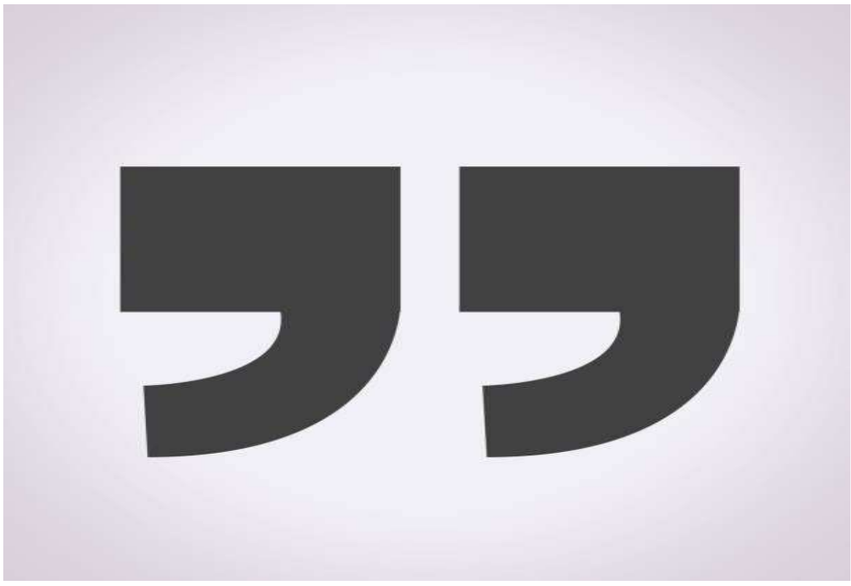
jiNx



jiNx isn't just software, it's connection. It is a solution predicated on the premise that each individual customer has a unique door to access our world, and we open it for them. The door and everything on the other side is utterly unknown. At jiNx we embrace that because the unknown is the one place engineers are themselves uniquely designed to inhabit.

Why Build jiNx?

Better to ask, how do we reach each other? How do we connect when we are pulled ever farther apart by distance and ideology? If information is the world's only truly priceless commodity, connection is its most sought after resource. Information may be parsed by qualifiers, like truth and relevance, that will ultimately determine who listens. However, before those qualifiers can be applied, a connection must be leveraged to ensure information is disseminated to the widest possible audience. In the prevailing zeitgeist of global economics, not just businesses, but ideas flourish or flounder given only one parameter - connection.

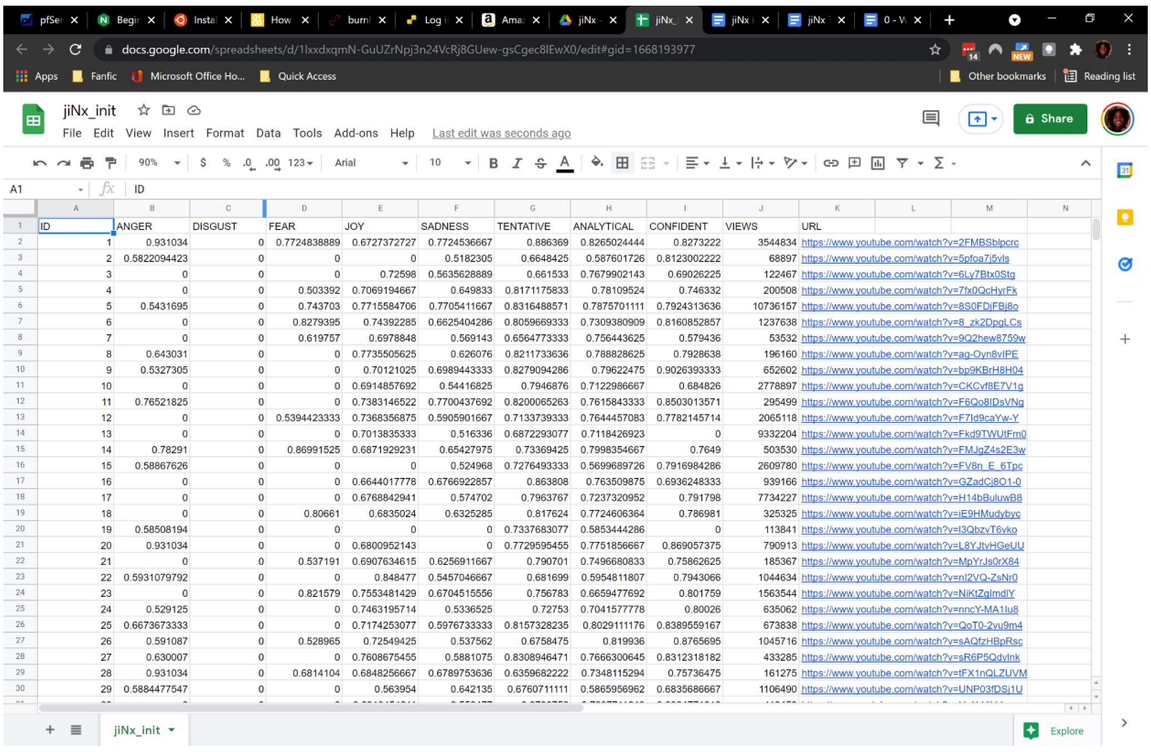
What if a tool existed that could predict and guide users on how to amplify their connection to the world around them? A consumer seeking to expand their audience and ensure that they can effectively spread their core message is ultimately focused on optimizing connection. jiNx is a platform of interwoven machine learning technologies with one goal in mind - a superlative connection.

