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Project Outline

The project conducted by myself, Ryan Shihabi, and my partner, Tiffany Le, will further investigate the mass adoption of machine learning in the tech industry and beyond. Our analysis plans to provide answers and insights to help a company decide the value and risk of entering a new cutting-edge industry. Is the talk of machine learning just another set of buzzwords, or is it truly worth looking into?

Generating answers to this question will require both text analysis and economic data. For text analysis, we will take the past five Apple World Wide Developer Conferences (WWDC) and record the mentions of machine learning-related terms stemming from all speakers. For economic data, we will use the Producer Price Index by Industry: Computer and Electronic Product Manufacturing (<https://fred.stlouisfed.org/series/PCU334334>) and Real-time Sahm Rule Recession Indicator (<https://fred.stlouisfed.org/series/SAHMREALTIME>) generated by FRED to correlate our recorded mention data to information regarding bubbles.

With the datasets, we plan to create polynomial regression models and a feed-forward neural network for both the FRED datasets to see if their predictions align with the mentions of machine learning in the tech conference videos. It is crucial to ensure company resources are spent properly and are not wasted on public opinion.