### **Collect Google Statistics**

Collect Statistics using Google Insights with selected statistics definition.

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# Chapter 7. Appendix

## Examples

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We've created a few example catalogs, with many more coming soon.

### Opening Example Catalogs

To open and example:

1. Click on one of the example model links to download the file to a location on your local machine. (You may need to do this from your standard browser.)
2. Open the catalog. See [this section](#) for details.

### Example Model Links

#### Apple Example

<http://butterflyzer.com/docs/examples/Apple.bflybin>

Shows a simplified graph visualization as described in [Use Scale to Make Graphs Effective](#).

#### Node JS Example

<http://butterflyzer.com/docs/examples/NodeJS.bflybin>

Shows an example of [Browsing Multiple Pages](#).

#### SOPA Example

<http://butterflyzer.com/docs/examples/SOPA.bflybin>

Shows a visualization example discussed in this [blog entry](#).