

USING NEURAL NETWORKS FOR FACIAL SENTIMENT ANALYSIS

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Declaration

I hereby certify that this material, which I now submit for assessment on the programme of study leading to the award of **B.Sc in Computing** in the Institute of Technology Blanchardstown, is entirely my own work except where otherwise stated, and has not been submitted for assessment for an academic purpose at this or any other academic institution other than in partial fulfillment of the requirements of that stated above.

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Abstract

Acknowledgements

Table of Contents

Abstract	ii
Acknowledgements	iii
Table of Contents	iv
List of Tables	viii
List of Figures	ix
Abbreviations	x
1 Introduction and Background	1
2 Literature Review	3
2.1 Analyzing and Detecting Employee’s Emotion for Amelioration of Organizations	3
2.2 Deep Learning for Video Classication and Captioning	4
2.2.1 Image-Based Video Classication using CNN’s and LSTM’s	5
2.3 Subject independent facial expression recognition with robust face detection using a convolutional neural network	6

2.4	Neuromarketing - The Art and Science of Marketing and Neurosciences Enabled by IoT Technologies	7
2.5	Facial expression recognition with Convolutional Neural Networks: Coping with few data and the training sample order	8
2.5.1	Facial Expression Recognition System	9
2.5.2	Experiments	10
2.6	Relevant Work and Critical Analysis	11
2.7	Conclusion of Literature Review	14
3	Analysis	15
3.1	The Machine Learning Model	16
3.1.1	Programming Language	16
3.1.2	Machine Learning Framework	18
3.2	Data Preparation	18
3.2.1	Public Datasets	18
3.2.2	Creating a Dataset	18
3.3	Training	18
3.3.1	Training Locally	18
3.3.2	Cloud Training	18
3.4	Hosting/Deployment	18
3.5	Concluding Objective	18
4	System Design	19
4.1	Machine Learning Model	19
4.2	Data Preparation	19

4.3	Training	19
4.4	Deployment	19
4.5	System Architecture	19
4.6	Concluding Analysis of System Design	19
5	Implementation	20
5.1	Implementing the Machine Learning Model	20
5.2	Deploying the Trained Model	20
5.3	Implementing the Node.JS Application	20
5.3.1	Database Integration	20
5.4	Result Weighting Algorithm	20
5.5	Integrating Third Party Services	20
5.6	Conclusion	20
6	Testing and Evaluation	21
6.1	Testing Model with Testing Data	21
6.2	API Testing	21
6.3	Testing Model with New Data	21
7	Results and Discussion	22
7.1	Results	22
7.1.1	Model Accuracy	22
7.1.2	Usability	22
7.2	Discussion	22

8 Conclusion and Further Work	23
8.1 Conclusion	23
8.1.1 Further Work	23
Bibliography	24
Appendices	27
A Code Snippets	27
B Screen shots	27
C Neural Network Diagram	27

List of Tables

2.1	Test cases by Lopes et al.	11
-----	------------------------------------	----

List of Figures

3.1	Graph of Machine Learning or Data Science Languages for 2016 by Verma (2017)	17
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Abbreviations

ANN	Artificial Neural Network
CNN	Convolutional Neural Network
RNN	Recurrent Neural Network
LSTM	Long Short-Term Memory
ReLU	Rectified Linear Unit
ML	Machine Learning
NLP	Neuro-Linguistic Programming

Chapter 1

Introduction and Background

The field of artificial intelligence and machine learning has become exponentially prominent in our daily lives. From business to social media, machine learning algorithms are being used to change the definition of efficiency and user experience. For example, Artificial intelligence algorithms are utilised by many large companies optimize the experience with image and voice recognition and photo searching (Deshpande, 2016). Also, Motor companies such as Tesla Motors use computer vision for their self-driving cars, which is a form of artificial intelligence.

