# Conten.ly

## Project Update
## 11/17/16

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- Collected Feedback from Friends and Family
- Defined v0.1 Recommendation Algorithm
  - Impact Analysis

# Emotional Response


```
"emojis": {
  "stuckOutTongue": 2.2981560230255127,
  "stuckOutTongueWinkingEye": 2.2979110876719155,
  "rage": 0.0036739719410737357,
  "smirk": 0.0000019078792092841468,
  "relaxed": 0.0017606188775971532,
  "smiley": 0.0017458949005231261,
  "wink": 0.0018312087437758844,
  "laughing": 0.0017709181411191821,
  "kissing": 0.0018295724100122285,
  "flushed": 0.0018292775300020974,
  "disappointed": 0.002081603743135929,
  "scream": 0.22885954876740774
},
"appearance": {
  "gender": "Male",
  "age": "45 - 54",
  "ethnicity": "Caucasian",
  "glasses": "No"
},
```

```
    "totalFrames": 5,
    "emotions": {
      "joy": 0.002389268483966589,
      "engagement": 0.48214442531267804,
      "sadness": 0.011216516296068827,
      "disgust": 0.6324315468470255,
      "anger": 0.0036739719410737357,
      "surprise": 0.6184971531232198,
      "fear": 0.014110064134001732,
      "valence": -0.48401251435279846,
      "contempt": 0.193378617366155
    },
    "framesSkipped": 2
  }
],
"video": "7auvTMm47uM"
}
```

# Impact Analysis

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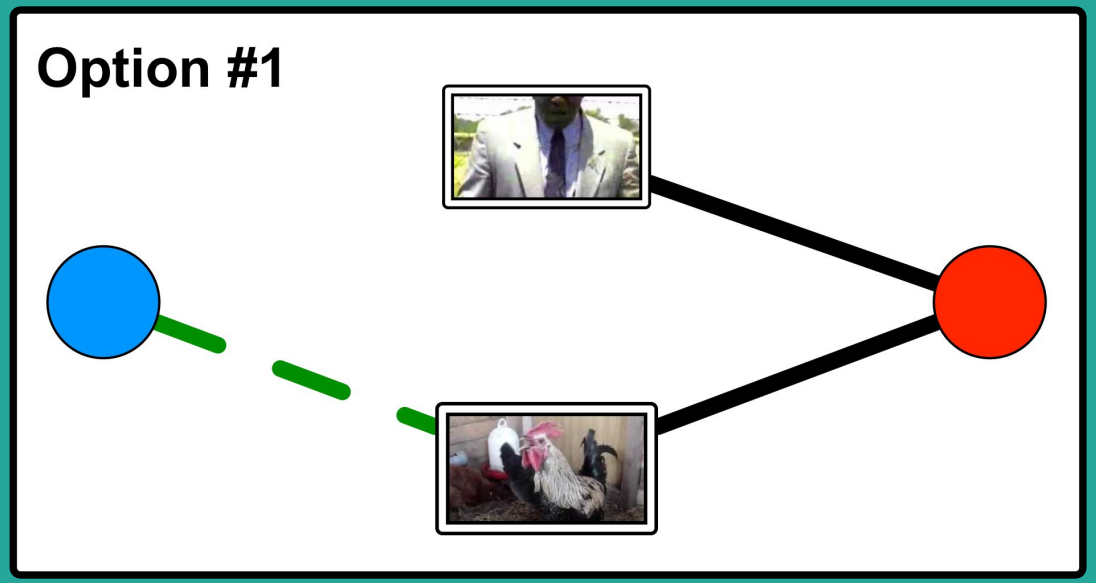

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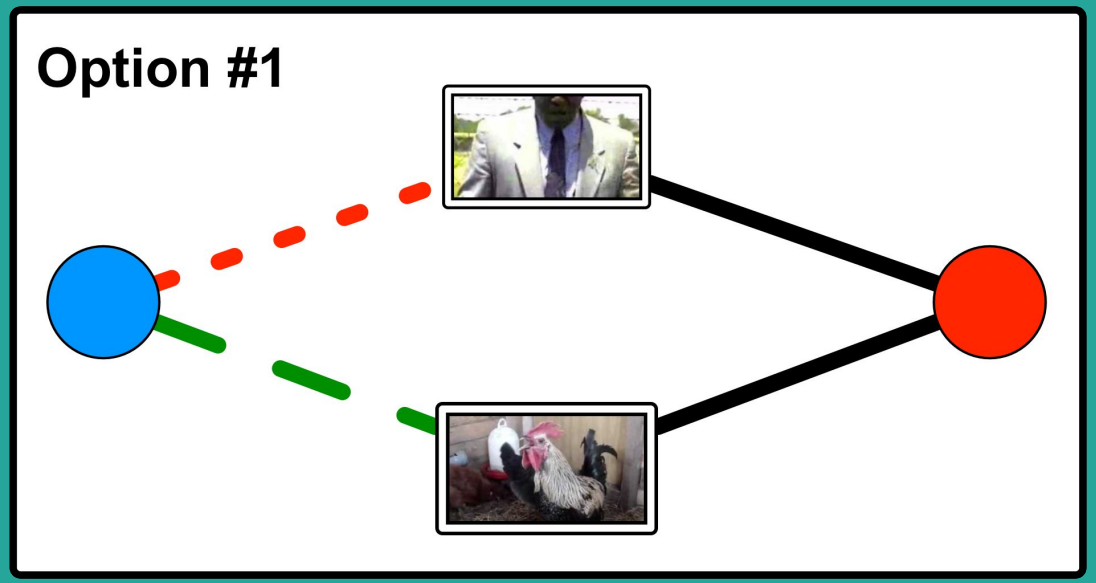

