

Personalized

Awesomeness

On your couch.



EMOTION-AWARE TV RECOMMENDATIONS: REMOTION



A new dimension of
content suggestion



Sunrise  upc

I JUST A FEW THINGS..

01

WHY?

Why should we use emotions for recommendations?

02

WHICH?

Which data do we use ?

03

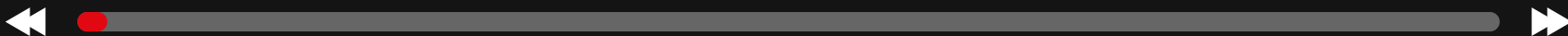
WHAT?

What's our approach, recommendations and deliverables?

04

HOW?

How can we incorporate this?



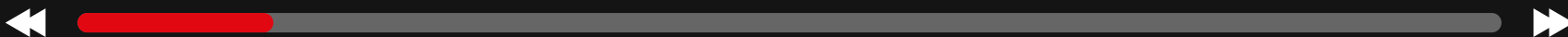
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01 WHY EMOTIONS?



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| EMOTIONS INFLUENCE..



USER SATISFACTION

Emotions play an inevitable role in product appreciation.



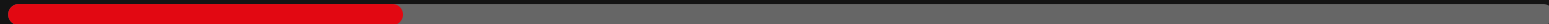
USER DECISIONS

Emotions are closely linked to decision-making.



MODEL ACCURACY

Several studies have proven that emotions improve ML models.



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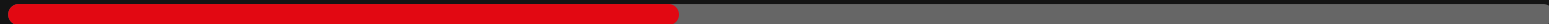
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02

WHICH
DATA?



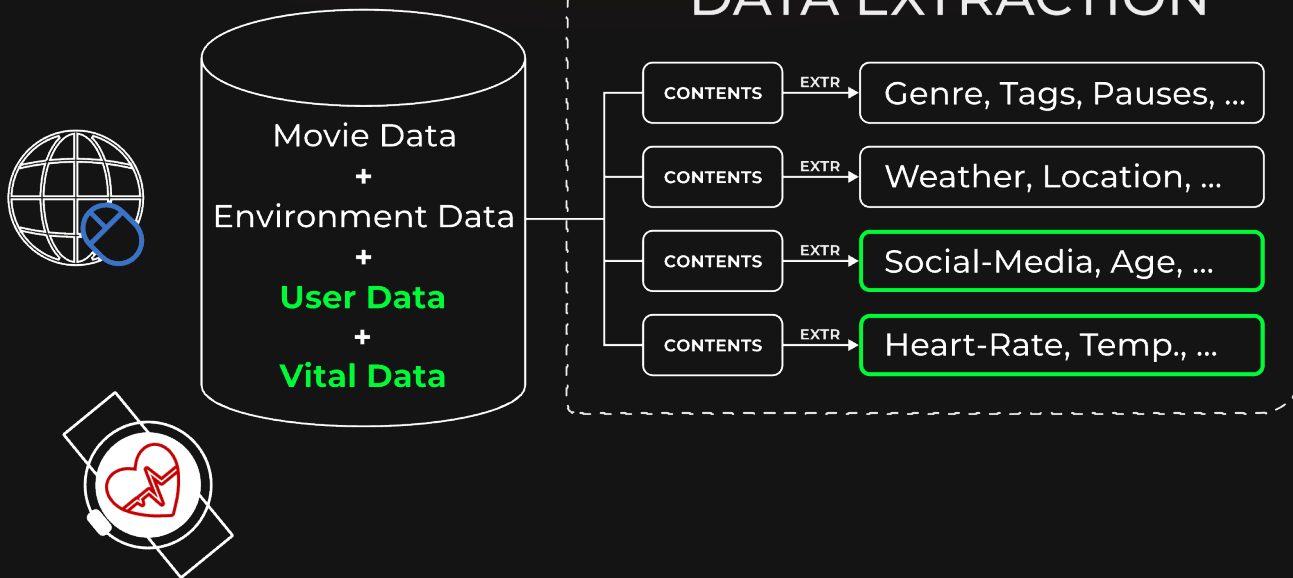
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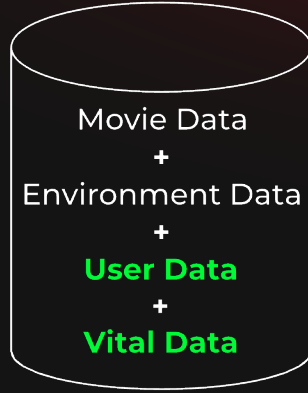
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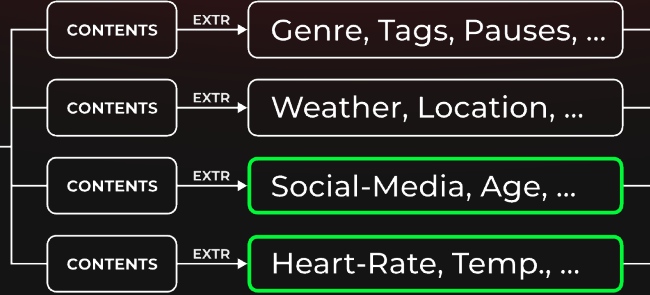
03 WHAT APPROACH?