The researcher and founded of convolutional neural networks (CNN's), Yann LeCun, became the director of Facebook's Artificial Intelligence department in 2013, and it is said believed that Facebook uses CNN's for it's facial recognition, user classification and tagging features (Deshpande, 2016). CNN's, in conjunction with recurrent nets, are also used for Facebooks DeepText feature. DeepText is a deep learning text-understanding engine used to comprehend and classify human generated textual content in over 20 languages (Abdulkader et al., 2017). In recent year, neural networks have been used in the field of medicine to better predict diagnoses and detection of cancerous tumours. For example, CNN's have been used by researchers for brain tumor segmentation (Havaei et al., 2015). The use of CNN's proved to be an appropriate method for tumour segmentation as the results can be given from a range of 25 seconds to 3 minutes (Havaei et al., 2015). Artificial neural networks have been used by radiologists for Computer-Aided detections systems (CADe) and Computer-aided Diagnosis

systems (CADx) to improve the accuracy of diagnoses, early detections and to minimize the time spent on evaluation by doctors (Firmino et al., 2014).

Many businesses depend on artificial neural networks for their business model as they can be applied to many industries and disciplines. According to Bhargava and Gupta (2017) artificial neural networks are used in a range of business applications such as forecasting of sales, classification of spending patterns, market targeting, risk analysis and bankruptcy prediction, to name a few.

Chapter 2

Literature Review

2.1 Analyzing and Detecting Employee's Emotion for Amelioration of Organizations

Subhashini and Niveditha make the opening statement that emotions usually do not any place in a work environment in current society. Although the expression of feelings is suppressed in places of work, they suggest that emotions can affect five major areas in competitive advantage. The five given aspects of competitive advantage are as follows: Intellectual Capital, Customer Service, Organizational Reactivity, Production, Employee appeal and retentivity (Subhashini and Niveditha, 2015). In order to counter this apprehensiveness to expression of emotions in the work place, Subhashini and Niveditha suggest the concept of a facial emotion tracking system that will map the facial expressions of an employees face as they enter the organization. Two related works are also given; Emotion Detections Based on Text and Emotion Recognition Based on Brain-Computer Interface Systems.

The system architecture given by Subhashini and Niveditha briefly describes the program. Most employees entering a building to an organization must swipe a card to clock into the work hours. They suggest that they have designed a new system that removes the need for card swiping but also implements emotion detection. The employee must look into a camera that will prove their presence in the vicinity but will also perform some emotion detection. The system was implemented in the C Sharp programming language and uses

skin tone segmentation to detect. The binary image is then converted to an RGB image and an inspection of every individual pixel is performed. If the RGB value is greater than 110, then the pixel colour is refactored to be a white pixel, otherwise it becomes a black pixel. This is done to make it easy to detect facial features in the video stream (Subhashini and Niveditha, 2015). Once detected, the image around the face is cropped. They then apply a Bezier Curve to the regions around the lips and eyes of the person being analyzed. The results of the person's identity and emotional status are then stored within a database. They conclude their paper by explaining that this system can be used by management to gain an understanding of their employee's sentimental state.

2.2 Deep Learning for Video Classification and Captioning

Wu et al.'s paper provides an in-depth analysis on the methods for video classification and video captioning in terms of deep learning. They claim that because of the exponential growth in internet bandwidth and computing power, video communications are becoming more and more prevalent, therefore paving the way for new video understanding applications (Wu et al., 2016). They make reference to current implementations to prove the growth of interest in the field of computer vision and video analysis, notably the ImageNet challenge.