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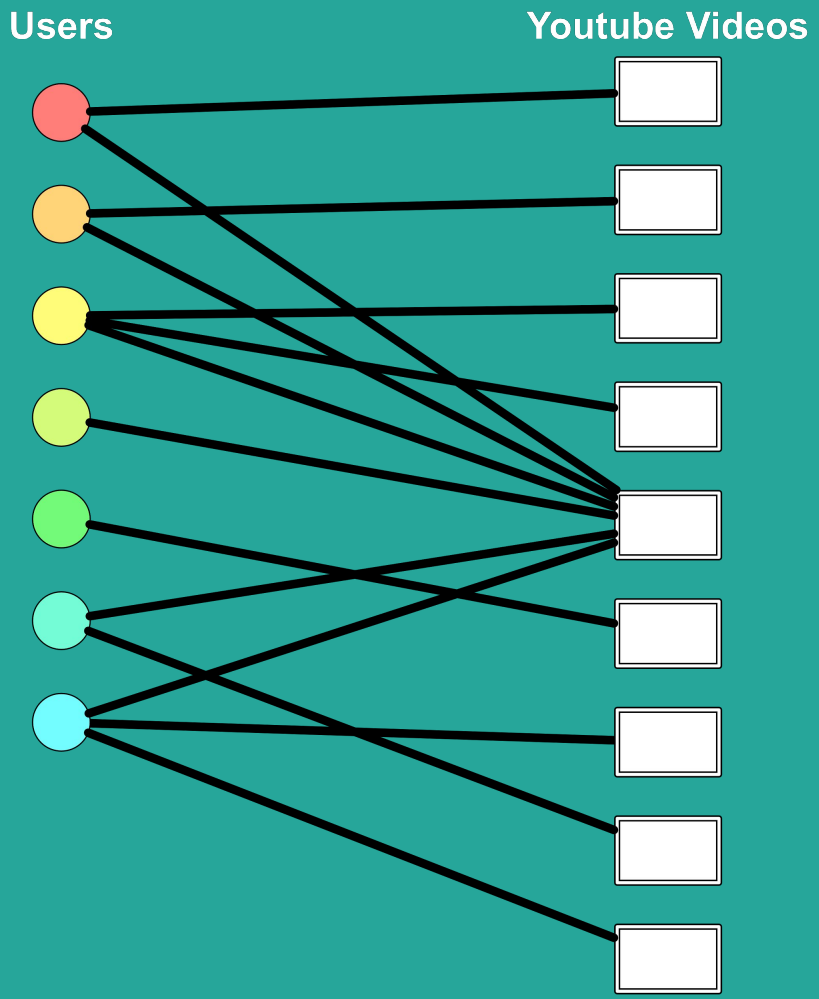

