


Bro I ain't reading all that

US Patent 10,061,977
Determining a mood for a group

Is a patent by Snapchat which reveals a method of measuring and quantifying user’s emotions.




quantify
/ˈkwɒntɪfaɪ/

verb

gerund or present participle: **quantifying**

- express or measure the quantity of.**
"It is impossible to quantify the extent of the black economy"
- LOGIC**
define the application of (a term or proposition) by the use of *all*, *some*, etc., e.g. "for all *x* if *x* is *A* then *x* is *B*".

I found the patent dense and unnavigable at first. What struck me was the overwhelming amount of repetition and obfuscation.




obfuscation
/ˈɒbfʌsˈkeɪʃ(ə)n/

noun

the action of making something obscure, unclear, or unintelligible.
"when confronted with sharp questions they resort to obfuscation"

I found it fascinating that an app could detect our emotions, reduce them to a numerical value and then do as they please with that information.

The key piece of information was the 5 step process of how the company steals our feelings.



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Chang

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(54) **DETERMINING A MOOD FOR A GROUP**

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(58) **Field of Classification Search**
CPC *G06K 9/00315*; *G06K 9/00335*; *G06F 2203/011*
See application file for complete search history.

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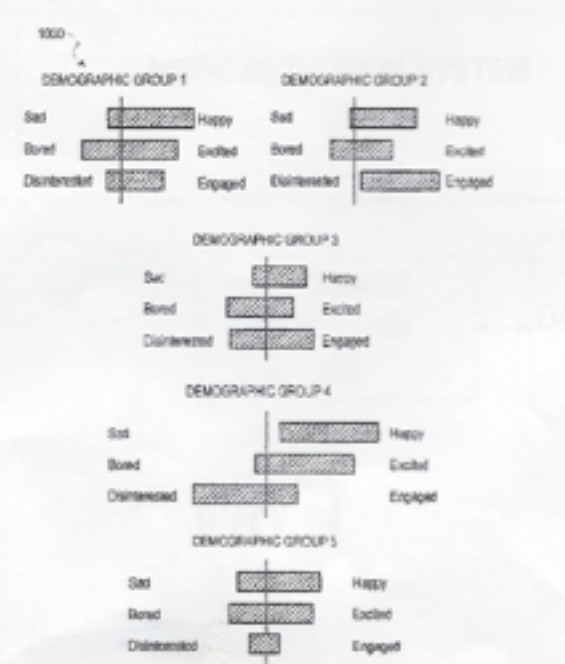
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(57) **ABSTRACT**

A system and method for determining a mood for a crowd is disclosed. In example embodiments, a method includes identifying an event that includes two or more attendees, receiving at least one indicator representing emotions of attendees, determining a numerical value for each of the indicators, and aggregating the numerical values to determine an aggregate mood of the attendees of the event.

15 Claims, 18 Drawing Sheets



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