Move over, they go on to give brief description of the two "deep learning modules" that have been used for visual analysis: Convolutional Neural Networks (CNN) and Recurrent Neural Networks (RNN). It is explained that LeCun et al. that developed LeNet-5 made a break through when they developed a CNN using the Back-Propagation Algorithm. But it is noted that this is limited in performance when the complexity of the tasks is increased. Deep belief networks were developed to train networks in a unsupervised manner in order to counter this problem (Wu et al., 2016). AlexNet, a CNN proposed by Krizhevsky et al. in 2012, introduced two ways to increase the performance of CNN's using ReLU (Rectified Linear Units) and Dropout to decrease overfitting (Wu et al., 2016). Secondly, RNN's are

brought forward. Wu et al. explain the difference between CNN's and RNN's, stating that CNN's are all feed forward networks that do not use cycling, which can prove be disadvantageous when working with sequence labeling. Two issues can occur with RNN's: Vanishing Gradient and Exploding Gradients as short term memory is used when cycling through the network. The solution given to this is an RNN variant called Long Short-Term Memory (LSTM).

2.2.1 Image-Based Video Classification using CNN's and LSTM's

They state that Karparthy et al. researched the common architectures for learning spatial-temporal clues in large video datasets. It appeared that models using single frames as input achieve similar results as models using stacks of frames. From this, Simonyan and Zisserman proposed the idea of the Two-Stream Approach, because of the cost effectiveness and time consumption that come with training 3D CNN's. This Two-Stream approach involves training the CNN on single and stack frames concurrently. Both outputs are put through a score fusion. The result is the weighted sum of both scores (Wu et al., 2016).

Although Two-Stream is a good approach, it is not sufficient as it is not capable of dealing with long video clips. Therefore, LSTM's are utilized as they do not suffer from the problem of vanishing gradients. It has been found that CNN's and LSTM's compliment each other when working in conjunction with eachother (Wu et al., 2016). They conclude their paper with a summary of the written topics about, regarding the growth for the need for video understanding applications, the used of CNN's and RNN's, in addition to the variants of these deep learning modules.

2.3 Subject independent facial expression recognition with robust face detection using a convolutional neural network

As stated by Matsugu et al., difficulties may arise with facial recognition. In terms of a face being in a smiling-like state, could have different implications. As well as this, a facial recognition system should be able to work with a wide range of variability of faces. They then give some examples of past implementations such as facial recognition with rigid head movement by Black and Yackoob in 1995, and speak about how this does not meet the requirements of dealing with wide variance. A rule based system is proposed (Matsugu et al., 2003). With their model, layer trains on a module-by-module (module being the nose, eyes, mouth etc) basis. Meaning each layer trains on a certain facial feature. Each of the neurons perform an averaging of some local receptive fields then they use a skin tone detector to detect each module on the face (Matsugu et al., 2003). For training, Layer one and layer two are trained for 8 modules using back propagation. Layer three and four train on more complex feature detectors such as the mouth and eyes. The output is then sent to the rule based algorithm for handling variability and robustness.

The rule based algorithm takes the output of the CNN and measures the distance between the features. From these calculation, the rules are applied to determine if the person is in a laughing or smiling state. The rules are summarised as follows (Matsugu et al., 2003):

- The distance between eyes and lip get shorter.
- The horizontal length of lip gets longer.
- The eyes wrinkle.
- The gradient of lip from the end point to the end point increases.
- Detection of teeth increases.
- The edges (wrinkles) of cheek increase.

In conclusion, they received a 97.6 percent accuracy for 10 test subjects with 5600 images. They assert that their model is significantly more efficient as they only require one CNN due to their rule based algorithm, in contrast to Fasels implementation that uses two CNN's working in synergy with one another.

