**Initial Proposal Form – 2019/20**

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| Programme of Study: | MSc in AI |
| Student Name: | Neeraj Vashistha |
| Student Number: | 190573735 |

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| Potential Supervisor: | Dr. Matthew Purver |

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| Proposed Title: |
| Personality Modelling through Social Media |

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| Proposed Aim: |
| Social Media language comprises of Natural Language and Images/Video which is posted by almost everyone each day generating zettabytes of data, finding simple patterns in such massive data is very useful in prorating the kind of personality one has. And this information can be used to sample different kind of people based on different traits. |

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| Rationale |
| Personality Modelling is one of the most researched topics at the labs of Google, Facebook and worldwide. At these large-scale conglomerates, right from kind of images one sets on their profile to every mouse click one does, is recorded and is assessed to profile the personality one has and what services can be provided. Although such data is not available in the open world nevertheless several open-ended researches have proved that it is empirical to conduct research with available data and gain insights. |