What is Sentiment Analysis?

In Use

Friendlier Internet

Humanly

A natural language program that detects if text is "toxic."
Creator is hoping to eventually put it as part of social media, so it can stop people from posting toxic text
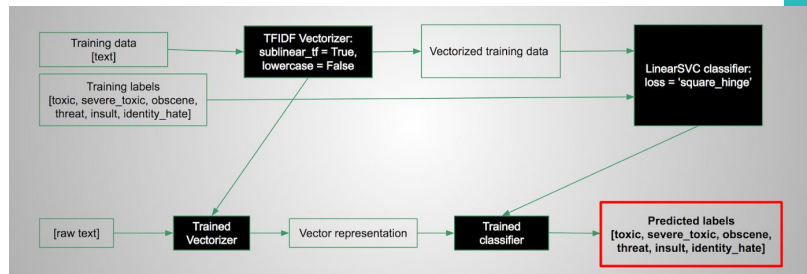

Creators

Karina Halevy
AI4ALL Alum (Fall 2016)
Fluent in 5 languages
Founder of LingHacks — the world's first high school computational linguistics conference and hackathon

DISCUSSION

- How does this software / model help people?

- Who does it leave out?

- How can it include more people?

- Who does it harm?

- What can it do to decrease the harm?

- What problems does it have?

- How can these problems be mitigated?

Decreasing Loneliness for the elderly

Klaatch

Facilitates human interaction between elderly people. They use natural language processing to measure people's loneliness levels, before after and during their programs

More info

Creators

Adam Greene & Meli Glenn
Meli studied anthropology, worked as an EdTech consultant
Adam studied Economics and Urban Planning

source

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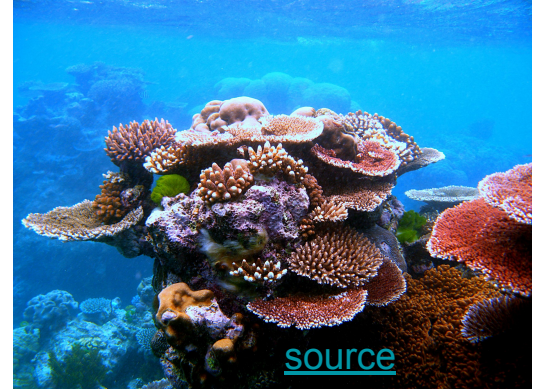- How can these problems be mitigated?

Measuring Coral Reef Health

Griffith University

Using tweets and facebook posts to measure the health of coral reefs.
Mostly, findings showed people did not talk about the environment much, and some suggestions were made to encourage more tourist activism.
Article

source

Creator

Susanne Becken - Professor
Researches tourism's impact on the environment

Source

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ACTIVITY SLIDE

Sentiment Analysis also helps companies advertise

- Read this article on how facebook uses sentiment to advertise effectively

- What can Facebook (or a platform of your choice) learn from things you've said / done on social media?

DISCUSSION

- Name something you can imagine using sentiment analysis for.

  - Why is sentiment analysis useful here?

  - How would sentiment analysis help?

  - How might it hurt?

Exit ticket: Unit 2.04 – Sentiment Analysis in Use

Name something you think sentiment analysis is good for and why.

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