2.4 Neuromarketing - The Art and Science of Marketing and Neurosciences Enabled by IoT Technologies

A paper by Arthmann and Li describes the growing field of Neuromarketing with an opening statement: Advertisers recognise that there is a relationship between stimulating the emotions of a customer and influencing their actions. Online shopping has drastically affected the store sales, and it is also explained that more than 3500 stores have shut down due to bankruptcy in 2017 (Arthmann and Li, 2017). Their answer to this change in buying is Neuro Linguistic Programming. Neuro Linguistic Programming (NLP), not to be confused with natural language processing, is a form of observing the verbal and non-verbal communication of humans. Eye accessing cues (eye movements) are said to be linked to certain emotions or thoughts. Neuromarketing incorporates NLP and IoT devices to understand the consumer sentiment more extensively. Neuromarketing aims to remove marketing biases by utilizing the consumers subconscious. One example given by Arthmann and Li is the notion of facial coding and motion tracking, which is put in place to determine why consumer make certain decisions. Furthermore, they make their belief clear of retailers benefiting from this when it is put forward that artificial intelligence and machine learning will evolve, giving better results of consumer preference shifts. Additionally, These neuromarketing systems can replace thermoimaging people counting devices that clock people walking into stores that may not be eligible customers (children). Further examples are provided for these technologies. The describe a scenario when a customer is given an image of a product and a price in front of a webcam, and by performing facial coding and sentiment analysis, we may get a better sense of what the consumer is feeling. Arthmann and Li conclude their paper by

declaring the future potential of these systems using when integrated with "always on" IoT technologies.

2.5 Facial expression recognition with Convolutional Neural Networks: Coping with few data and the training sample order

Lopes et al. open their paper by explaining the definition of facial expression. They describe it as facial changes that occur with someone due to emotional state or social communication. In terms of facial expression recognition software, a lot of systems give misleading accuracy results due to the overlapping of training and test data. They explain that some problems may occur. For example: dealing with ethnicity and variability of faces. Their response to this is training with one data set and testing with another to provide more accurate results (Lopes et al., 2017). They make reference to Liu et al's work on facial recognition by describing the three stages of training: Feature learning, which is responsible for extraction of all facial features. Secondly, Feature Selection, that selects the best features to learn. And lastly, the classifier, that each expression has one specifically allocated to. Lopes et al. then move on to explain convolutional neural networks (CNN) on a high level. Firstly, the CNN is comprised of a convolution layer, that if given a kernel size. This kernel shifts along the image given to generate a map. This is followed by sub-sampling. Sub-sampling is used to reduce the map size to increase the accuracy in variance. Lastly, the fully-connected layer is introduced. This is a neural networks that has fully connected neurons to it's previous layer (Lopes et al., 2017) and it is stated that CNN's using supervised learning use gradient descent. They explaining that of all the facial recognition methods, CNN's prove to be very advantageous because they can use raw image data input for an accurate prediction.

A related work section is then brought forward to explain similar models that have been developed. Much progress has been made in the field of neural networks have come about in recent years. This is due to advances in GPU technologies and computing power Lopes et al.

(2017). One example of relevant work they provide is the work done by Song et al., in which a CNN was developed for a mobile phone application for facial expression recognition. This CNN used image augmentation techniques, due to the lack of public data for their network, to prevent over-fitting. This increases the amount of data available for training the network (Lopes et al., 2017). Song et al. received an accuracy of 99.2 percent using the CK+ dataset. A CNN with 15 layers was developed by Burkert et al that achieved similar result, of 99.6 percent. They point out that although this network achieved high results, they may prove to be misleading as it is not made clear that their training and test datasets were different (Lopes et al., 2017). They then go on to compare the related works by expressing the flaws of using over-lapping data and the lack of emotion expressions classified.

2.5.1 Facial Expression Recognition System

Following the introduction and related work, Lopes et al. provide a prerequisite understanding for their model. Their model has two stages: the training stage and the testing stage. The training stage consists of a few preliminary steps. Firstly, new images are made from existing ones in the dataset to increase the trainable data. This is done using a method proposed by Simard et al. called "synthetic sample generation", which involves rotating and skewing the existing images. For every photograph that exist, an additional 70 are made, adding noise to the data. This synthetic data is only used in the training stage and advantageous as it allows the model to handle variance in an image (Lopes et al., 2017). Secondly, to address the problem in alignment with facial features, the notion of rotation correction is introduced that aligned the images using the eyes as the horizontal axis. Image cropping is then used to reduce the amount of background noise as it is said to decrease the accuracy and overall performance of the CNN. This is done by detecting only features that are valid of expression classification and cropping the image around them, excluding the neck, ears and background from the image. Down sampling is then applied for reducing the size of the image, making it 32 x 32 pixels in size. Brightness and contrast can cause problems with images, therefore intensity normalisation is applied to lower these aspects of the image (Lopes et al., 2017).

