

Measuring Social Values using Emotive Biometrics

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Finding a way to connect emotive biometrics to social media data.

I. Key Idea

Attaching emotion words to social media data is ineffective because emotions themselves are concepts and different for everybody. Using emotive biometrics that are not socially constructed, such as heart rate, breathing, EEG, and skin conductance is more effective and relatively simple to do.

II. Key Issue

This research project requires collaboration with medical labs at universities to gather emotive biometric data at scale, a team with both data science and bioscience experience to make biometric data accessible to machine learning algorithms, collaboration with private industry for computational and social media data resources.

III. Making the Argument

Define what they are and how to find and measure: emotion, affect, concepts, words.

What is wrong with current methodologies?

What methodology is proposed? (combining emotive biometrics to social media data)

IV. How can you measure social value of violence, shame?

Many #MeToo's gets 100+ likes... tags and likes are a way to measure social value, and then to analyze the emotional content of the words

1. Take the physical reaction to certain words across a group of people to get baselines (**body**, measuring affect)
2. Use ML to analyze emotion sentiment of certain #hashtags (**mind**, measuring words)

These data points allow us to predict and track spread of affect across large scales using easily-accessible word data and hashtag data from social media.

V. Why is this important?

This gives us a gauge to community-wide affect, and allows us to track spread of affect, which the human mind attaches concepts to.

The human mind is often not aware that it is making up a story to match it's underlying physical sensations, and as a result, actions come from misguided concepts.

Knowing when unpleasant affect is surging in a population allows us to predict and counteract violent events by using effective language and media campaigns.

Who can do this already?

Currently asking around.

Funding

What grants are there available?

NSF, DOD, Templeton

List from Northeastern Affect Lab

Individual Donors?

Team

Data Scientists

Affect Measurers (collaborate with a medical lab)

Plan of Action

Begin to establish Compassionate Technologies as research nonprofit (1-year)

Draft research methodology, research proposal

Begin contacting labs, soft circling commitment to assist if funding comes through

Apply for funding, NIH Grant Funding, Templeton, etc.