Social media prediction is currently based on leveraging metadata. The accuracy of those predictions relies on the assumption that the content itself is an unnecessary source of influence on prediction. jiNx posits that predicting the response to social media content on the basis of the context of the content can be at least as reliable if not more accurate. In the context of the global posture by which we socialize, we are connected most effectively, efficiently, and broadly through social media. No matter what the

message, ensuring that it reaches an ever-widening audience is the key concern of those who utilize social media. Businesses, political and social justice movements, even emergency response coordination relies on social media for the purpose of distribution of key messaging. Predicting whether the message will successfully reach its target audience or determining how to shape a message so that it reaches the broadest possible audience is why jiNx is a timely and useful product.

jiNx 1.0 obtains the transcript of a video from a provided Youtube URL. The transcript is obtained utilizing the IBM Speech to Text service. The transcript is in turn sent to the IBM Tone Analyzer service. The Tone Analyzer service outputs ratings of the emotional tone of the transcript based on these eight emotions: Anger, Disgust, Fear, Joy, Sadness, Confident, Analytical, Tentative. The tone analysis ratings and view count are stored as a record in a PostGreSQL database through the IBM Databases as PostGreSQL service.

Once sufficient data has been collected on the PGSQL instance, the database is exported to a local CSV file.



jiNx_init

File Edit View Insert Format Data Tools Add-ons Help Last edit was seconds ago

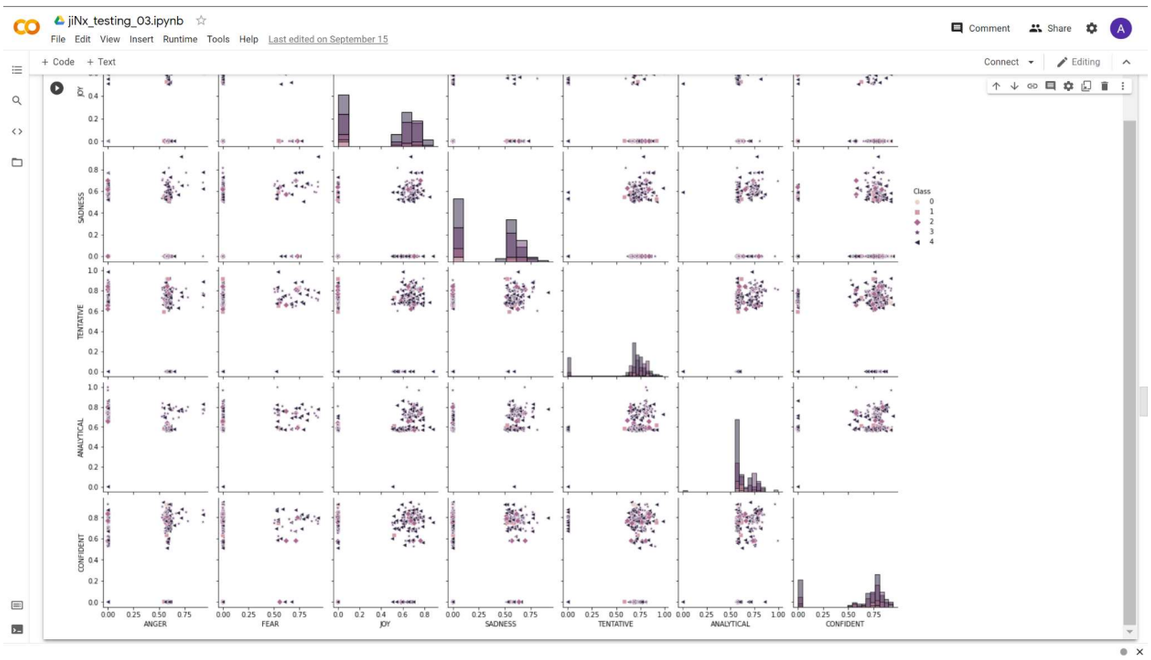
Share

A1 ID

ID	ANGER	DISGUST	FEAR	JOY	SADNESS	TENTATIVE	ANALYTICAL	CONFIDENT	VIEWS	URL
1	0.931034	0	0.7724838889	0.6727372727	0.7724536667	0.886369	0.8265024444	0.8273222	3544834	https://www.youtube.com/watch?v=2FMBSblpcrc
2	0.5822094423	0	0	0	0.5182305	0.6648425	0.587601726	0.8123002222	68897	https://www.youtube.com/watch?v=5pfoa7i5vls
3	0	0	0	0.72598	0.5635628889	0.661533	0.7679902143	0.69026225	122467	https://www.youtube.com/watch?v=6Ly7Btx0Stg
4	0	0	0.503392	0.7069194667	0.649833	0.8171175833	0.78109524	0.746332	200508	https://www.youtube.com/watch?v=7fx0QcHyrFk
5	0.5431695	0	0.743703	0.7715584706	0.7705411667	0.8316488571	0.7875701111	0.7924313636	10736157	https://www.youtube.com/watch?v=8S0FDjFBj8o
6	0	0	0.8279395	0.74392285	0.6625404286	0.8059669333	0.7309380909	0.8160852857	1237638	https://www.youtube.com/watch?v=8_zk2DpgLCs
7	0	0	0.619757	0.6978848	0.569143	0.6564773333	0.756443625	0.579436	53532	https://www.youtube.com/watch?v=9Q2hew8759w
8	0.643031	0	0	0.7735505625	0.626076	0.8211733636	0.788828625	0.7928638	196160	https://www.youtube.com/watch?v=ag-Ovn8vlPE