As for the testing stage, the same methods are used as the training stage. The CNN outputs the predicted emotional expression with the following number ID's:

- 0** - Angry
- 1** - Disgust
- 2** - Fear
- 3** - Happy
- 4** - Sad
- 5** - Surprise

Their model is comprised of 2 convolution layers, 2 sub-sampling layers and 1 fully-connected layer. The sub-sampling layers use max pooling with a 2x2 kernel. This halves the size of the image. The fully connected layer consists of 256 neurons and provides 6 prediction outputs. Stochastic gradient descent is applied for back propagation and the Loss is calculated using soft-max. They also use the rectified linear unit (ReLU) for their activation function.

2.5.2 Experiments

Lopes et al.'s experiments include a number of different test cases. These test cases utilize the CK+ database that has images of a hundred students ages from 18 to 30. An average accuracy is given for each of the test cases. See table 2.1 on page 11 for results.

Test Case Averages	
Test Case	Average
no preprocessing	53.57%
just cropping	71.67%
just rotation correction	61.55%
cropping and rotation	87.86%
intensity normalisation	57%
both normalisations	86.67%
spatial normalisation and synthetic data	87.1%
both normalisations and synthetic data	89.76%

Table 2.1: Test cases by Lopes et al.

In summary, it can be seen from the table above that by applying the synthetic and normalized data to the training dataset, a higher accuracy can be achieved when testing.

2.6 Relevant Work and Critical Analysis

Subhashini and Niveditha, 2015's work on analyzing and detecting employee's emotions for organizations ties in very well with the proposed project as it involves using sentiment analysis on subject to gain an underlining understanding of their emotions that may or may not be expressed verbally. Their approach to skin tone segmentation for detecting a humans face may prove very beneficial to the proposed project. The main research goal was to achieve employee identification in conjunction with facial emotional analysis and they were successful in execution, They used a Bezier Curve on the subjects lips and eye to detect the emotion expressed by analysing the gradient of the curve. However, Although this paper proved that the project was a success, there are some inconsistencies. For example: in the related work, they do not explain how the work is related and only give titles. Secondly, the results show no code snippets or pseudocode to explain the implementation of the system. Only screen shots of the user interface are provided. Furthermore, there are more absences of proof. The paper is lacking statistics and graphs to display the accuracy or progress of the systems performance and there are some bold statements used that are not back up by citations like when it is said that "emotions were considered a forbidden topic in the working

place”. Despite these weak areas in the paper, a good aspect of this system is the use of real life subjects used in testing.

The review of Deep Learning for Video Classification and Captioning by Wu et al. provides an in depth look into the aspects of different neural networks and what are they strong and weak points. The motivation for their research is driven by their claim that video communications is growing and that their needs to be better applications for video understanding. The relevancy of this paper provides the concept of the ”Two-stream” architecture. Although it is not planned to develop two convolutional neural networks (CNN), is it sought after to develop a score fusion algorithm, similar to the one mentioned in this paper. A CNN will be developed and the application will utilize a tone analyser for voice sentiment analysis and the two scores will be combined by such an algorithm to provide the weighted sum of the two scores. As this paper is very in depths and draws good comparisons between the different techniques that can be used for video classification. Despite the quality of this paper, some aspects need improvement. There is heavy usage of words like ”we” used. Also, some statements are made by (Wu et al., 2016) that are not cited to supported their claim. This is evident when its said ”As deep learning for video analysis is an emerging and vibrant field...” (According to whom?).

