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Walt Disney Studios

NLP Research Notes

* Project End-goal: twofold
  + A system which can process short strings to determine a variety of emotional levels of response:
    - Positive/negative valence
    - Willingness to see content
    - Opinion on content
    - Demographic data: gender, age, location, etc.
    - Categories to be defined as we figure out what’s feasible
  + A system which can determine “total value” of social media outlets that are either first or third-party. Value could be determined by:
    - Revenue as a direct result (referrals/tracking)
    - Secondary marketing (are people seeing this positively?)
    - Reliability/extensibility of data (age group, location data, real-person?)

**Quotes:**

* “To get at the true intent of a statement, Ms. Pang developed software that looks at several different filters, including polarity (is the statement positive or negative?), intensity (what is the degree of emotion being expressed?) and subjectivity (how partial or impartial is the source?).”