

TED TALKS

Over 18 years





Helen Fisher | TED2006

Why we love, why we cheat

23:15

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Details Transcript

About the talk 35 languages

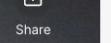
Anthropologist Helen Fisher takes on a tricky topic – love – and explains its evolution, its biochemical foundations and its social importance. She closes with a warning about the potential disaster inherent in antidepressant abuse.

This talk was presented at an official TED conference, and was featured by our editors on the home page.

ABOUT THE SPEAKER

**Helen Fisher** · Anthropologist, expert on love

Anthropologist Helen Fisher studies gender differences and the evolution of human emotions. She's best known as an expert on romantic love.



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Watch next

The brain in love

7.0M views



15:56

Aliens, love — where are they?

2.4M views



16:40

The secret to desire in a long-term relationship

18.7M views



19:10

Technology hasn't changed love. Here's why

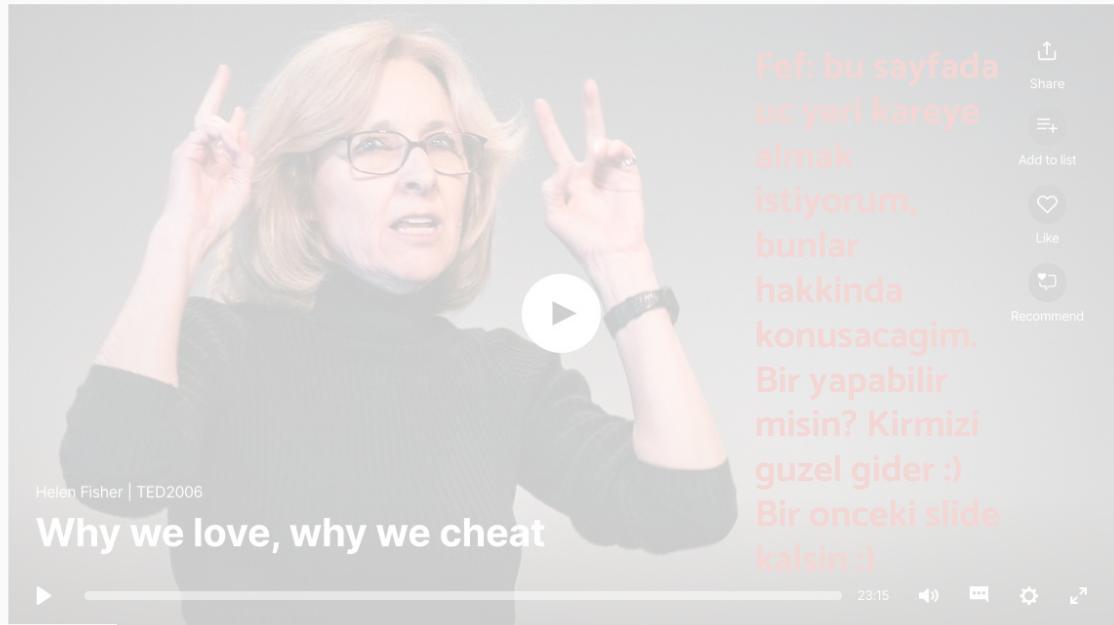
2.2M views



19:05

3 ways to build a happy marriage and avoid divorce

New Activity Feed



Helen Fisher | TED2006

Why we love, why we cheat

Fef: bu sayfada uc yeri kareye almak istiyorum, bunlar hakkında konusacagim. Bir yapabilir misin? Kirmizi guzel gider :) Bir onceki slide kalsin :)

23:15

11,977,994 views

TED2006 | February 2006

Related tags

Cognitive Science
Culture
Evolution

Details
About the talk

Transcript
35 languages

Anthropologist Helen Fisher takes on a tricky topic – love – and explains its evolution, its biochemical foundations and its social importance. She closes with a warning about the potential disaster inherent in antidepressant abuse.

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2.2M views



3 ways to build a happy marriage and avoid divorce

Married. Author. Coach

DATA & METHODOLOGY



TO
↗

DATA

4005 talks scraped (mid 2020)
w/ 18 features

- **(for NLP)** Transcripts
- **(as Metadata)**

Views, Comments, Date(Year) added

QUESTION

Over years

- Change in topics
- Change in engagement with specific topics

TOPIC MODELING

02

TOPIC MODELING

1. COUNT VECTORIZER



typical doc:

3200 words
(~10K chars)

watch:

Next Talk

3. RECOMMENDATION SYSTEM



2. LDA



find:

15 topics

search:
topic trends

4. INSPECTION- VISUAL



CLIMATE CHANGE
EDUCATION
BRAIN / ANIMAL

COMMUNITY
MEDICINE
BUSINESS / ECONOMIES

GLOBAL POLI-ECONOMIES
FOOD SYSTEMS
GAME / META

GENDER / FEMINISM(S)
DESIGN / IDEAS
TECH DEVELOPMENTS / DIGITAL

CITIES
(ORAL) CULTURE
ENERGY / EARTH

planet sea earth
climate
ocean trees
ice species carbon
global

amazing friends self house
black
community decided team
night walk

india economic
political government growth
countries
china global
africa education

women
men
woman male
girls sex black
pink female

united states police
city public
countries data
war

teachers stuff teach
students
kids god
evolution dna learning science

patient disease
blood cell health
heart cancer medical

feed night sleep
species plant eat
fish food waste

control questions
design
ideas self
science project nature beautiful

stories voice
read music word
father play hear
book language

brain blue
animal skin
image light

business market media trust
companies buy company
dollars global value

attention video art
game stuff self
reality feeling minutes
design

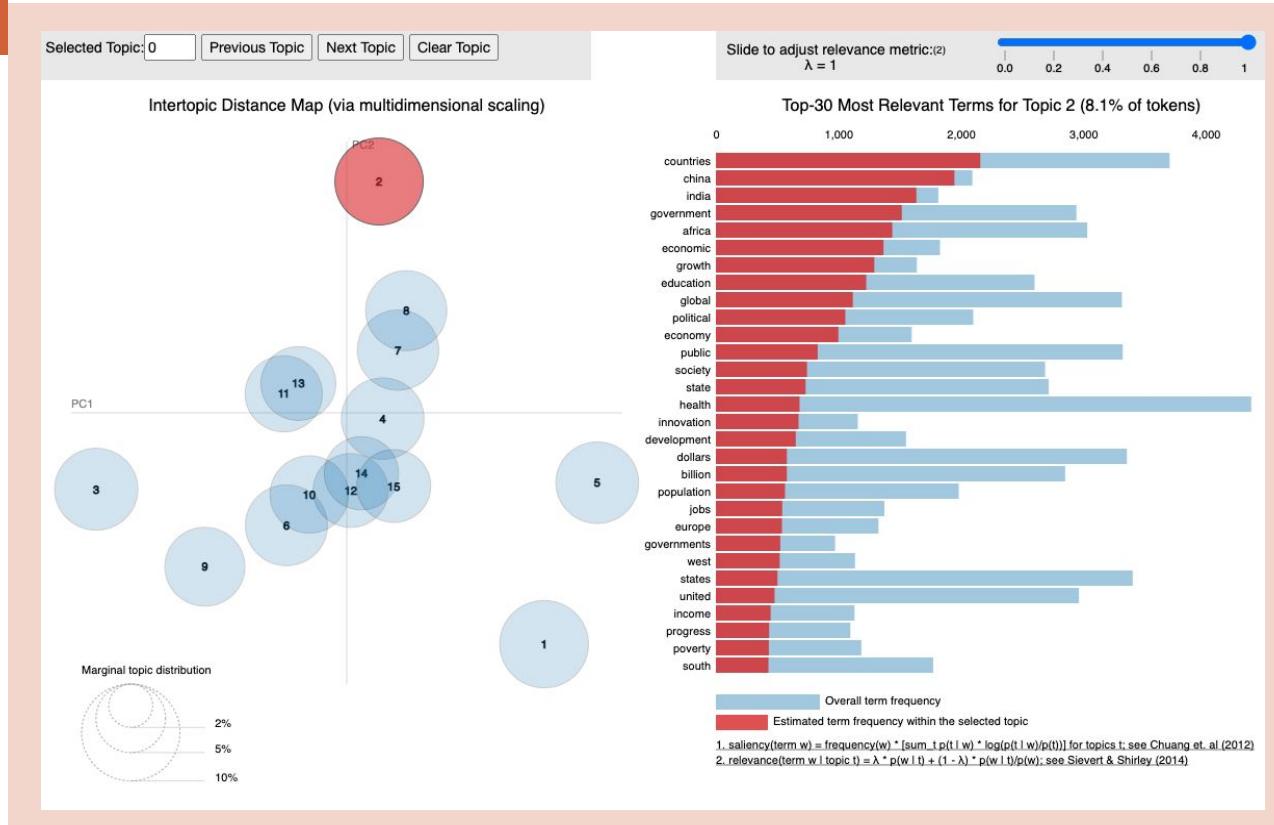
car sound language
oil data machine
video computer internet project

universe planet
energy
light sun earth
dark air solar billion

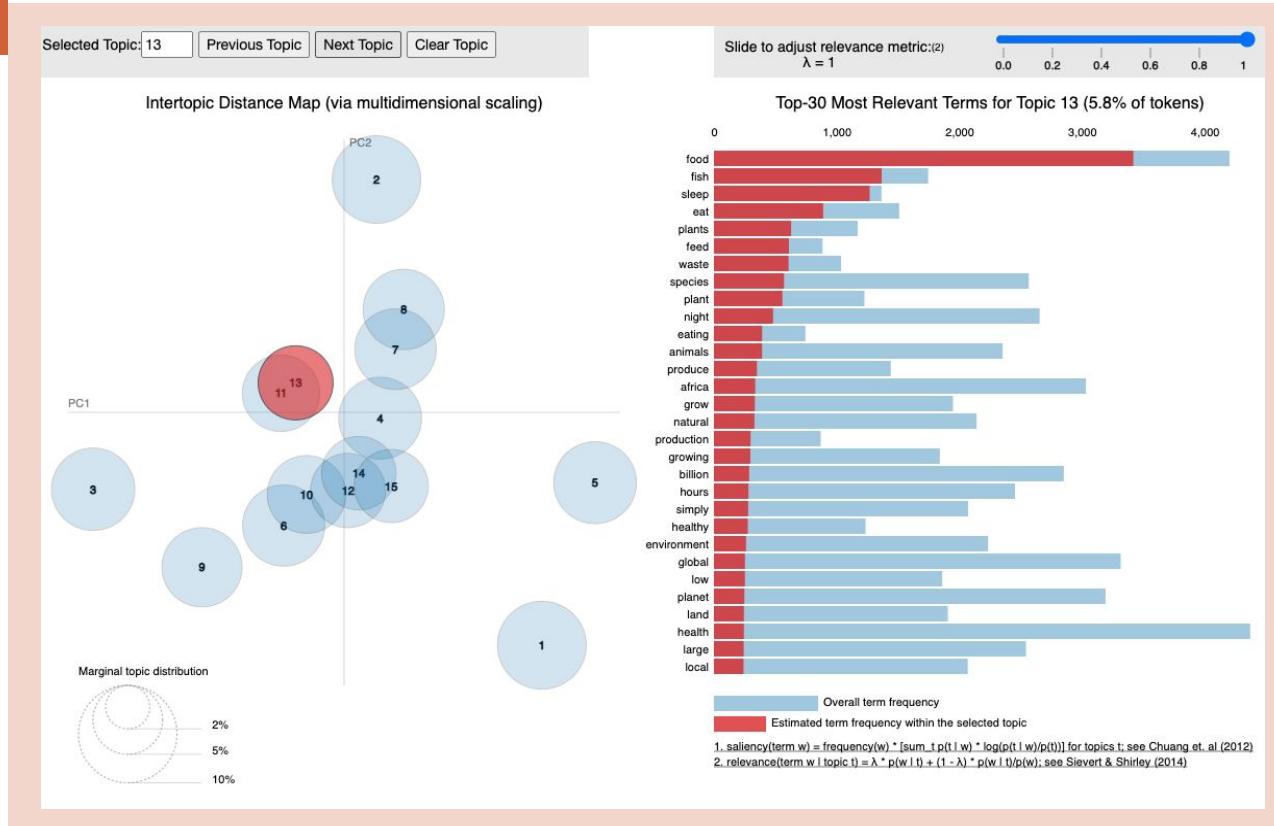
TOPICS

2.

