Broader goals:

* What creeps people out?
  + Previous study:
    - Males are more creepy than females
    - Females see creepy people as a sexual threat
    - Creepy = unpredictable
    - Some occupations are more creepy
  + All this can be tested with better model
    - See <https://hedonometer.org/instructions.html> and https://www.pnas.org/content/pnas/112/8/2389.full.pdf
      * Metric: in 10,000 word window, ignore happiness between 3-7
      * Hedonometer: sum f\_i\*h\_i/(sum f\_i), i.e., mean happiness
    - **@Priya:** We want to make a creepy hedonometer
      * This is based on the relative frequency of each word in the creepy and non-creepy corpi
        + look at fraction of stories (or sentences?) with word X in creepy and non-creepy stories:

Creepiness = f(X)\_creepy/(f(X)\_creepy + f(X)\_nc)

* + - * + This normalization controls for words being seen more often in one corpus than other just because some stories are longer, or there are more words in one corpus vs the other
      * Ignore creepiness scores in middle
      * Provides “creepiness” within story(!)
      * Provides clues about what people consider creepy
        + e.g., “male” seen in creepy stories more than female
        + Might want to control for male vs female protagonists, relative frequency may not be a perfect proxy for true creepiness.
        + One idea would be to check the gender frequency of names. Hopefully, the names show approximate gender parity.
      * **@Sakshi:** creepy AI metric that uses perception of creepiness (i.e., comments that state story is creepy) to infer degree of creepiness of story
        + Previous work:

rule-based sentiment: <http://comp.social.gatech.edu/papers/icwsm14.vader.hutto.pdf>

BERT-based sentiment: <https://github.com/google-research/bert/blob/master/predicting_movie_reviews_with_bert_on_tf_hub.ipynb>

* + - * + Creepiness of a story is measured by fraction of comments with words similar to “Creepy” (corpus of similar words can be based on word embedding)
        + Apply AI to infer continuous creepy metric (how many comments will it get that say “creepy”?)
  + **@Anthony:**
    - Creepy vector as a metric for creepiness
    - Closeness to this creepy vector = degree of creepiness
    - (We will talk on Tuesday so I can better understand your idea)
  + **@Raveena:** 
    - does knowledge of person being a bot change how they are perceived?
    - Previous work: <https://arxiv.org/pdf/2001.02553.pdf>
    - Causal model: find users who are similar in frequency of posts, length of posts, sentiment of posts (use VADER), Karma, etc.
      * Basically “match” users
      * Find users who are similar to each bot . i.e., given a bot with a set sign-up time, sentiment in their text, similar number of comments, posts, etc., find users who have values exactly the same, or similar, to these bots
      * The only difference between the users and the bots are that the bots are known bots, while users are presumably humans
      * Check if bots receive more karma, replies, and if replies have higher sentiment than non-bot
      * Sentiment can be captured with VADER: https://pypi.org/project/vaderSentiment/
* Future work: uncanny valley
  + Overall goal: find how similarity to human affects perception of creepiness
  + Given relative frequency of words (proxy of creepiness), infer how close nouns are to human(?)
  + Use FastText, GLoVe, Word2Vec (context-independent) vector for human-like words, check mean creepiness vs similarity
  + BERT: check as well