

Moral Lapse

A Timeline of Technology Ethics

Jordan Eshpeter
November 26, 2019

Motivations

FACEBOOK

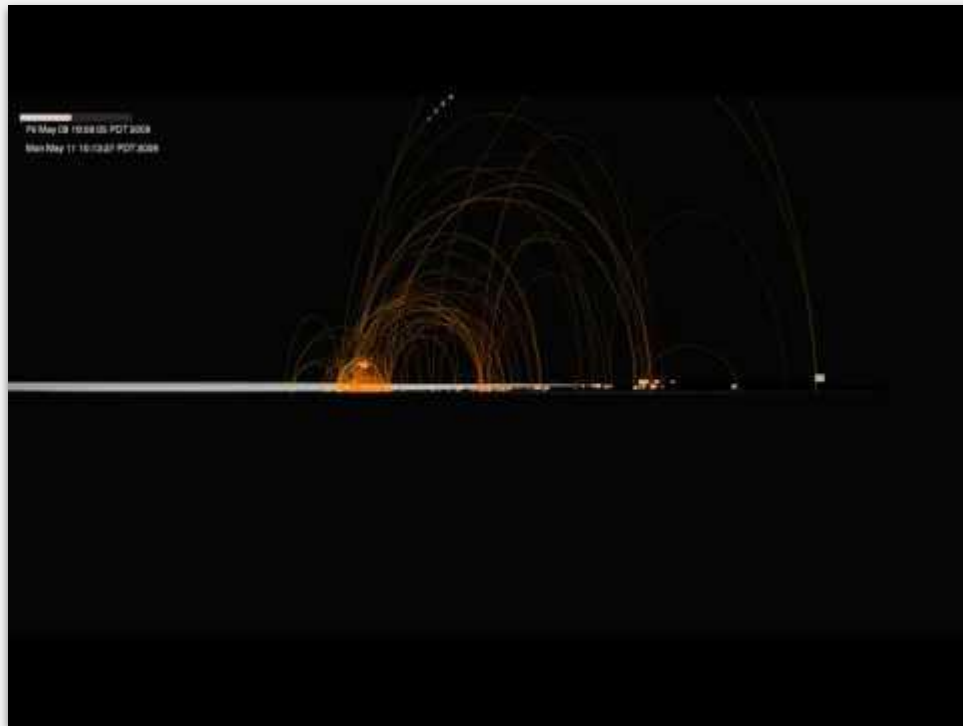
amazon



NETFLIX

Google

Related Work



Just Landed
Jer Thorpe, 2009

Related Work



UEFA CHAMPIONS LEAGUE



IPO ROADSHOW VISUALS



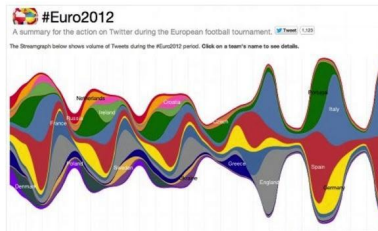
NEW YEAR'S EVE 2012



POLITICAL ENGAGEMENT MAP



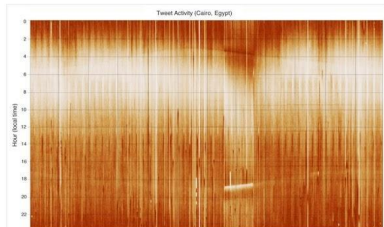
REMEMBERING THE FIRST MAN ON THE MOON



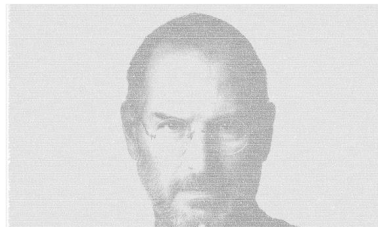
EUROCUP



EURO 2012 CHEERS



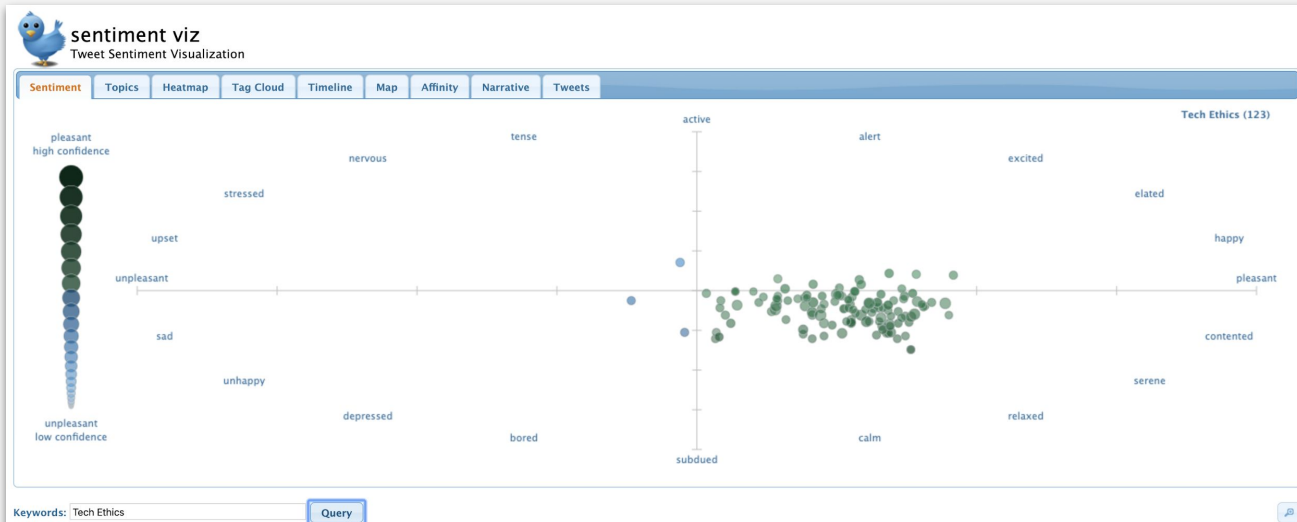
SLEEP PATTERNS



STEVE JOBS

Twitter Data
@TwitterData

Related Work



What Do I Do?

Type a keyword into the input field, then click the Query button. Recent tweets that contain your keyword are pulled from Twitter and visualized in the Sentiment tab as circles. Hover your mouse over a tweet or click on it to see its text. Words highlighted in *bold blue italics* or *bold orange italics* are the words being used to estimate the sentiment of a tweet. Blue words are evaluated as-is. Orange words are evaluated as though they are negated, for example, "*happy*" versus "not *happy*".

