


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**

1. **express or measure the quantity of.**
"It is impossible to quantify the extent of the black economy"
2. **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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(12) **United States Patent**
Chang

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

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(*) **Notice:** Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 184 days.

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G06K 9/62 (2006.01)
G06K 9/00 (2006.01)

(52) **U.S. CL**
CPC *G06K 9/00315* (2013.01); *G06K 9/00335* (2013.01); *G06F 2203/011* (2013.01)

(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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(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

MOOD

DEMOGRAPHIC GROUP 1

DEMOGRAPHIC GROUP 2

DEMOGRAPHIC GROUP 3

DEMOGRAPHIC GROUP 4

DEMOGRAPHIC GROUP 5

Sad Bored Disinterested Engaged

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IPS Outcome 1

So I shared the patent with some friends and this is the response I got.

An overall interest in the concept of the patent but as I figured, no one actually wanted to read it.

Or people felt they wouldn't understand it.

I wanted to share the information that I find concerning and shocking with others but in a way that is approachable and engaging.

- My aims:
- condense the 33 page patent
 - Remove confusing unnecessary language
 - Make information accessible
 - Visually engage with reader/viewer
 - Keep the information accurate while simplified
 - Spark conversation
 - Democratic approach to information and design




US10061977
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What do you think of this?

Delivered

Bro I ain't reading all that



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What do you think of this?

Delivered

A patent

I dont understand that shiiiiii



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What do you think of this?

Delivered

Oo mood determining

What does it say

I'm not gonna read all that