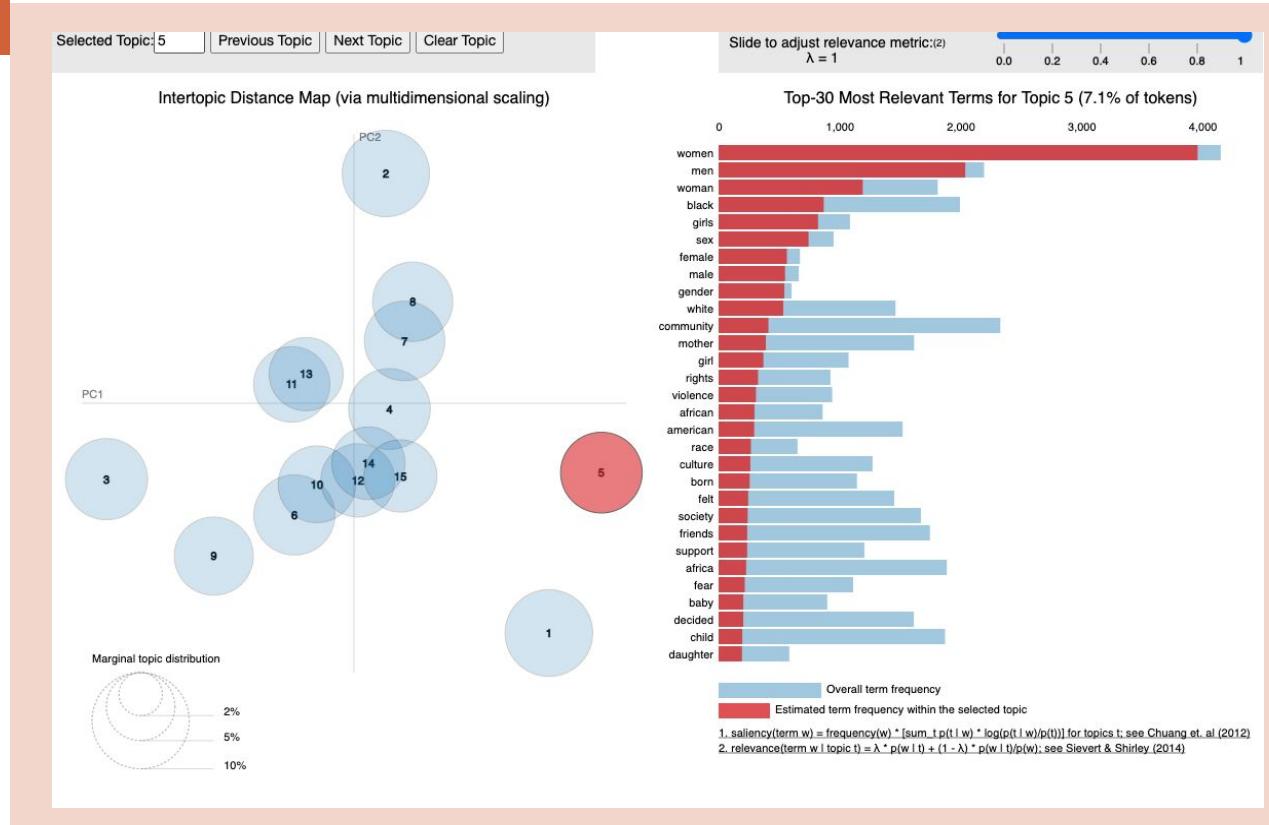
GLOBAL POLITICAL ECONOMIES



13. FOOD SYSTEMS



5. GENDER / FEMINISM(S)



GENDER + FEMINISM(S)



30

TOP TALKS

For topic GENDER / FEMINISM(S), the top talks are:

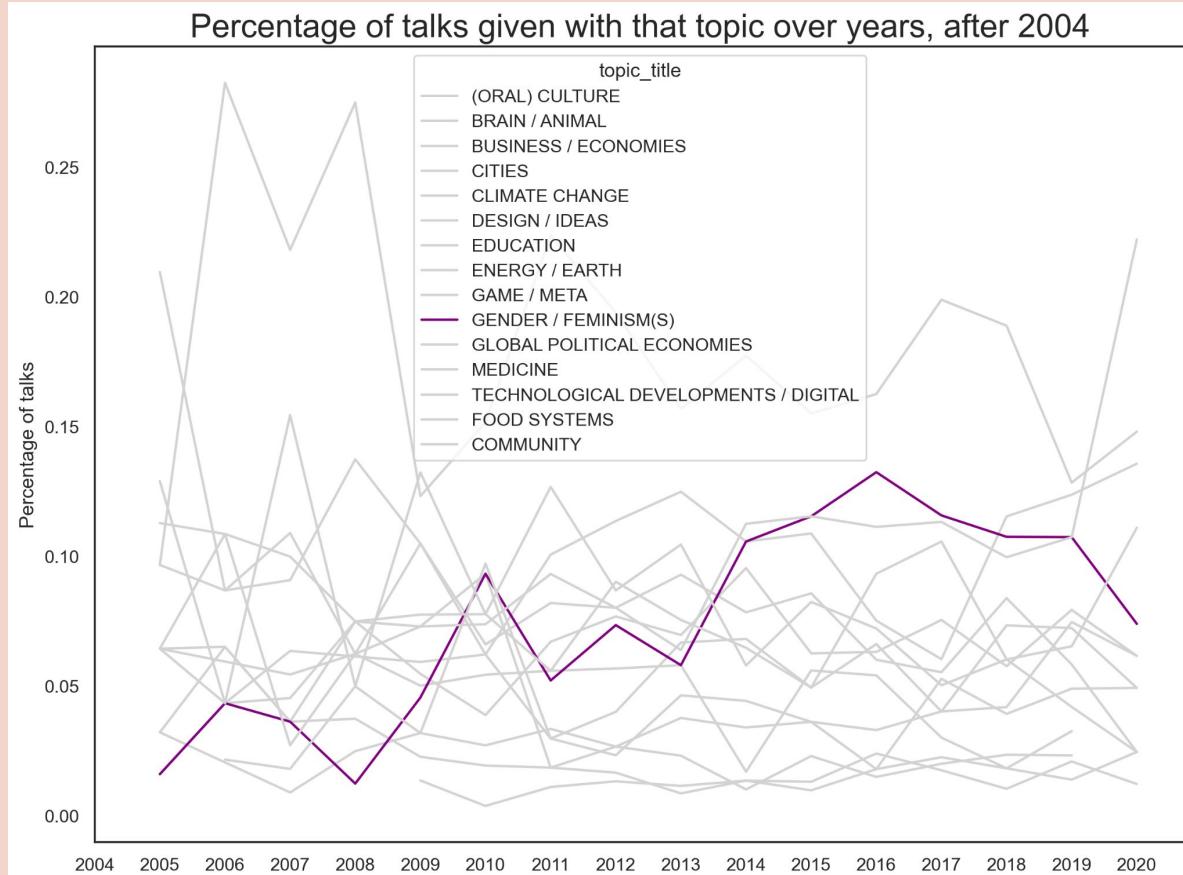
- Violence against women -- it's a men's issue
- We should all be feminists
- The urgency of intersectionality
- Why gender equality is good for everyone – men included
- The trauma of systematic racism is killing Black women. A first step toward change...
- 7 beliefs that can silence women -- and how to unlearn them
- What young women believe about their own sexual pleasure
- The political progress women have made -- and what's next
- How women in Pakistan are creating political change
- Why black girls are targeted for punishment at school -- and how to change that