Subject independent facial expression recognition with robust face detection using a convolutional neural network by Matsugu et al. illustrates the difficulties that may arise when performing facial recognition. They highlight the problems that may occur in terms of being able to handle variability of subject faces, and certain angles. Their approach to this problem is addressed by implementing a rule based algorithm that analysis the results given from the CNN. Furthermore, their model is designed to be segment and be trained on specific facial features instead the face as a whole. Their model proves to be a success as they score an accuracy of 97.6 percent, also they do not require a second CNN working concurrently to achieve similar results as other models have done so previous, which can be cost effective. Some similarities arise between this paper and the proposed project, they both use sentiment analysis and require the ability to handle a wide range of variability. This proves beneficial

to the proposed project as it provides inspiration to use a rule based algorithm for determining emotions. Even though this paper is well written, there are some issues. In certain parts there are abbreviations to words given without the full word being given prior which can cause confusion to the reader. For example: "FP neurons". In addition to this, their model is specific for smiling faces and doesn't accommodate for other emotions, which should be at least provided in a further work section.

Arthmann and Li's paper titled *Neuromarketing: The Art and Science of Marketing and Neurosciences Enabled by IoT Technologies* is a promising insight to the field of neuromarketing. They recognize the association of online shopping and loss of sale for retail stores, and give example of how neuro-linguistic programming and IoT technologies can be used as a combination to understand their customers sentiment. Furthermore, it's heavily argued that the integration of AI and machine learning will evolve this concept to understand the thoughts of consumers and further tackle loss in productivity. This proves relevant to the proposed project as it is very similar. They both aim to gain a deeper understanding of human sentiment that may not be expressed verbally. Although this is possibly the most interesting paper of this review, it is severely lacking citations. Also, there are a lot of assumptions brought forward with no clear indication as to how this knowledge is known. Additionally, it is also assumed that people will adopt these "always on" IoT devices and agree for their physical aspects to be used for consumer targeted marketing.

Lopes et al. go into great detail of the past implementations of facial recognition systems. They review a number of methodologies to reinforce the idea of data augmentation with their own work. It is stated that due to the lack of datasets that are publicly available and overlapping of data, much of the accuracy results that are given by past works may be inaccurate (Lopes et al., 2017). Furthermore, they enable the reader to grasp a deep understanding to not only how convolutional neural networks operate, but how the common methods of implementation should be done. This is evident when explaining their system's implementation which was broken into two segments: The training phase and testing phase. Additionally, they give a clear and comprehensible description of the methods chosen and

why they were taken. For example: using synthetic sample generation, rotation, cropping, down sampling, and normalisation. This work proves relevant to the proposed project as it gives an explanation of how a segment of the project should be made. Also, Lopes et al. make it very clear that the CK+ dataset is the most suited dataset for facial and sentimental expression recognition.

2.7 Conclusion of Literature Review

In conclusion, the five papers reviewed topics in relation to convolutional neural networks, facial sentiment analysis, emotion detection and current applications in the real world. Relevant aspects include detecting employees emotions in a work environment, implementing a score fusion algorithm for achieve a summation of two sentiment detecting technologies, the idea of segmenting facial features while training to accommodate for variability and the notion using human emotion understanding for a business solution. Lastly, an indication to what data that should be utilized is obtained throughout the range of papers that have been reviewed.

Chapter 3

Analysis

The following section will give an analytic insight to the steps required for designing the proposed software in relation to a business use case, Identify some of the problems that may arise and outline objectives for implementation.

An article by Hague and Hague for the B2B international states that understanding a customers satisfaction rate is important as it can show where the business is doing well or where it needs improvements. It also can give indication to business owners where a further staff training is needed, or how there may be a need for cultural change. In light of this, seeing your business through the eyes of provides understanding of its downfalls. This in turn prevents more customer churn and can prove to be financially beneficial (Hague and Hague, 2017). They state that the downfalls of customer service surveys is the that they survey must "ask the right question of the right person". Hague and Hague give two reasons why this is difficult: they may know what to ask the customer in respect to their specific interaction with the business, also they may not have the contact details of the customer to further inquire into satisfaction of the individual. A main reason why customer surveys result may be misleading is the fact that an average of only 10% percent of online surveys sent to customers are responded to, meaning that these results are not representative of an entire customer base (Willott, 2011) . Furthermore, surveys are described by Hague and Hague as a "snapshot at one point in time", and do not accurately represent the feelings of the customer during transaction process, and measuring the satisfaction of customers should

”be a continuous process”.

