

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

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Intro: 97 words

Recommendation: 80 words

177/1650 words

I. INTRODUCTION

- Description of the ML task
- Why Ethical impact assessments are useful/necessary

A key determinant of whether an advertisement will effectively capture the interest of a consumer is their immediate reaction when shown the advertisement.

II. USE OF VALUE SENSITIVE DESIGN (VSD)

- Summarise Value Sensitive Design approach
 - Description, why it is beneficial/appropriate
 - Data sources
 - Types of predictions or outputs

III. APPLICATIONS OF THE SYSTEM

- Provide use cases of the system
- Generalise the use-case and mention how it could be used by other companies

IV. IMMEDIATE ETHICAL ISSUES

- Highlight any apparent ethical issues to be considered ahead of development

Value of informed consent [1]

V. ETHICAL IMPACT ASSESSMENT

Stakeholder	Values	Potential risks / harms
Advertising Company (Direct) The company will the goal of improving retention metrics of consumers by improving advertising analytics		
Technology Developers (Direct) These are employed by the advertising company to create the technology		
Technology Providers (Direct) Description of the the stakeholder		
Bus stop/high traffic area operators/owners (Direct) Description of the the stakeholder		
Consumers (Indirect) Description of the the stakeholder		
Privacy advocates (Indirect) Description of the the stakeholder		
Regulatory bodies (Indirect) Description of the the stakeholder		
Competitors (Indirect) Description of the the stakeholder		

VI. RECOMMENDATIONS

- Guidance on data collection and preparation, task design, or task deployment
 - Technical and Non-technical Recommendations
- Utilise existing AI ethics frameworks and bias mitigation toolkits

A. *Datasets*

- Where is the documentation
- Who is included? How is it sampled? Does the distribution align with the population the algorithm is applied to?
 - If the advertising solution is outsourced to other countries or locations then the target demographic may not be the same as the one that trained the ML
- What data is collected
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BIBLIOGRAPHY

- [1] B. Friedman, P. Kahn, A. Borning, P. Zhang, and D. Galletta, "Value Sensitive Design and Information Systems," 2006, p. . doi: 10.1007/978-94-007-7844-3_4.