* Background: ethnography what anthropoligsts do how do we take those stories and put them into structured data which ontologies do
* Look up whose done what on eating history of chocolate site grivetti
* Look databases of eating the one he emailed me
* Talk about how the onotlgoy lets us get all of these into one database that is computable and useable for people
* Questions in each questionnaire becomes a concept in my ontology
* How we capture eating and motivations to eat why when where what how we eat. Each one is a paragraph of the history that has been done on enumerating each of these. Find any data that has been done on this such as the questionnares or antrhopoogists ethnogrophy of why we eat or where we eat. Ehtnogorapyies don’t have actuall data of what they heard. Then this leads on why we are building and ontology semi structured data such as the paper gives you a different type of feeling or understanding then when looking at a questionnaire where its mostly just data. Anthropolgists tell us stories
* Also want a background on ontologies about sentiment anaylsis and how it gives you how people feel about something which can be tagged across food and how people feel about foods
* Sentiment anaylsis of ethnographies
* Corpus of snetimet anatlsis into ongotlogies
* Natural language processing will be needed to get the ethrnogorpahies and conduct sentiment anaylisis into ontologies
* Say how people used sentiment anyalsis and we want to do it around food
* Can mix different data across different playforms such as yelp data facebook and at the same time questionnaire data that can all be interchanged which can be all enabled into a better intelligence platform around why when where and how we eat
* What we arenabling among diets and their nutrional consequeneces cultural diets and nutritional conseuqences- cultural anyalsis
* Semantic web querry can be used to interconnect the data from tweets into the ontolgoy
* Semantic anaylasis has been done around hotel expeirnec ebut now we are going to do with about the food experience
* Search ontology and sentiment ontologies
* The next step
* Availbale for other people to use it on get hub
* REvleant info extraction becomes more challenign of volume with rapidly with increasing food reviews. Etc.
* Look at page 2 of the hontolgoy materaisl and methods
* Find thesusarus of tourism and leaisure actiitis