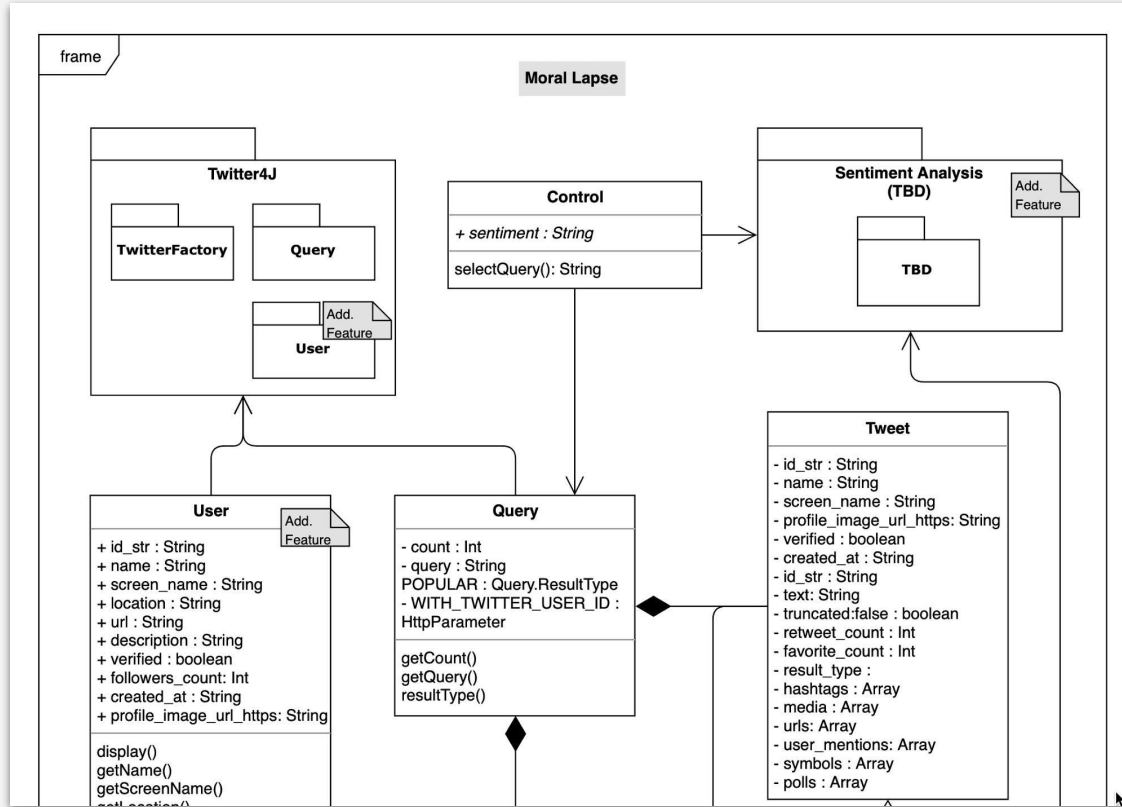
What Am I Seeing?

Tweets are visualized in different ways in each of the tabs at the top of the window.

- **Sentiment.** Each tweet is shown as a circle positioned by *sentiment*, an estimate of the emotion contained in the tweet's text. Unpleasant tweets are drawn as blue circles on the left, and pleasant tweets as green circles on the right. Sedate tweets are drawn as darker circles on the bottom, and active tweets as brighter circles on the top. Hover your mouse over a tweet or click on it to see its text.
- **Topics.** Tweets about a common topic are grouped into *topic clusters*. Keywords above a cluster indicate its topic. Tweets that do not belong to a topic are visualized as *singletons* on the right. Hover your mouse over a tweet or click on it to see its text.
- **Heatmap.** Pleasure and arousal are used to divide sentiment into a 8x8 grid. The number of tweets that lie within each grid cell are counted and used to color the cell—red for more tweets than average—and blue for fewer tweets than average. White cells