3 TOP ASSOCIATIONS

- **(Oral) Culture**
- **Community**
- **Cities**

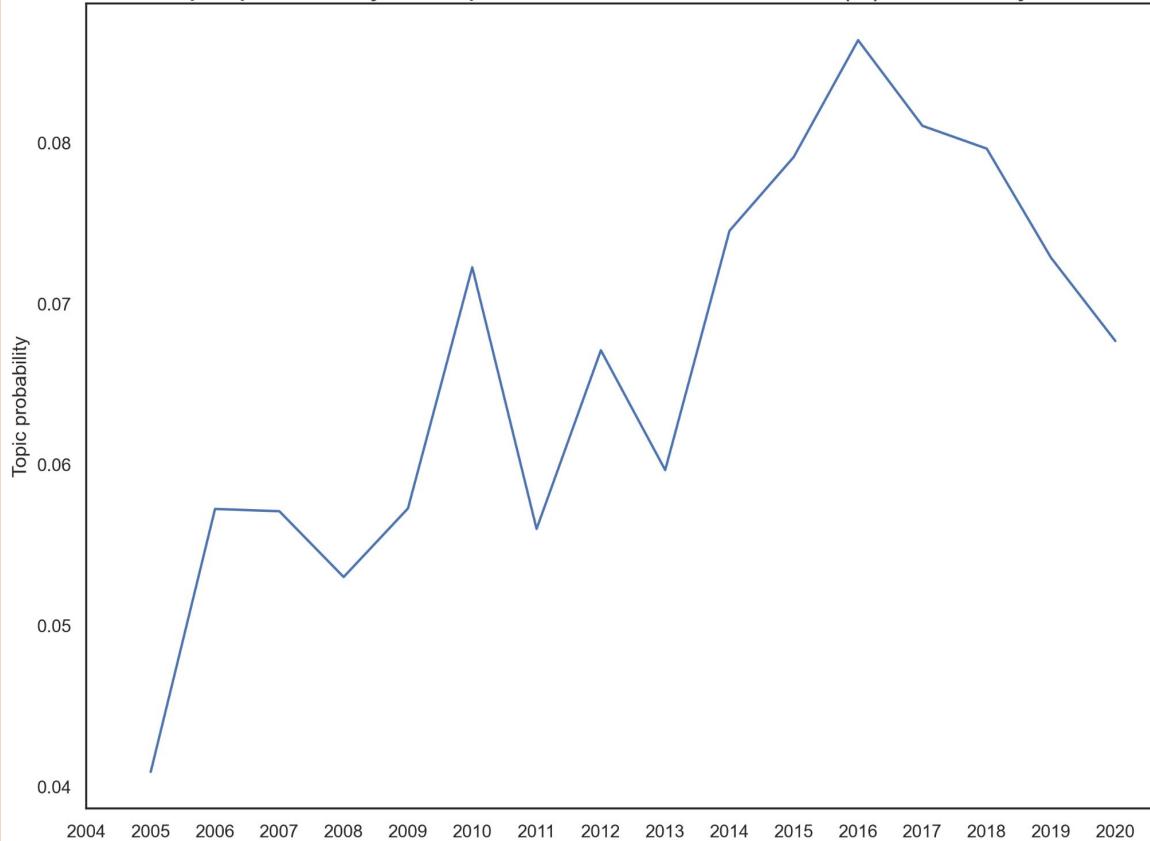
**Associated
Other
Topics**

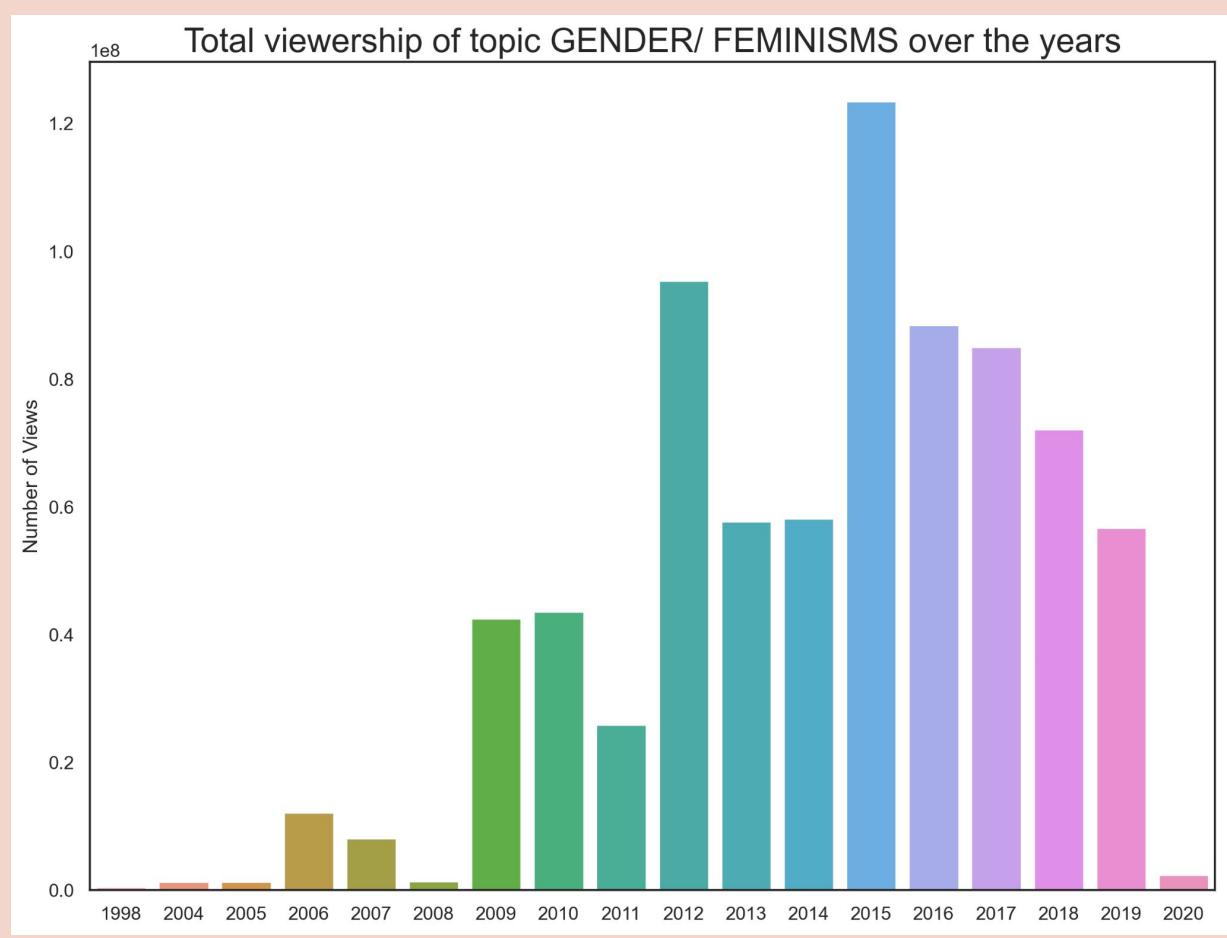
Talks Percentage FEMINISM(S)



Topic probability FEMINISM(S)

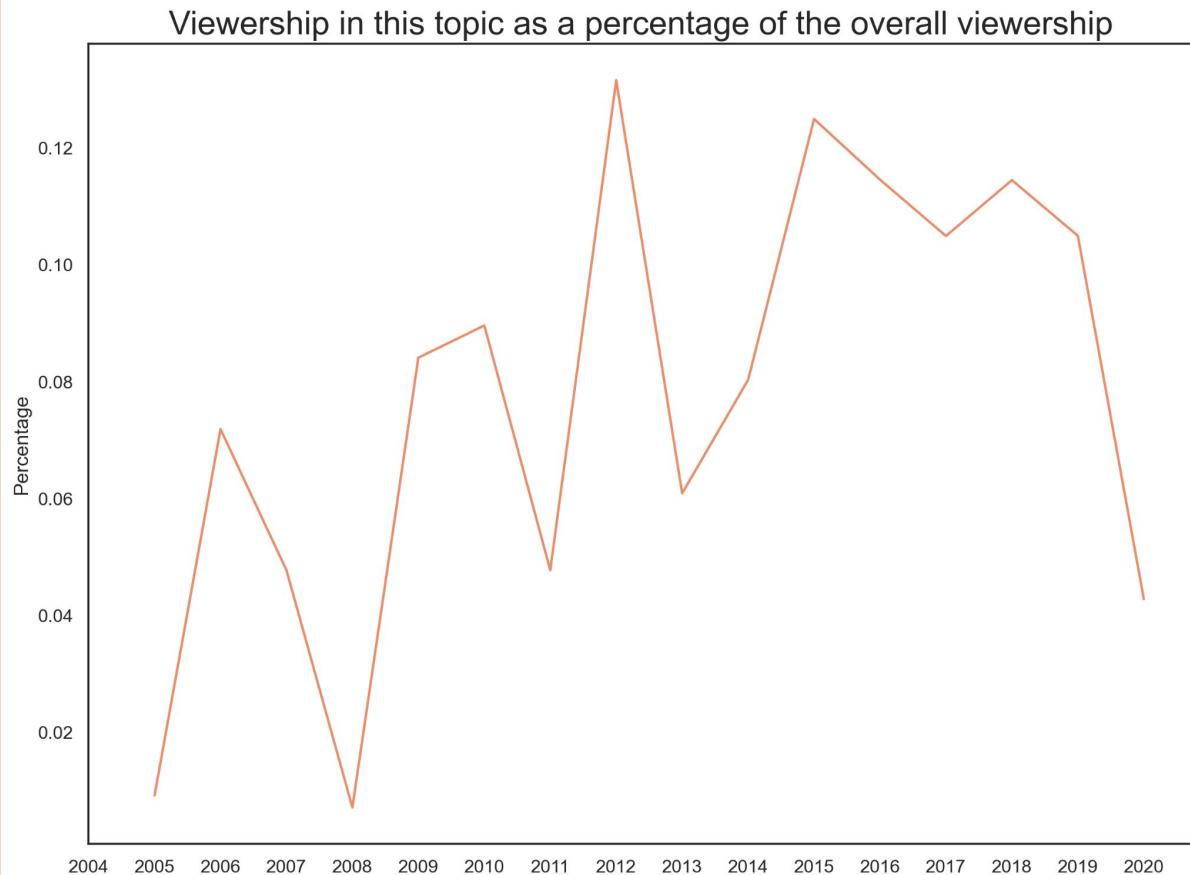
Topic probability for topic GENDER / FEMINISM(S) over the years





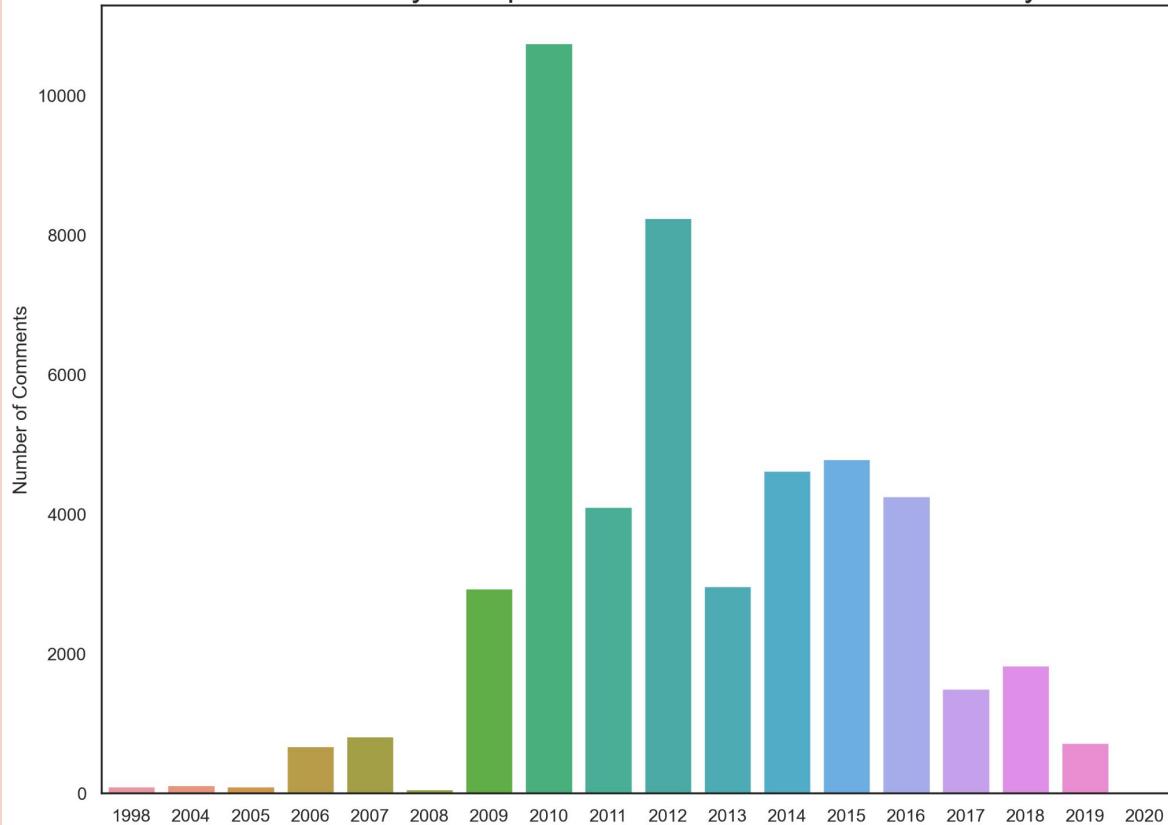
**Viewership
FEMINISM(S)**

Percentage Viewership **FEMINISM(S)**

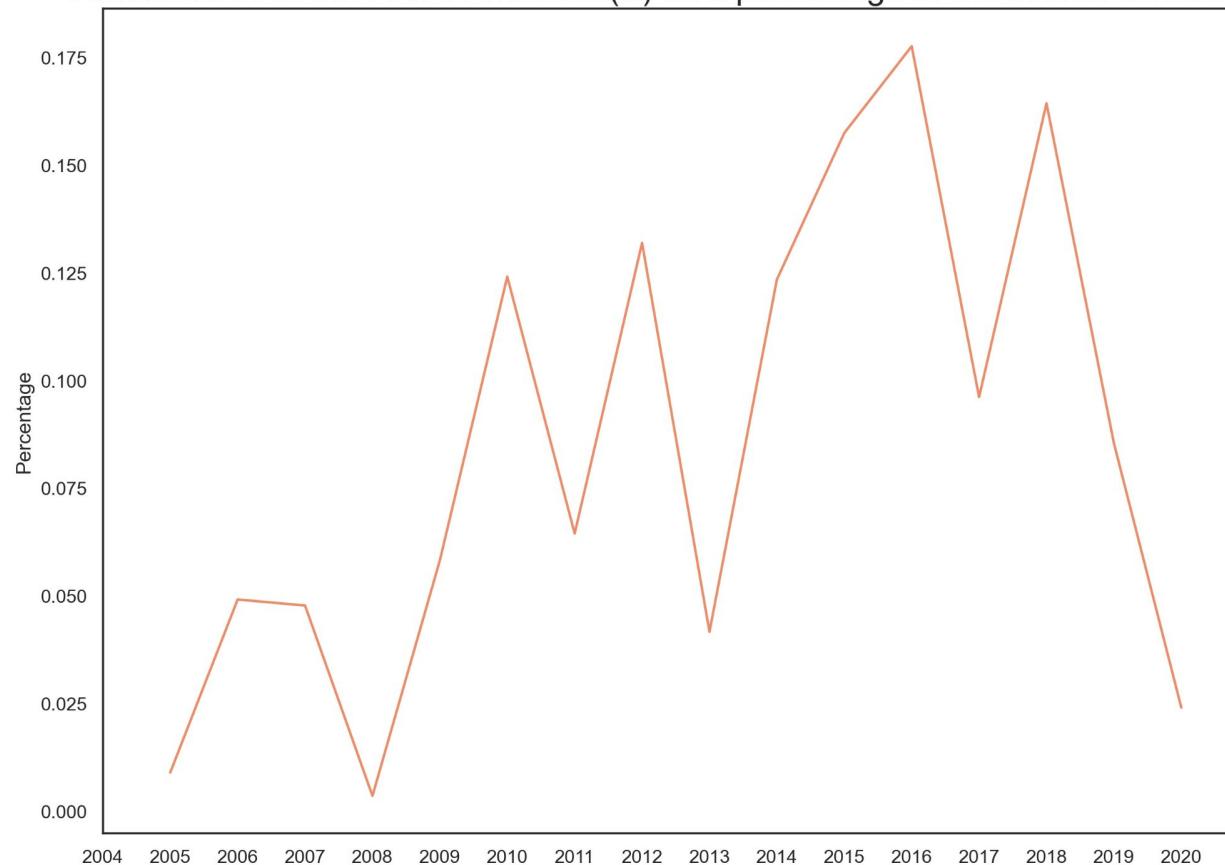


Commentary FEMINISM(S)

Total commentary on topic GENDER/ FEMINISMS over the years



Comments in GENDER / FEMINISM(S) as a percentage of the overall comments



**Percentage
Commentary
FEMINISM(S)**

CONCLUSIONS

40



Topic Relations

For Gender/ Feminisms:

(Oral) Culture,
Community,
Cities



On The Rise

Gender / Feminisms

Medicine 🎃 surprises??



