

# Evaluating the use of Emotion Recognition Technology (ERT) for consumer sentiment analysis in marketing

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Intro: 59 words

Recommendation: 0 words

59/1650 words

## I. INTRODUCTION

- Description of the ML task
- Why Ethical impact assessments are useful/necessary
- Summarise Value Sensitive Design approach
  - Description, why it is beneficial/appropriate
  - Data sources
  - Types of predictions or outputs
- Provide use cases of the system
- Generalise the use-case and mention how it could be used by other companies
- Highlight any apparent ethical issues to be considered ahead of development

Stakeholder	Values	Potential risks / harms
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## REFERENCES