9	0.5327305	0	0	0.70121025	0.6989443333	0.8279094286	0.79622475	0.9026393333	652602	https://www.youtube.com/watch?v=bp9KBrH8H04
10	0	0	0	0.6914857692	0.54416825	0.7946876	0.7122986667	0.684826	2778897	https://www.youtube.com/watch?v=CKCvf8E7V1g
11	0.76521825	0	0	0.7383146522	0.7700437692	0.8200065263	0.7615843333	0.8503013571	295499	https://www.youtube.com/watch?v=F6Qo8IDsVNg
12	0	0	0.5394423333	0.7368356875	0.5905901667	0.7133739333	0.7644457083	0.7782145714	2065118	https://www.youtube.com/watch?v=F7Id9caYw-Y
13	0	0	0	0.7013835333	0.516336	0.6872293077	0.7118426923	0	9332204	https://www.youtube.com/watch?v=Fkd9TWUtFm0
14	0.78291	0	0.86991525	0.6871929231	0.65427975	0.73369425	0.7998354667	0.7649	503530	https://www.youtube.com/watch?v=FMJgZ4s2E3w
15	0.58867626	0	0	0	0.524968	0.7276493333	0.5699689726	0.7916984286	2609780	https://www.youtube.com/watch?v=FV8n_E_6Tpc
16	0	0	0	0.6644017778	0.6766922857	0.863808	0.763509875	0.6936248333	939166	https://www.youtube.com/watch?v=GZadCi8O1-0
17	0	0	0	0.6768842941	0.574702	0.7963767	0.7237320952	0.791798	7734227	https://www.youtube.com/watch?v=H14bBuluwB8
18	0	0	0.80661	0.6835024	0.6325285	0.817624	0.7724606364	0.786981	325325	https://www.youtube.com/watch?v=IE9HMudybyc
19	0.58508194	0	0	0	0	0.7337683077	0.5853444286	0	113841	https://www.youtube.com/watch?v=I3QbzvT6vko
20	0.931034	0	0	0.6800952143	0	0.7729595455	0.7751856667	0.869057375	790913	https://www.youtube.com/watch?v=L8YJtvHGeUU
21	0	0	0.537191	0.6907634615	0.6256911667	0.790701	0.7496680833	0.75862625	185367	https://www.youtube.com/watch?v=MpYrJs0rX84
22	0.5931079792	0	0	0.848477	0.5457046667	0.681699	0.5954811807	0.7943066	1044634	https://www.youtube.com/watch?v=nI2VQ-ZsNr0
23	0	0	0.821579	0.7553481429	0.6704515556	0.756783	0.6659477692	0.801759	1563544	https://www.youtube.com/watch?v=NiKtZqImdlY
24	0.529125	0	0	0.7463195714	0.5336525	0.72753	0.7041577778	0.80026	635062	https://www.youtube.com/watch?v=nncY-MA1lu8
25	0.6673673333	0	0	0.7174253077	0.5976733333	0.8157328235	0.8029111176	0.8389559167	673838	https://www.youtube.com/watch?v=QoT0-2vu9m4
26	0.591087	0	0.528965	0.72549425	0.537562	0.6758475	0.819936	0.8765695	1045716	https://www.youtube.com/watch?v=sAQfzHBpRsc
27	0.630007	0	0	0.7608675455	0.5881075	0.8308946471	0.7666300645	0.8312318182	433285	https://www.youtube.com/watch?v=sR6P5QdvInk
28	0.931034	0	0.6814104	0.6848256667	0.6789753636	0.6359682222	0.7348115294	0.75736475	161275	https://www.youtube.com/watch?v=tFX1nQLZUVM
29	0.5884477547	0	0	0.563954	0.642135	0.6760711111	0.5865956962	0.6835686667	1106490	https://www.youtube.com/watch?v=UNP03fDSj1U

jiNx_init Explore

The CSV file is utilized as training data for a Multivariate Regression Machine Learning model.



Once the model has been sufficiently trained, the model is utilized to predict view count of a test video. The test video is analyzed using IBM Watson Natural Language Understanding to provide corrective insight as necessary to the end user.