Not so much

Climate Change

Education 🤓

Design / Ideas

Tech Developments/ Ideas



Talks in G/F

Overall: ↑

Percentage: ↑

Probability of topic: high



Viewership G/F

Overall:

increase (around 2015)

Percentage: Same

Comments G/F

Overall:

Until 2012 ↑, then ↓

Percentage: Same

FURTHER WORK

CO
05

REC - SYS

Improve the recommendation system

REC - SYS

Compare with Watch Next!

SUB - TOPIC MODELING

Within the topics, are there further topics?

CLUSTERING

For tagging - incorporate into RecSys

QUESTIONS?

Presentation template by Slidesgo

Cover/Q Photo by James Duncan Davidson

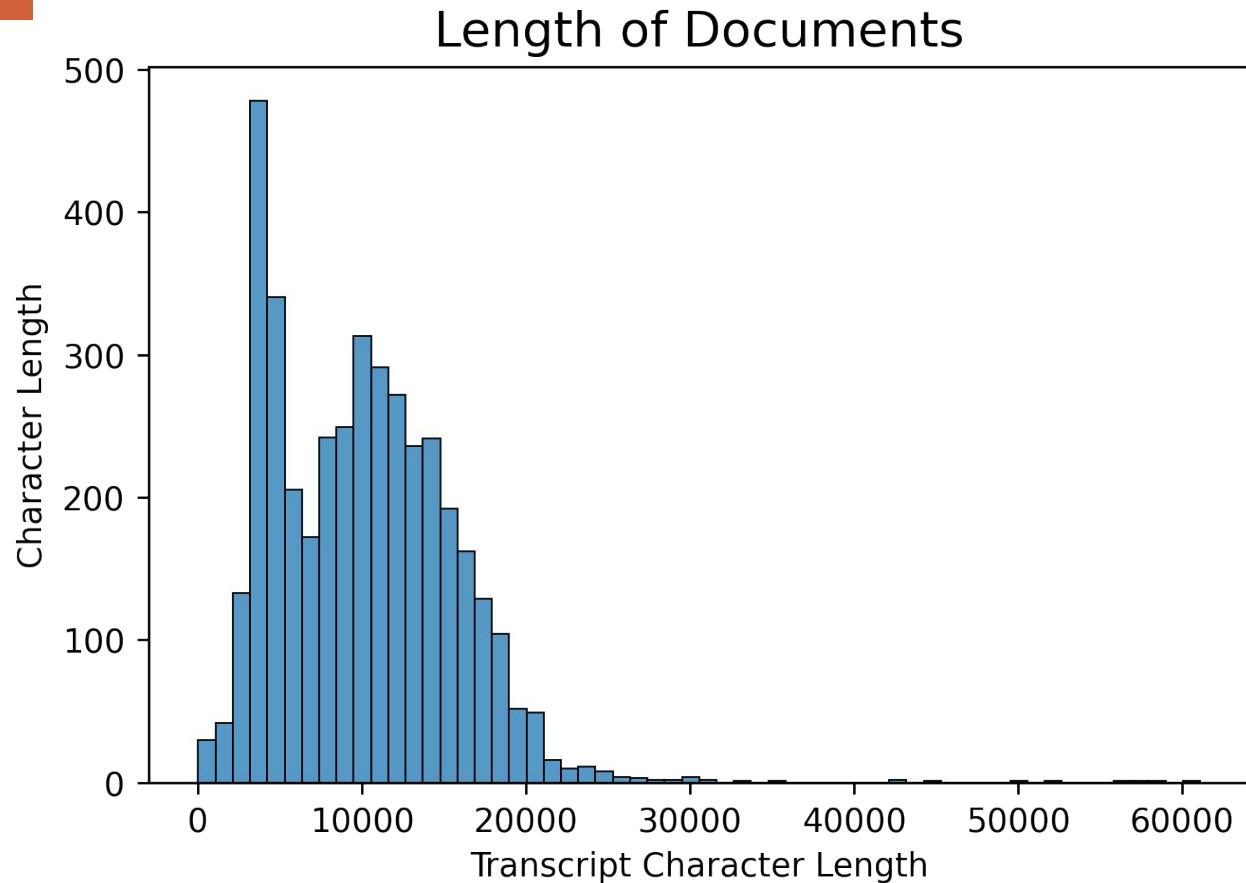
Separator Photo by Aatik Tasneem on
Unsplash

& APPENDIX



DATA

Length of Documents



Original Dataframe

In [3]: `ted.head(5)`

Out[3]:

			talk_id	title	speaker_1	all_speakers	occupations	about_speakers	views	recorded_date	published_date	event	native_lang	available_lang	co
0	1	Averting the climate crisis	Al Gore	{0: 'Al Gore'}	{0: ['climate advocate']}	{0: 'Nobel Laureate Al Gore focused the world...'	3523392	2006-02-25	2006-06-27	TED2006	en	['ar', 'bg', 'cs', 'de', 'el', 'en', 'es', 'fa...', 'fr', 'it', 'pt', 'ru', 'tr']	en	['ar', 'bg', 'cs', 'de', 'el', 'en', 'es', 'fa...', 'fr', 'it', 'pt', 'ru', 'tr']	
1	92	The best stats you've ever seen	Hans Rosling	{0: 'Hans Rosling'}	{0: ['global health expert; data visionary']}	{0: 'In Hans Rosling's hands, data sings. Glob...', 1: 'Hans Rosling is a Swedish statistician and...}'}	14501685	2006-02-22	2006-06-27	TED2006	en	['ar', 'az', 'bg', 'bn', 'bs', 'cs', 'da', 'de...', 'fr', 'it', 'pt', 'ru', 'tr']	en	['ar', 'az', 'bg', 'bn', 'bs', 'cs', 'da', 'de...', 'fr', 'it', 'pt', 'ru', 'tr']	
2	7	Simplicity sells	David Pogue	{0: 'David Pogue'}	{0: ['technology columnist']}	{0: 'David Pogue is the personal technology co...'	1920832	2006-02-24	2006-06-27	TED2006	en	['ar', 'bg', 'de', 'el', 'en', 'es', 'fa', 'fr...', 'it', 'pt', 'ru', 'tr']	en	['ar', 'bg', 'de', 'el', 'en', 'es', 'fa', 'fr...', 'it', 'pt', 'ru', 'tr']	
3	53	Greening the ghetto	Majora Carter	{0: 'Majora Carter'}	{0: ['activist for environmental justice']}	{0: 'Majora Carter redefined the field of envi...', 1: 'Majora Carter is an environmental activist and...}'}	2664069	2006-02-26	2006-06-27	TED2006	en	['ar', 'bg', 'bn', 'ca', 'cs', 'de', 'en', 'es...', 'fr', 'it', 'pt', 'ru', 'tr']	en	['ar', 'bg', 'bn', 'ca', 'cs', 'de', 'en', 'es...', 'fr', 'it', 'pt', 'ru', 'tr']	
4	66	Do schools kill creativity?	Sir Ken Robinson	{0: 'Sir Ken Robinson'}	{0: ['author', 'educator']}	{0: "Creativity expert Sir Ken Robinson challe...", 1: "Sir Ken Robinson is an English author and...}'}	65051954	2006-02-25	2006-06-27	TED2006	en	['af', 'ar', 'az', 'be', 'bg', 'bn', 'ca', 'cs...', 'de', 'en', 'es', 'fr', 'it', 'pt', 'ru', 'tr']	en	['af', 'ar', 'az', 'be', 'bg', 'bn', 'ca', 'cs...', 'de', 'en', 'es', 'fr', 'it', 'pt', 'ru', 'tr']	

Sample Document

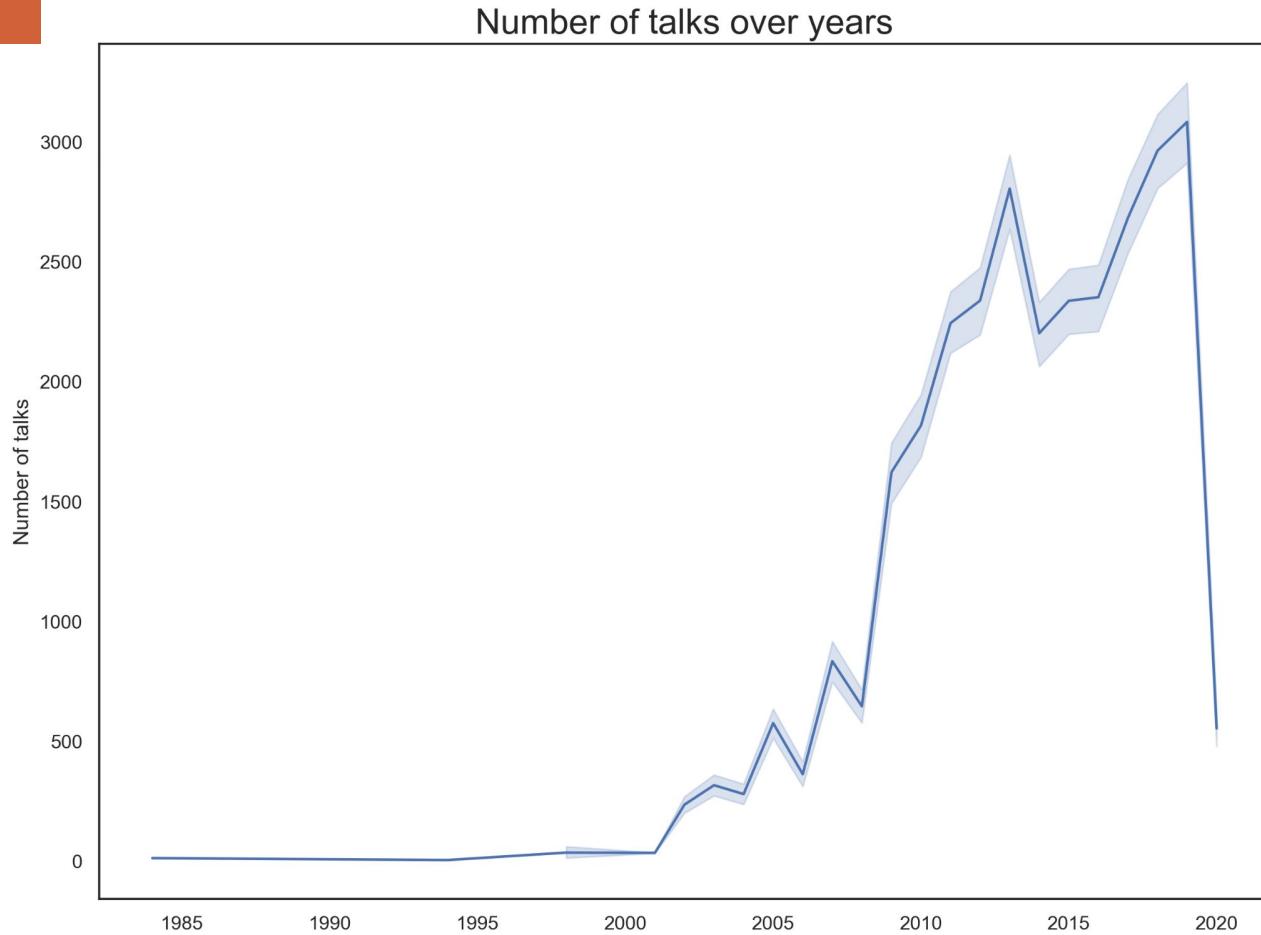
Let's take a look at the feature we're going to use for our NLP process.

```
In [4]: ted.iloc[0, 18]
```