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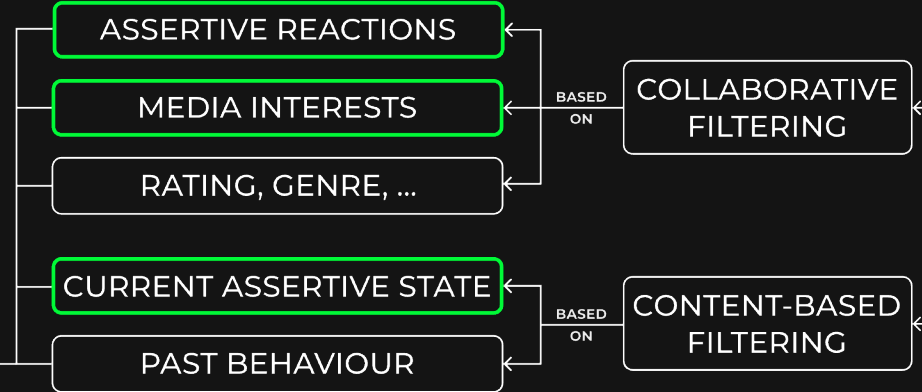
DATA EXTRACTION



PREPROCESSING



MODEL



RECOMMENDATION

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04

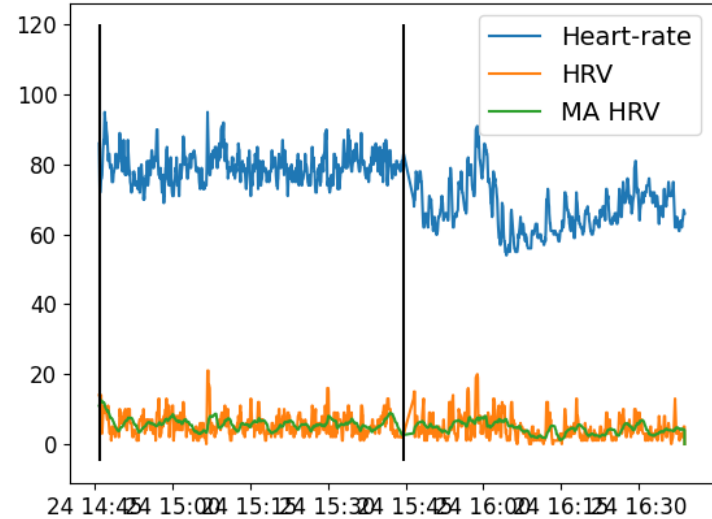
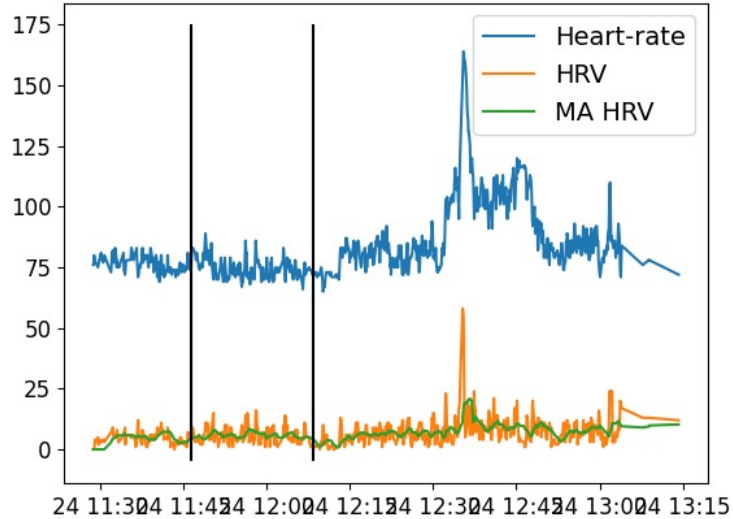
HOW TO PROCEED



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Heart-Rate and HRV of our team members at different times (the vertical lines indicate that a different person used the watch). The green line indicates the moving average of the HRV for better visualization.



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OK LET'S GOOOOO!

now

a bit later

later

a bit later
than later

FRAMEWORK

We provide this
awesome and
ambitious
framework

DATA

The only thing it
needs is the right
(amounts of) data
which we didn't
have :(

MODEL

Once the data
starts coming in
our framework will
take off!

DEPLOYMENT

Then you should
obviously release
it





I TO SUM IT UP

- Emotions can be a great way to extend traditional recommender methods
- We provide a framework for data collection and model creation for Sunrise-UPC
- According to our framework, content can be suggested based on a construct of user's emotions, personality, behaviour, preferences and environment
- We recognize that emotions and personality are complex and a challenge to map onto data
- We highlight that working with such amounts of sensitive data requires special attention to transparent and explainable approaches to prevent model bias



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**THANK
YOU!**

**WOW!
REMOTION
IS AWESOME.**