Kirkpatrick describes the use of artificial intelligence technologies in customer service as a beneficial factor for businesses, as it can automate the tasks that are ”too time consuming”. In consideration of the aforementioned problems in the customer service sector, the proposed technologies aims to eliminate the process of requesting customers to fill out surveys, and in turn reduce cost of marketing teams investing funds onto campaigns that me be driven by misleading or inaccurate data.

In order to achieve the end goal of this project, a number of factors should be addressed. These consist of the type of model that should be implemented, what machine learning library should be used, which programming language is preferable for this project, how may the model be trained and what are the options for deployment. For these problems to be address, the project analysis shall be decomposed in to four components: The Machine Learning model, Data preparation, Training and Hosting/Deployment

3.1 The Machine Learning Model

3.1.1 Programming Language

There are many programming languages that can used for machine learning and artificial intelligence. Brownlee describes the quest for choosing a programming language to be rather difficult, as the choice should be tailored around ”your own requirements” and entirely depends on the project being undertaken. However, a opinions on popular machine learning languages are given. Firstly, MATLAB/Octave is described as being ”excellent” for dealing with matrices and linear algebra (Brownlee, 2016). The R language is shown to be a main choice for machine learning as it provides many machine learning algorithms and it is a great choice for developing advanced models. Brownlee states, although it is a good choice, it is seen as having a hard learning curve at first use. Python is said to be competition to MATLAB and R as it’s large range of libraries and abilities as widely used in the field of data science (Brownlee, 2016). An article by Verma sheds light on most popular programming

languages in terms job listings for the year of 2016. Coming in first place was Python, as it's popularity is unmatched by any other programming language. Secondly is Java, and after that R is seen to be the third most popular (Verma, 2017). See Figure 3.1 for graphical representation Verma's findings.