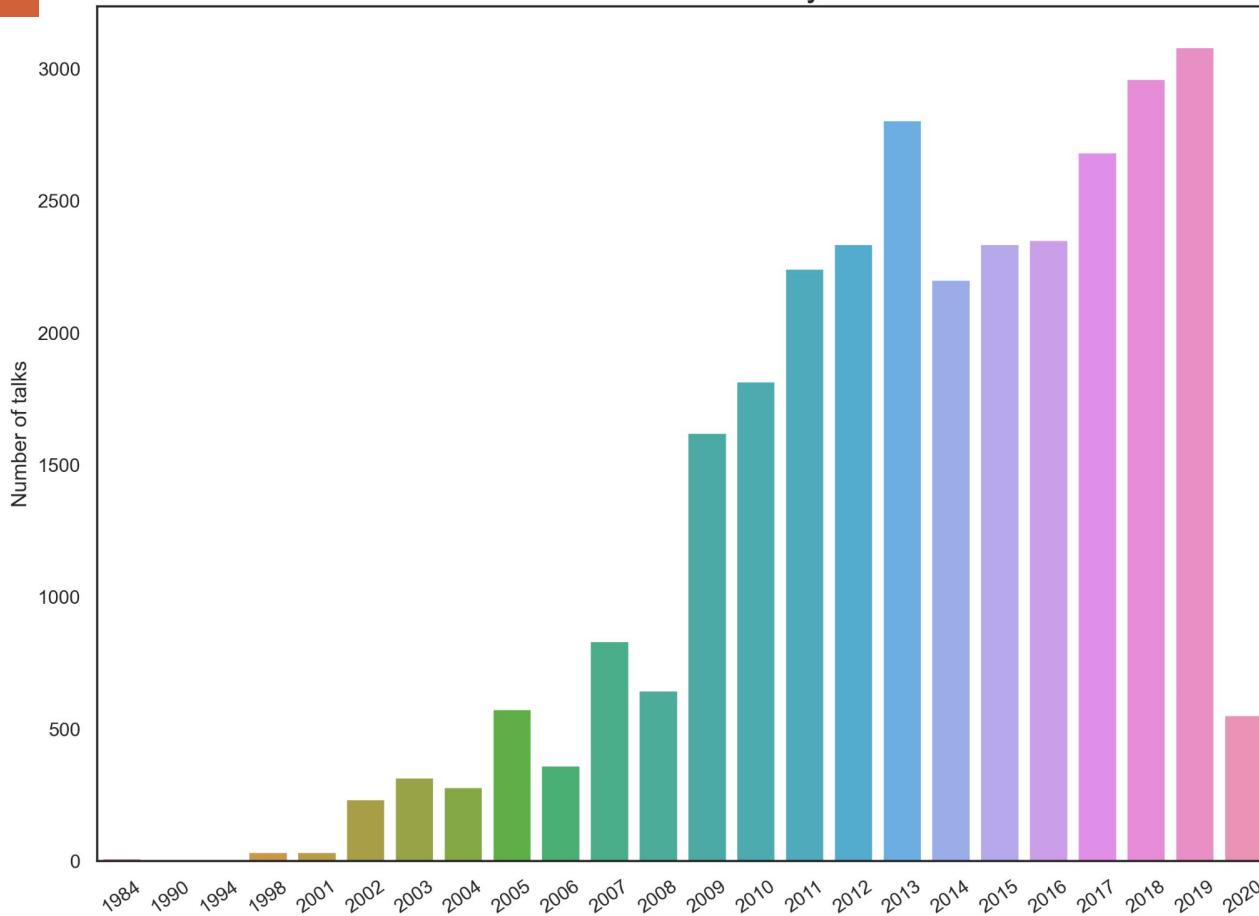
```
Out[4]: 'Thank you so much, Chris. And it\'s truly a great honor to have the opportunity to come to this stage twice; I\'m extremely grateful. I have been blown away by this conference, and I want to thank all of you for the many nice comments about what I had to say the other night. And I say that sincerely, partly because (Mock sob) I need that. (Laughter) Put yourselves in my position. (Laughter) I flew on Air Force Two for eight years. (Laughter) Now I have to take off my shoes or boots to get on an airplane! (Laughter) (Applause) I'll tell you one quick story to illustrate what that's been like for me. (Laughter) It's a true story – every bit of this is true. Soon after Tipper and I left the – (Mock sob) White House – (Laughter) we were driving from our home in Nashville to a little farm we have 50 miles east of Nashville. Driving ourselves. (Laughter) I know it sounds like a little thing to you, but – (Laughter) I looked in the rear-view mirror and all of a sudden it just hit me. There was no motorcade back there. (Laughter) You've heard of phantom limb pain? (Laughter) This was a rented Ford Taurus. (Laughter) It was dinnertime, and we started looking for a place to eat. We were on I-40. We got to Exit 238, Lebanon, Tennessee. We got off the exit, we found a Shoney's restaurant. Low-cost family restaurant chain, for those of you who don't know it. We went in and sat down at the booth, and the waitress came over, made a big commotion over Tipper. (Laughter) She took our order, and then went to the couple in the booth next to us, and she lowered her voice so much, I had to really strain to hear what she was saying. And she said "Yes, that's former Vice President Al Gore and his wife, Tipper." And the man said, "He's come down a long way, hasn't he?" (Laughter) (Applause) There've been kind of a series of epiphanies. (Laughter) The very next day, continuing the totally true story, I got on a G-V to fly to Africa to make a speech in Nigeria, in the city of Lagos, on the topic of energy. And I began the speech by telling them the story of what had just happened the day before in Nashville. And I told it pretty much the same way I've just shared it with you: Tipper and I were driving
```

