

Emotent

An Emotion Centric Content Classification System

Evelina Bakhturnia

Michael Higgins

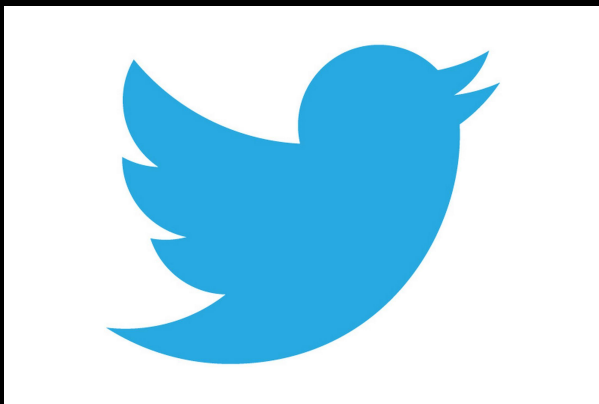
Matthew Dunn

PROBLEM

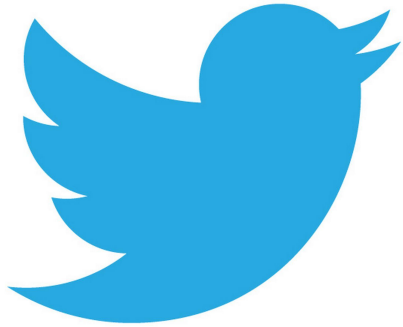
How do you find
emotionally specific
content?



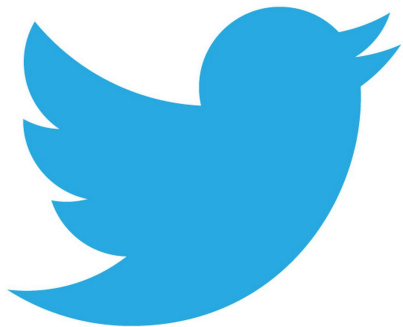
—



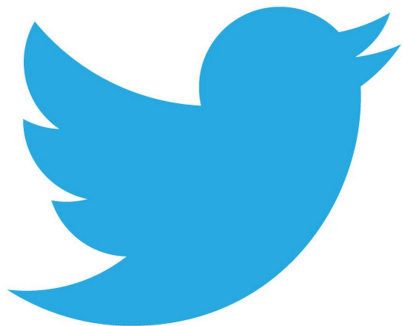
FUNNY
OR DIE



FUNNY
OR DIE



FUNNY
OR DIE



NETFLIX

Content Delivery Systems

Content Delivery Systems

- User based customization
- Based collaborative filtering
- Based low rank matrix factorization methods
- Systems retrieve items similar to imputed interest profiles

Current Areas of Research

- NLP - sentiment analysis
- Classify emotional state of videos

Current Areas of Research

- NLP - sentiment analysis
- Classify emotional state of videos

They assume content has an inherent emotional state independent of whoever is viewing.

Why they don't work?

Content doesn't inherently have an emotional type.

Content must be understood in context of the User.

Why they don't work?

Content doesn't inherently have an emotional type.

Content must be understood in context of the User.



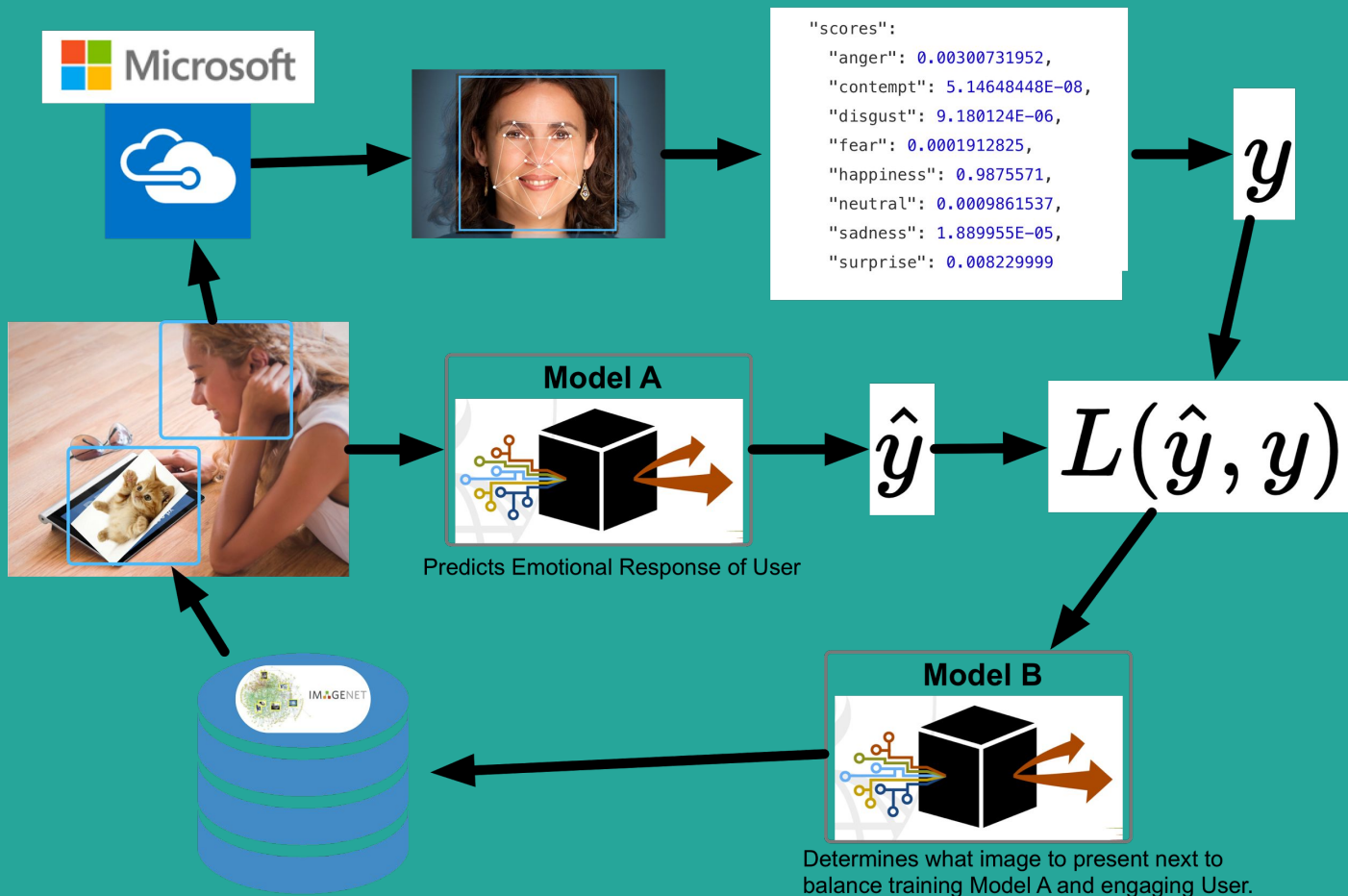
Our Solution

We utilize authentic User emotional response to pair content with User types.

Allow us to understand the emotional reaction Users have to specific types of content.



How?



Questions?
