

CS221: Project Proposal

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Introduction

Identifying information on the internet that could be potentially damaging to a brand is an important function of marketing and PR for a brand. News articles about the entire industry, a product ecosystem or the brand itself, could be relevant to a brand and impact positively or negatively. A system that provides an impact score by analyzing news and other textual documents can provide useful leads for a brand to get ahead of a PR cycle. For example, articles in Mexican national newspapers about use of guns can be relevant to NRA as a brand in North America and will be helpful for it to shape its policies.

Project Prompt

Define the input-output behavior of the system and the scope of the project. What is your evaluation metric for success? Collect some preliminary data, and give concrete examples of inputs and outputs. Implement a baseline and an oracle and discuss the gap. What are the challenges? Which topics (e.g., search, MDPs, etc.) might be able to address those challenges (at a high-level, since we haven't covered any techniques in detail at this point)? Search the Internet for similar projects and mention the related work. You should basically have all the infrastructure (e.g., building a simulator, cleaning data) completed to do something interesting by now.