TOPIC MODELING

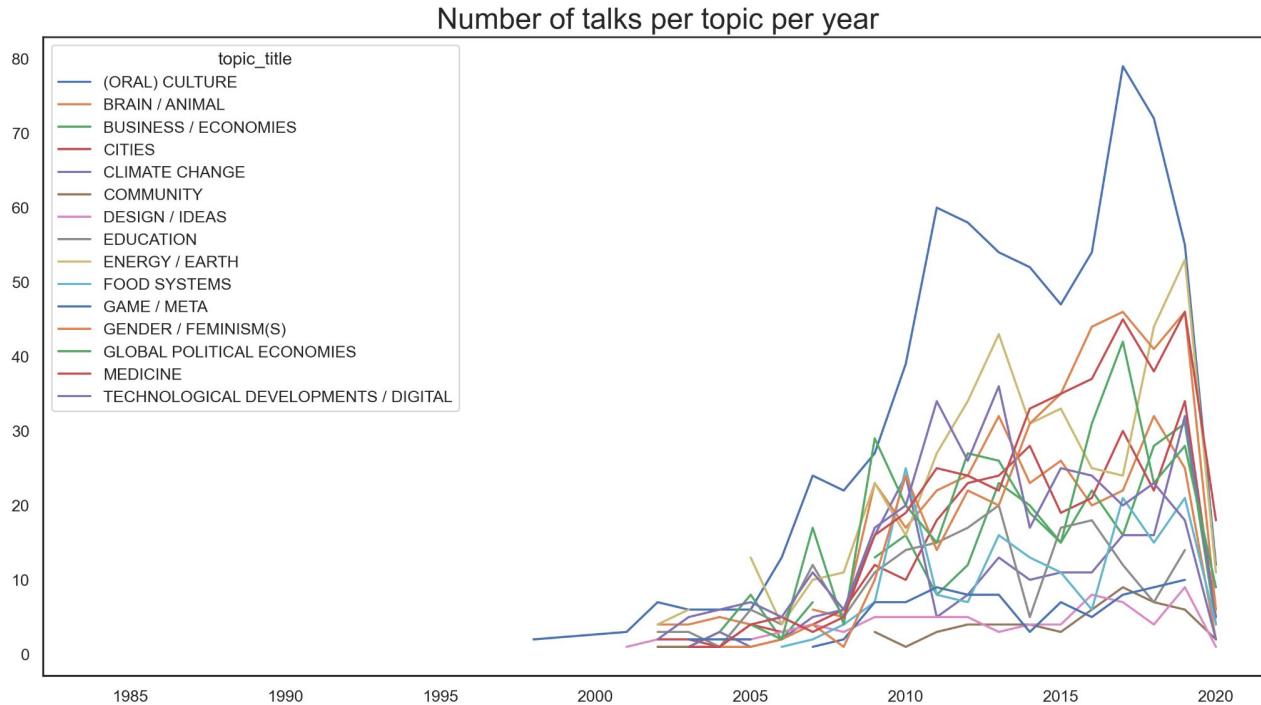
Number of Talks over years



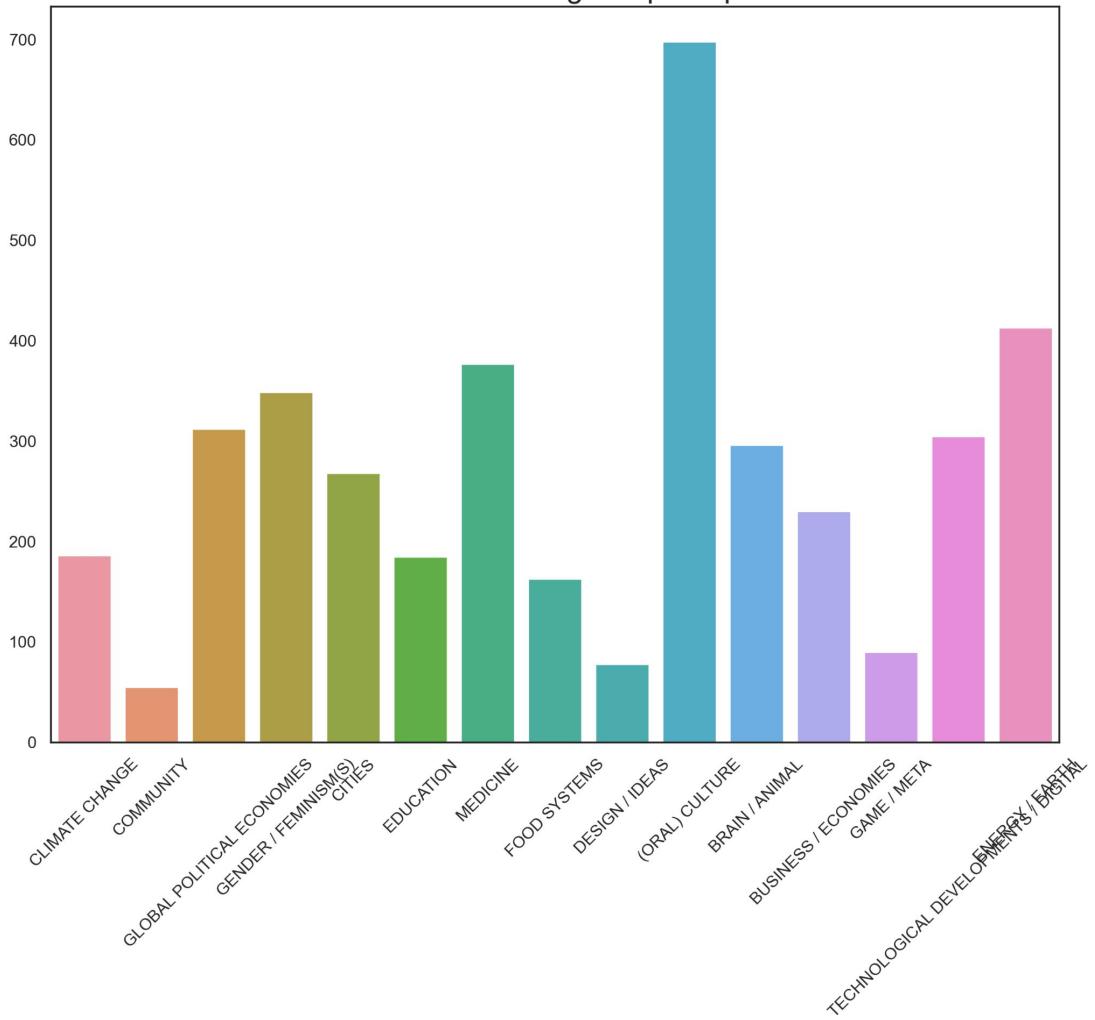
Number of Talks over years



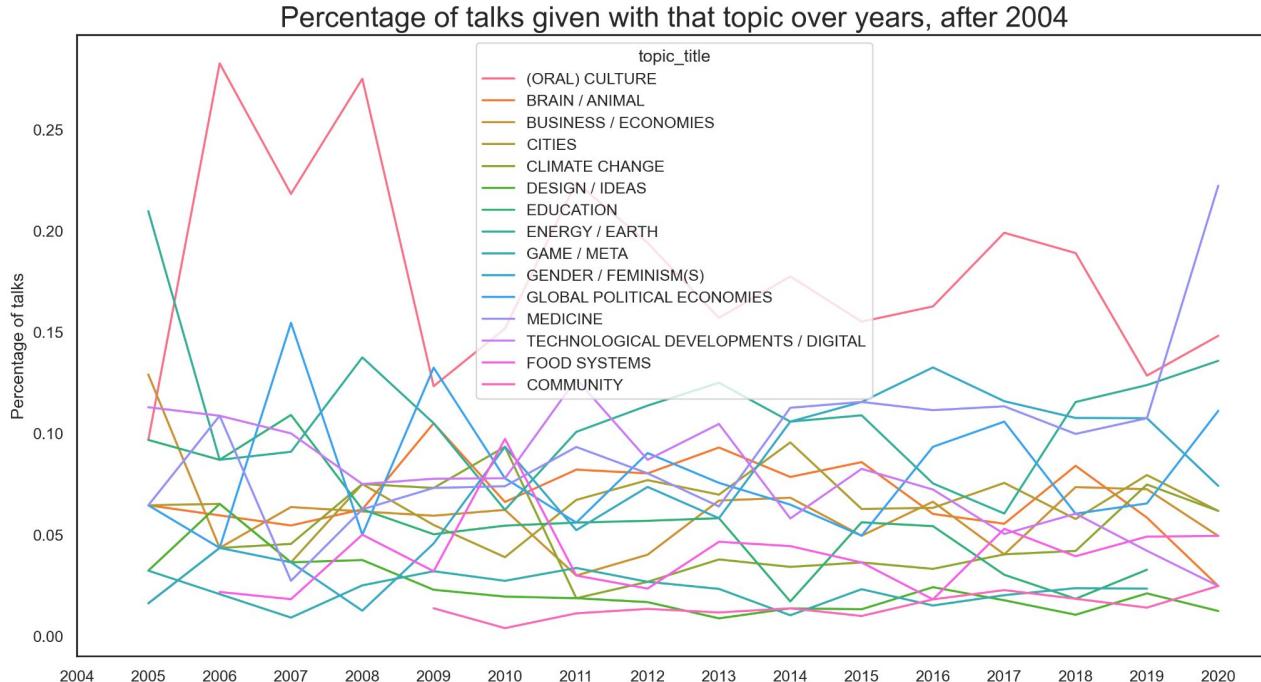
Number of Talks per topic per year



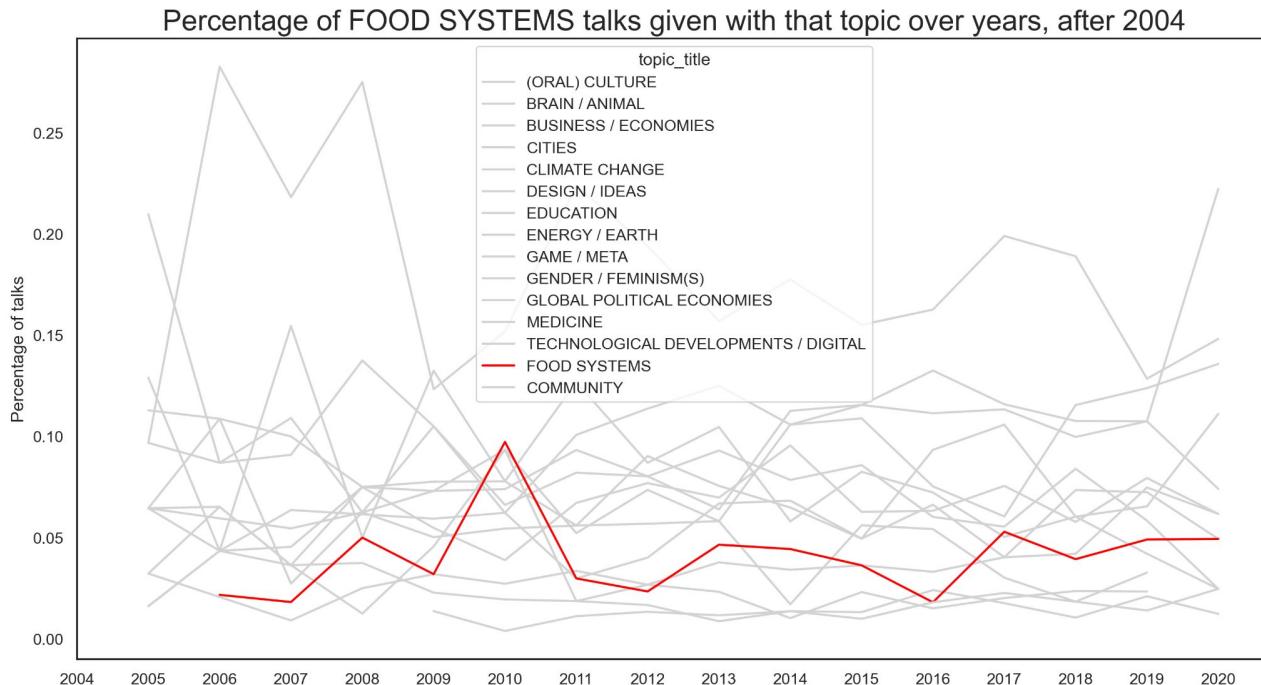
Number of Talks per topic



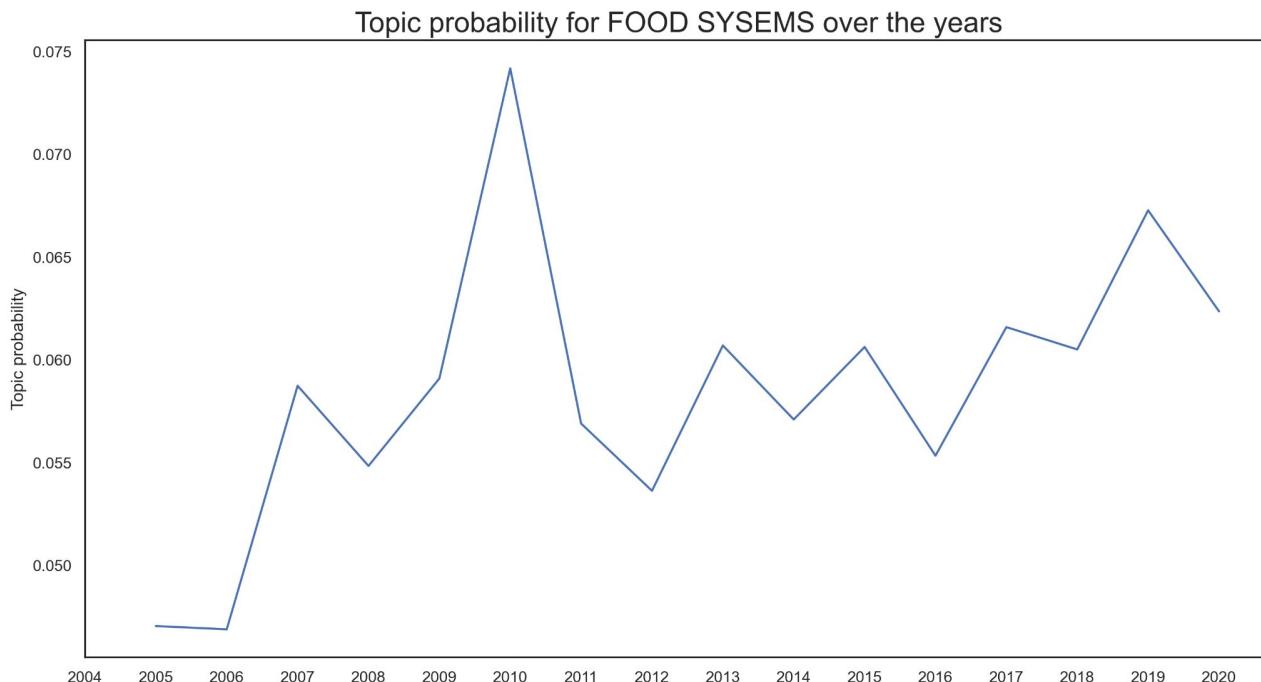
Percentage of Talks per topic per year

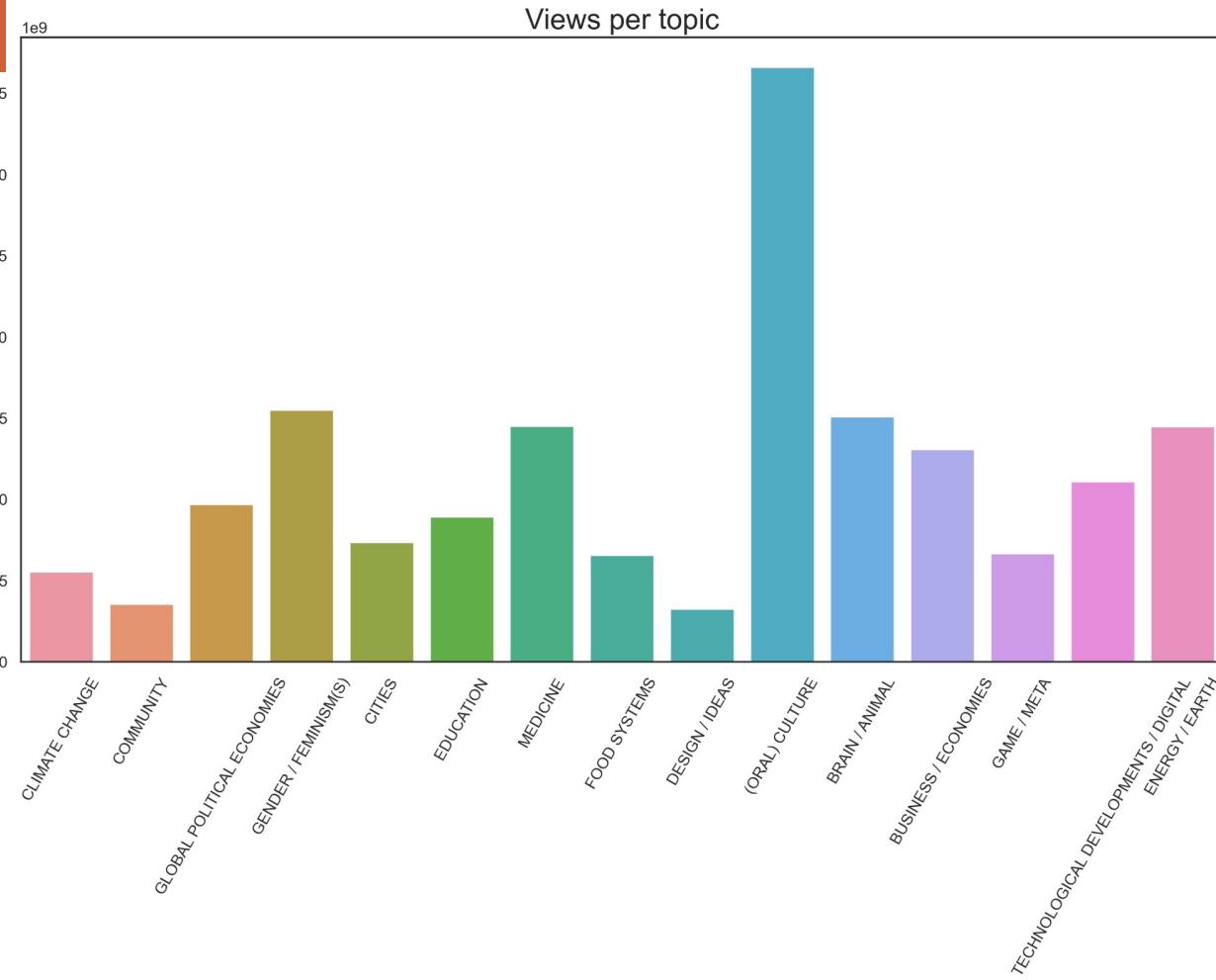


Percentage of Talks FOOD SYSTEMS per year



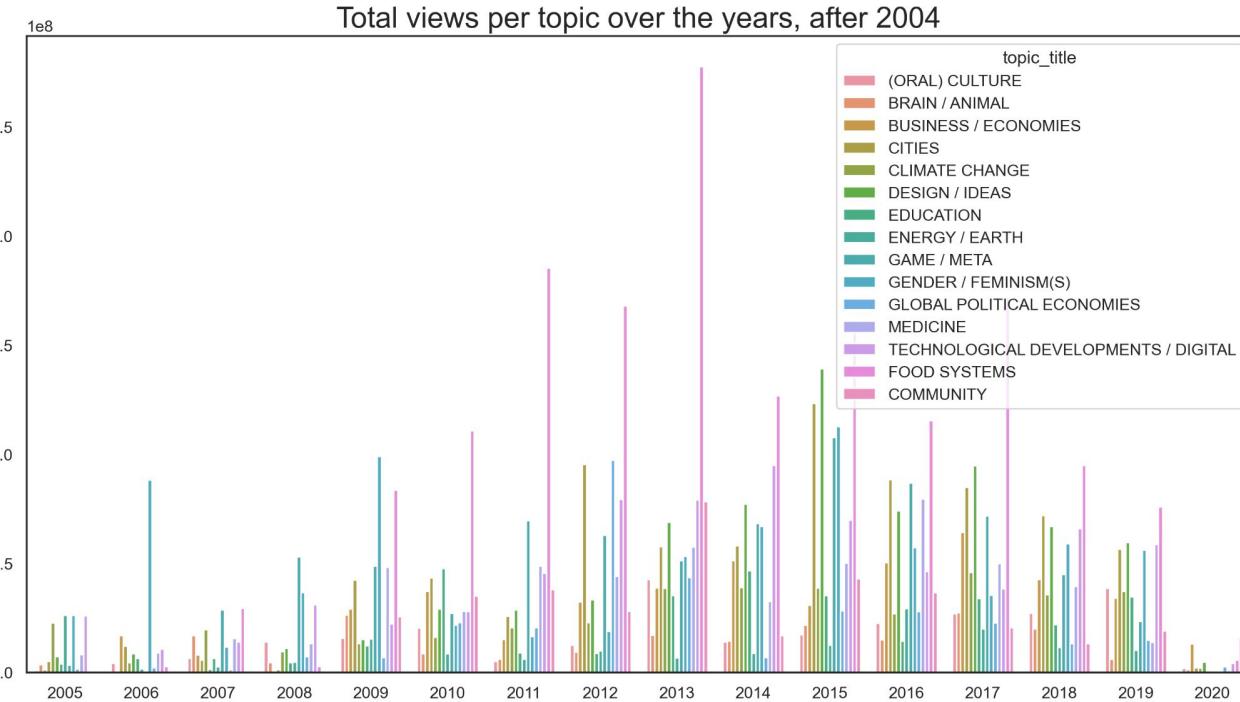
Topic Probability FOOD SYSTEMS over years



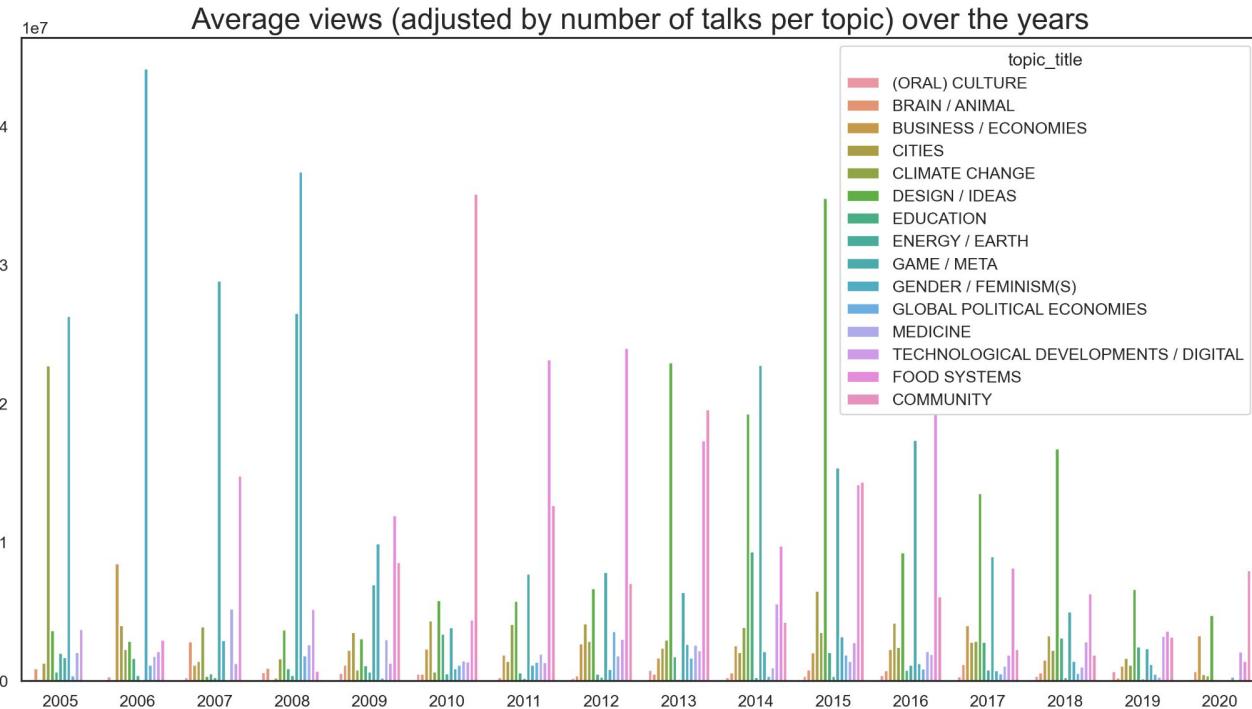


Views
per topic

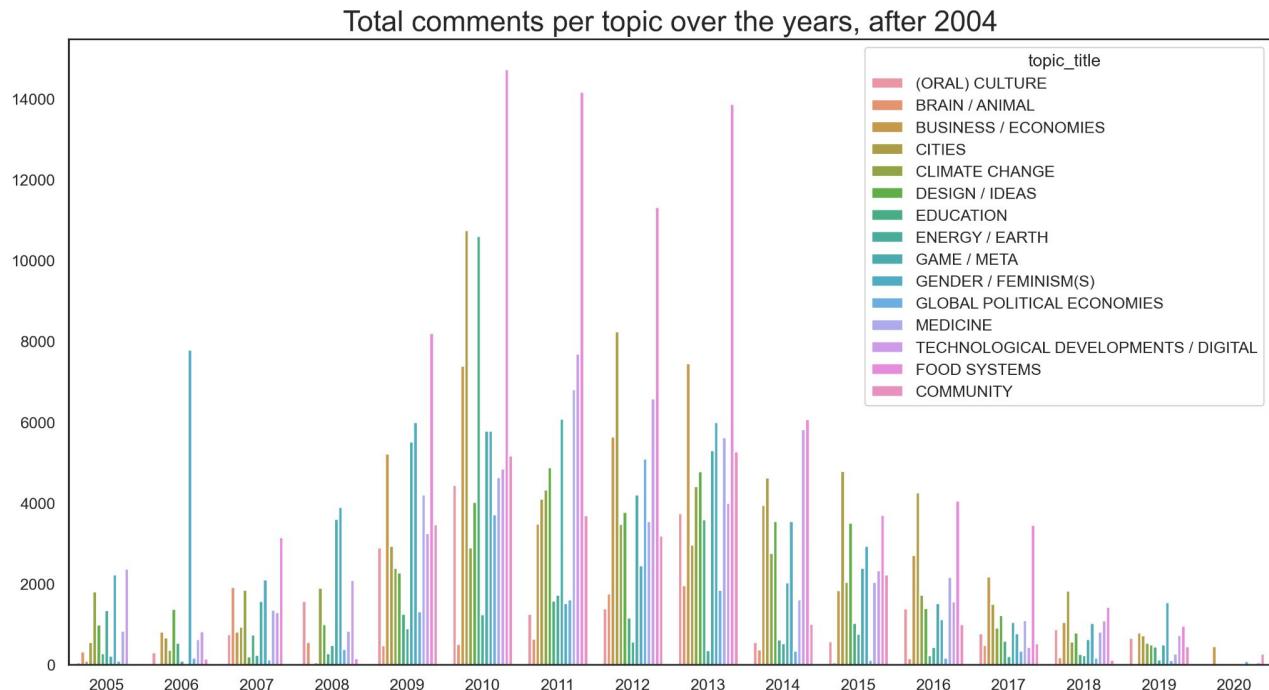
Total views per topic over years



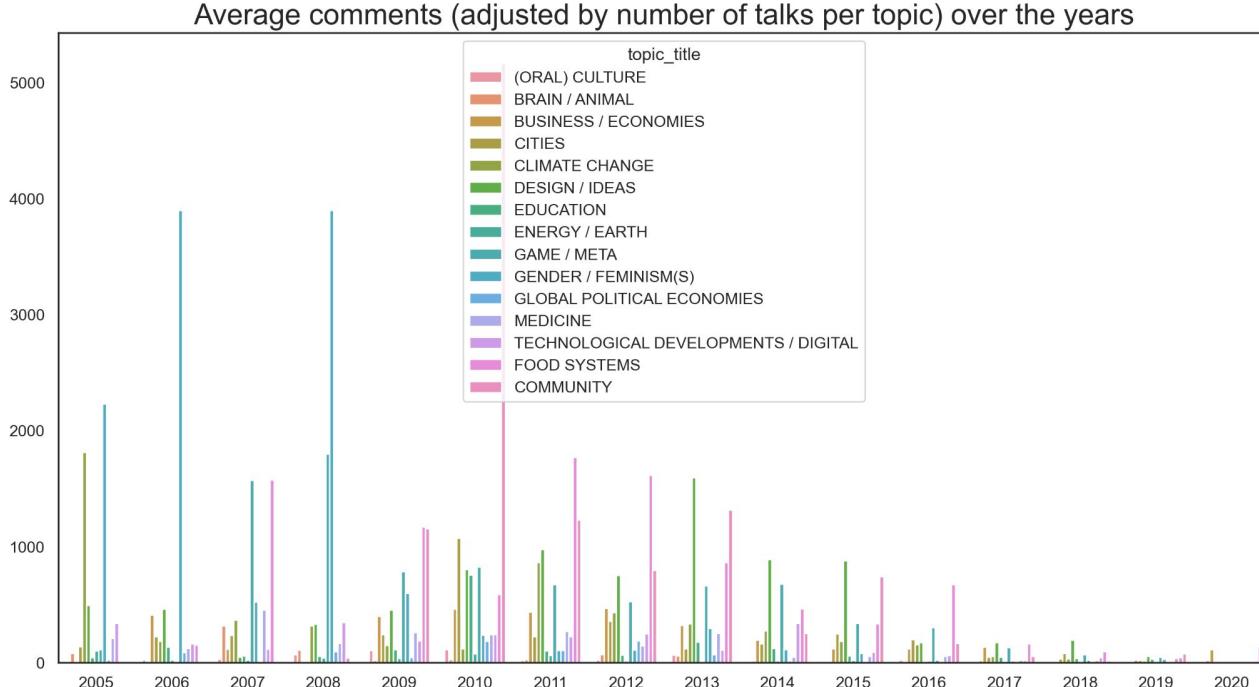
Average views per topic over years



Total comments per topic over years



Average comments per topic over years



FEMINISM(S)

Associated Topics

With feminisms, chances of seeing topic 0: CLIMATE CHANGE is 0.04448424068767903.

With feminisms, chances of seeing topic 1: COMMUNITY is 0.06065902578796561.

With feminisms, chances of seeing topic 2: GLOBAL POLITICAL ECONOMIES is 0.05868194842406877.

With feminisms, chances of seeing topic 3: GENDER / FEMINISM(S) is 0.2571146131805157.

With feminisms, chances of seeing topic 4: CITIES is 0.05943553008595991.

With feminisms, chances of seeing topic 5: EDUCATION is 0.04957593123209164.

With feminisms, chances of seeing topic 6: MEDICINE is 0.050948424068767914.

With feminisms, chances of seeing topic 7: FOOD SYSTEMS is 0.04588825214899714.

With feminisms, chances of seeing topic 8: DESIGN / IDEAS is 0.052515759312320914.

With feminisms, chances of seeing topic 9: (ORAL) CULTURE is 0.08203438395415469.

With feminisms, chances of seeing topic 10: BRAIN / ANIMAL is 0.04636103151862462.

With feminisms, chances of seeing topic 11: BUSINESS / ECONOMIES is 0.056896848137535795.