Visualizing Twitter Sentiment

System Implementation

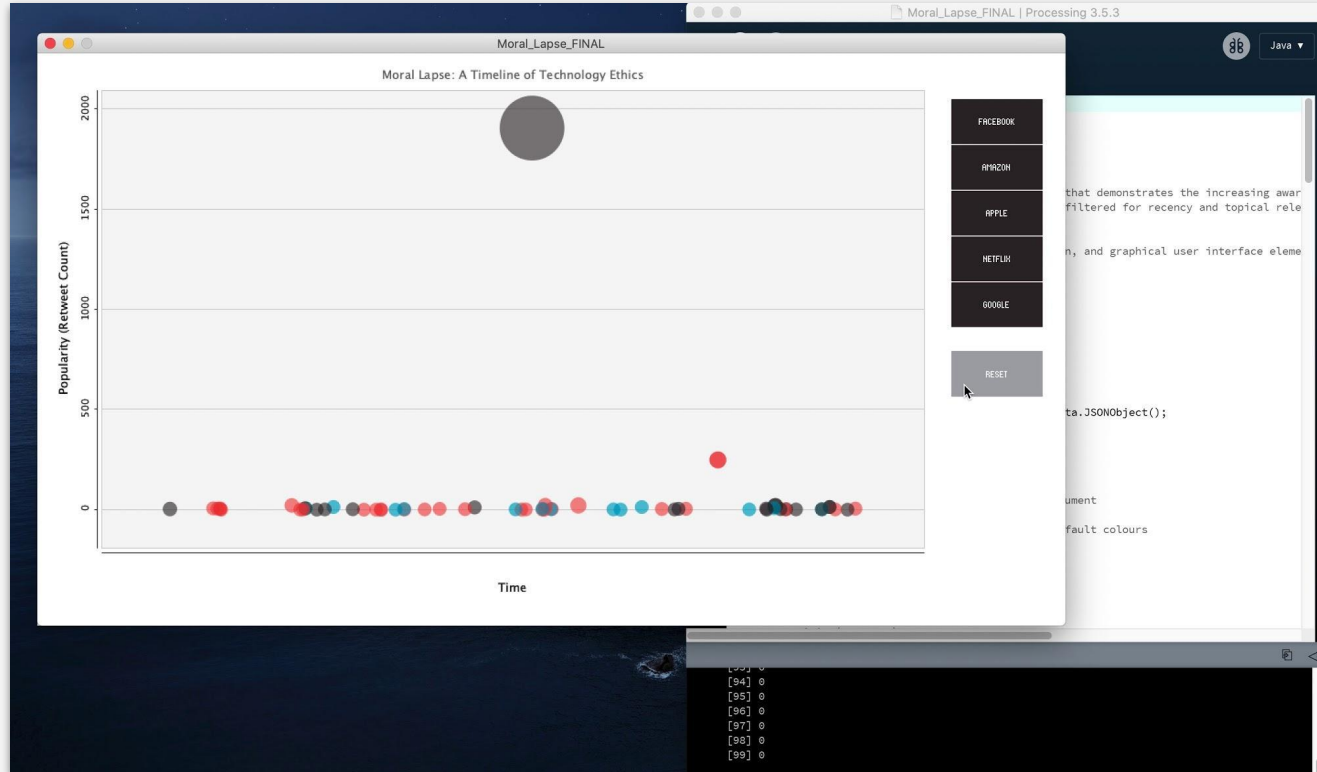


UML Diagram

System Implementation

Query: "(tech OR technology)
(ethics OR moral) filter:verified
-filter:retweets -filter:quote
-filter:replies lang:en")

Demonstration



Moral Lapse

Future Works

1. Implement Grafica `setNTicks()` function to plot time intervals
2. Deactivate `PointLabels` and introduce Twitter Cards concept
3. Implement text input field for additional user control
4. Add `TwitterBot` to system to generate replies to queried Tweets

Thank you.

References

Andrei Sechelea, Tien Do Huu, Evangelos Zimos, and Nikos Deligiannis. 2016. Twitter data clustering and visualization. In 2016 23rd International Conference on Telecommunications (ICT), 1–5. <https://doi.org/10.1109/ICT.2016.7500379>

Daniel Shiffman. 2016. AFINN-111 Sentiment Analysis - Part 1. Retrieved from https://www.youtube.com/watch?v=uw3GbsY_Pbc

Daniel Shiffman. 2016. AFINN-111 Sentiment Analysis - Part 2. Retrieved from <https://www.youtube.com/watch?v=VV1JmMYceJw>

Jer Thorp. 2009. Just landed: Processing, Twitter, Metacarta & Hidden Data. blprnt.blg. Retrieved from <http://blog.blprnt.com/blog/blprnt/just-landed-processing-twitter-metacarta-hidden-data>

Jer Thorp. 2011. Quick Tutorial – Processing & Twitter. blprnt.blg. Retrieved from <http://blog.blprnt.com/blog/blprnt/updated-quick-tutorial-processing-twitter>

Tony Veale and Mike Cook. 2018. Twitterbots: making machines that make meaning.