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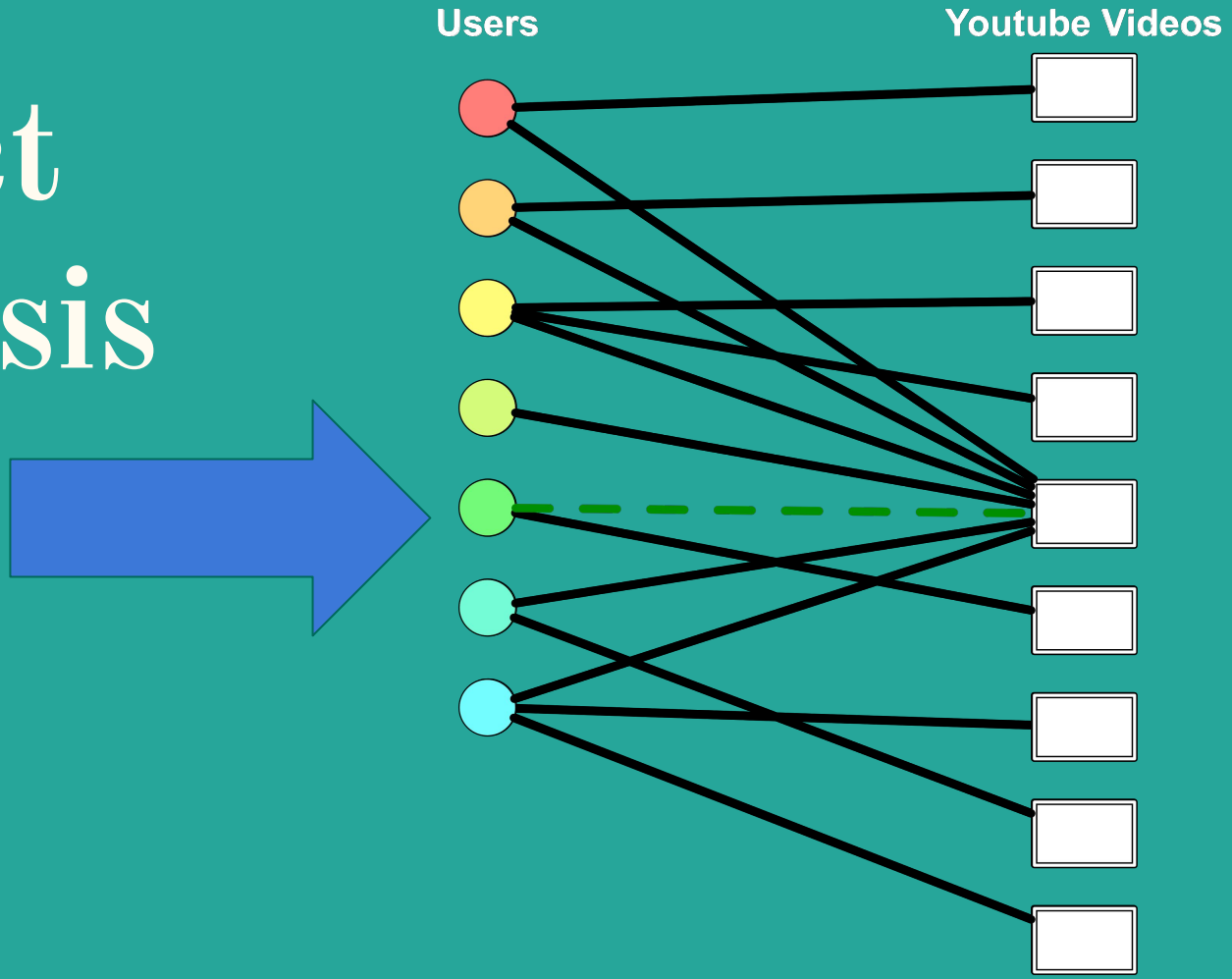

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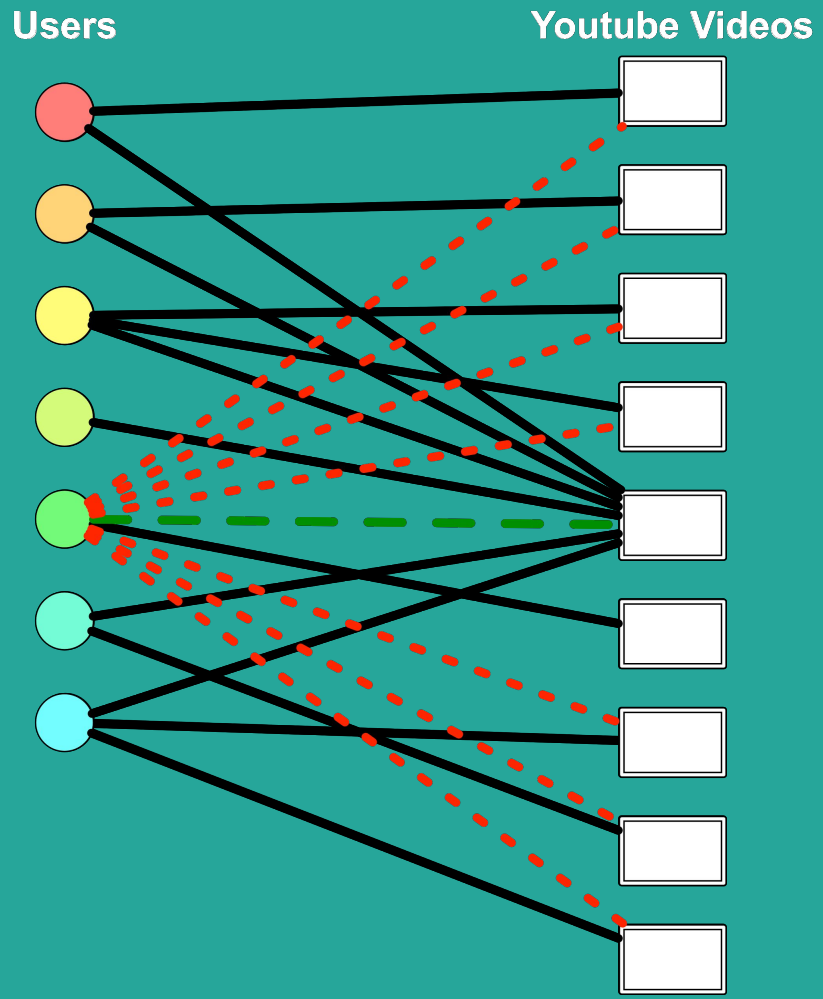

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- Run A/B testing to Evaluate Models Performance
    - Maximize for a single User:
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            - Number of Items Viewed
            - Duration (time user spends on app)
        - Across Sessions:
            - Number of Sessions
            - Number of Items Viewed
            - Duration (time user spends on app)

# Questions?