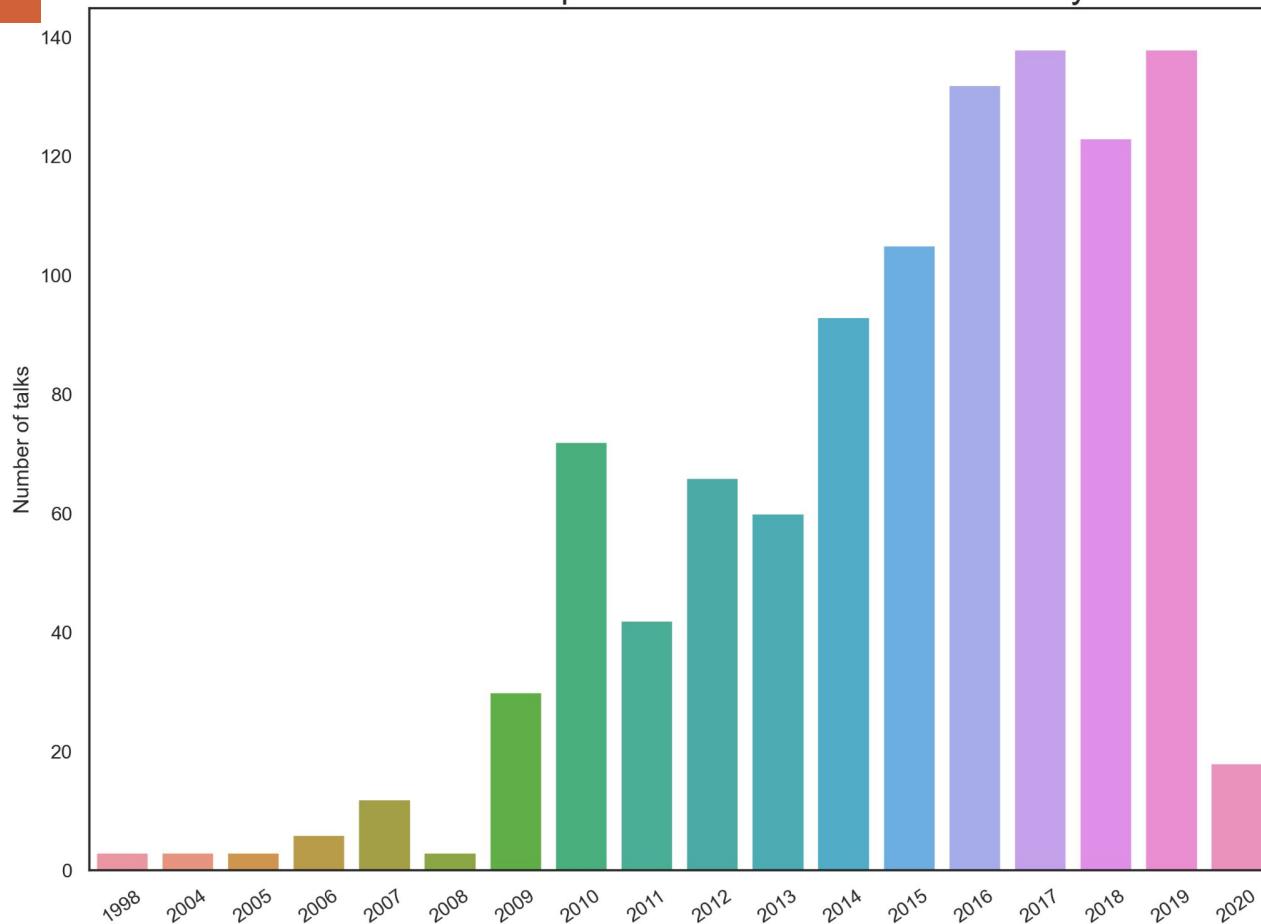
With feminisms, chances of seeing topic 12: GAME / META is 0.051833810888252126.

With feminisms, chances of seeing topic 13: TECHNOLOGICAL DEVELOPMENTS / DIGITAL is 0.04382234957020056.

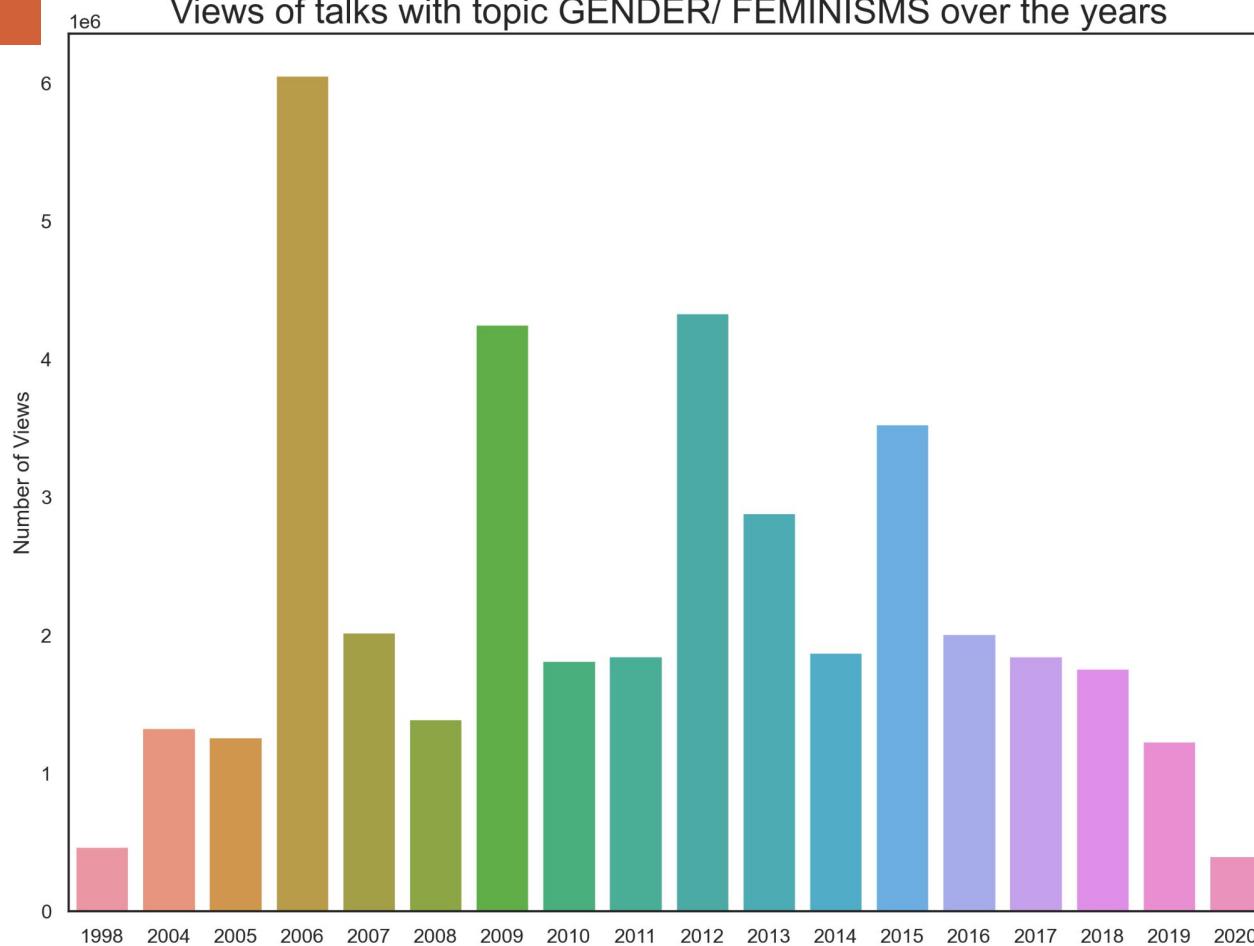
With feminisms, chances of seeing topic 14: ENERGY / EARTH is 0.039707736389684785.

Most likely other topics are: (ORAL) CULTURE, COMMUNITY, CITIES.

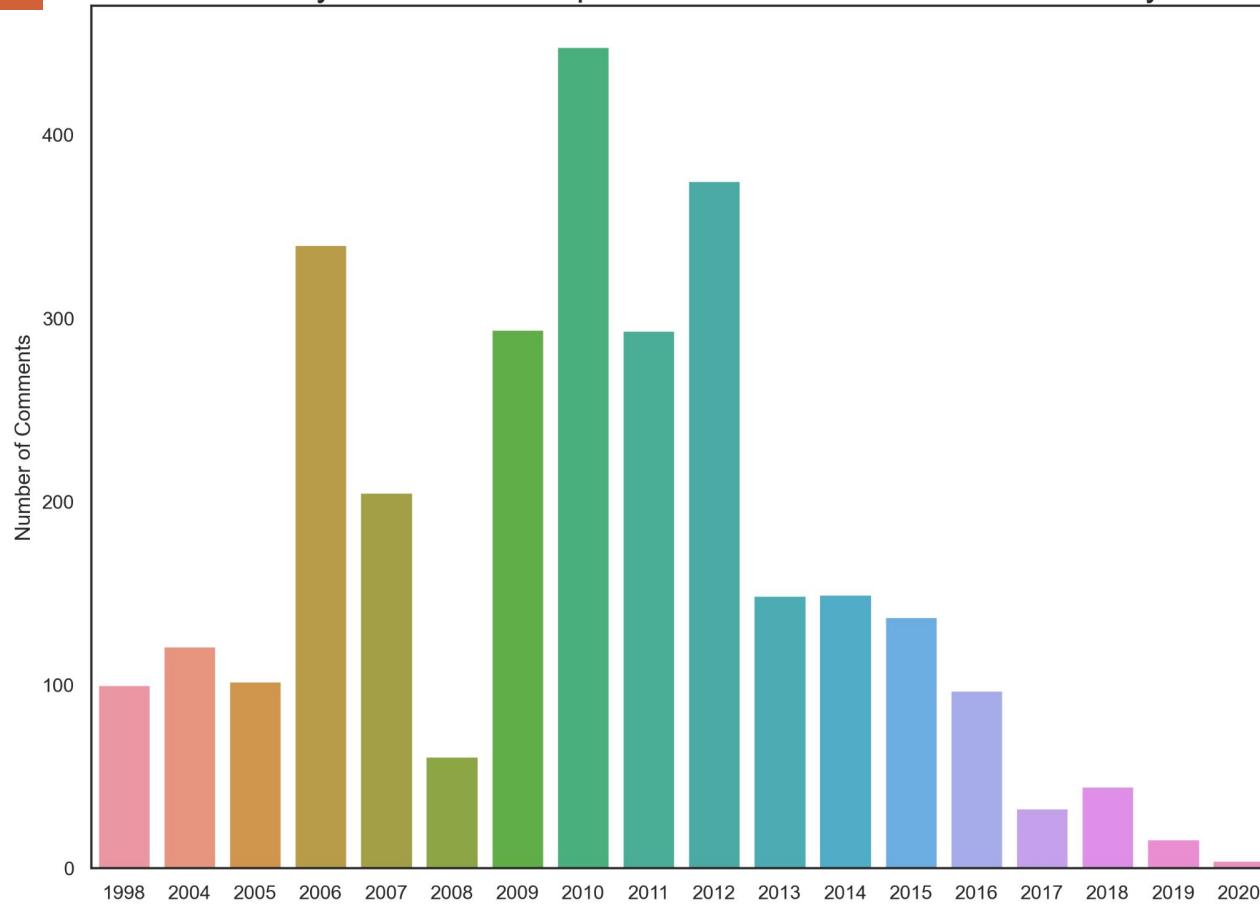
Number of FEMINISM(S) Talks over years



Viewership FEMINISM(S) over years



Commentary on talks with topic GENDER/ FEMINISMS over the years



**Commentary
over years
FEMINISM(S)**

REC SYS

Sample Rec

```
In [29]: new_video = "All feminisms are different"
```

```
In [30]: recommend_ted(new_video, 5, True)
```

```
95           "La Vie en Rose"
2344        "Rollercoaster"
84   Global warming's theme song, "Manhattan in Jan...
1393        Dance, tiny robots!
145           My magic moves
Name: title, dtype: object
Featuring the vocals and mischievous bell-playing of accordionist and singer Rachelle Garniez, the TED House Band -- led by Thomas Dolby on keyboard -- delivers this delightful rendition of the Edith Piaf standard "La Vie en Rose."
```

Singer, songwriter and actress Sara Ramirez is a woman of many talents. Joined by Michael Pemberton on guitar, Ramirez sings of opportunity, wisdom and the highs and lows of life in this live performance of her song, "Rollercoaster."

A happy song about global warming, from Jill Sobule.

There's a place in France where the robots do a dance. And that place is TEDxConcorde, where Bruno Maisonnier of Aldebaran Robotics choreographs a troupe of tiny humanoid Nao robots through a surprisingly emotive performance.

Kenichi Ebina moves his body in a manner that appears to defy the limits imposed by the human skeleton. He combines breakdancing and hip-hop with mime using movements that are simultaneously precise and fluid.