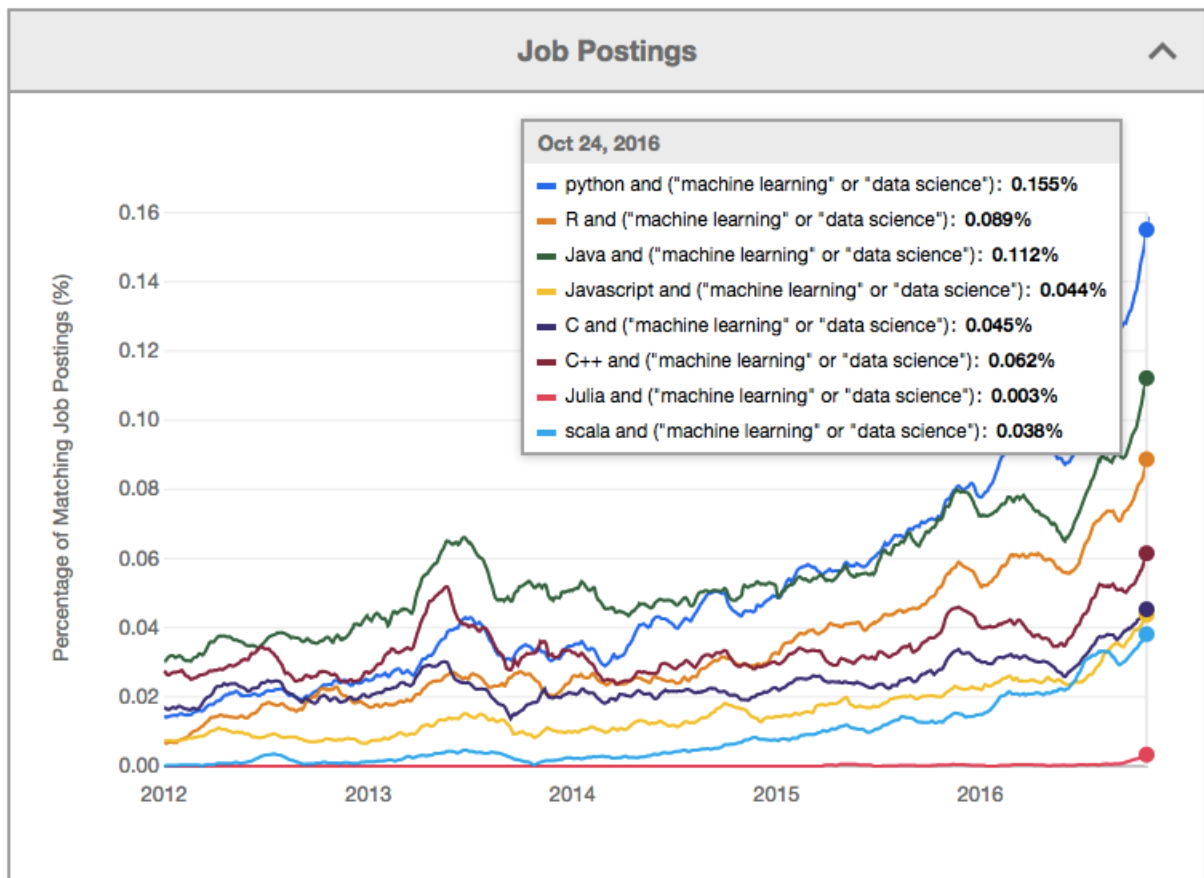


Figure 3.1: Graph of Machine Learning or Data Science Languages for 2016 by Verma (2017)

In light of the proclamations made above, it is clear that the preferred languages should be easy to learn, are backed by a large community, and is capable of complex mathematical operations. Also, it is desirable that the languages chosen for the proposed language is fast and efficient because of the complex computations that will occur during training.

3.1.2 Machine Learning Framework

3.2 Data Preparation

3.2.1 Public Datasets

3.2.2 Creating a Dataset

3.3 Training

3.3.1 Training Locally

3.3.2 Cloud Training

3.4 Hosting/Deployment

3.5 Concluding Objective

In conclusion, this section will outline the objectives for the proposed project sequentially from the initial steps to the end product. The objectives are as follows:

- Build a convolutional neural network for facial expression classification.
- Train the model on a large image data set.
- Save the train model and deploy it to a Python API.
- Develop a web application that is enabled to record a user's facial expressions and send snapshots of the user's face to the Python API in intervals.
- Use image preprocessing API on the webcam images for more accurate predictions.
- Use tone analyzer API for voice sentiment recognition.
- Weigh scores from the train model and tone analyzer accordingly and store them in a database

Chapter 4

System Design

//Brief introduction

4.1 Machine Learning Model

4.2 Data Preparation

4.3 Training

4.4 Deployment

4.5 System Architecture

// insert topology here

4.6 Concluding Analysis of System Design

Chapter 5

Implementation

5.1 Implementing the Machine Learning Model

5.2 Deploying the Trained Model

5.3 Implementing the Node.JS Application

5.3.1 Database Integration

5.4 Result Weighting Algorithm

5.5 Integrating Third Party Services

5.6 Conclusion

Chapter 6

Testing and Evaluation

6.1 Testing Model with Testing Data

6.2 API Testing

6.3 Testing Model with New Data

Chapter 7

Results and Discussion

7.1 Results

7.1.1 Model Accuracy

7.1.2 Usability

7.2 Discussion

Chapter 8

Conclusion and Further Work

8.1 Conclusion

8.1.1 Further Work

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Appendices

Appendix A **Code Snippets**

Appendix B **Screen shots**

Appendix C **Neural Network Diagram**