

*By: Vala Zeinali
Yale Hackathon 2019*



σεντιμ@τια

Sentimetica, Artificially Intelligent Parenting

YOUTUBE

81%

*of parents with children 11-
years-old or younger say
they let their child
watch videos on YouTube.*



[1]

TEENAGERS



85%



teens seek advice through YouTube channels / videos on topics important to their daily lives, e.g. relationships/dating, teen trends, advice on how to do new skills such as creating new hairstyles, etc. [2]

It is safe to assume, the average human born in the United States during the 21st century will be exposed to YouTube.



SHOULD YOU BE WORRIED AS A

parent?

G I V E N T H A T

six out of ten influencers for 13-18-year-olds are
YouTubers. [3]

W E A S K

are your kids being influenced by a YouTuber? And if so,
is it positively?

W E A N S W E R

by using artificial intelligence and big data to asses
influence.

01

Motivation

After seeing first hand the influence David Dobrik has brought to my university... I had to explore more!

EST. 2005

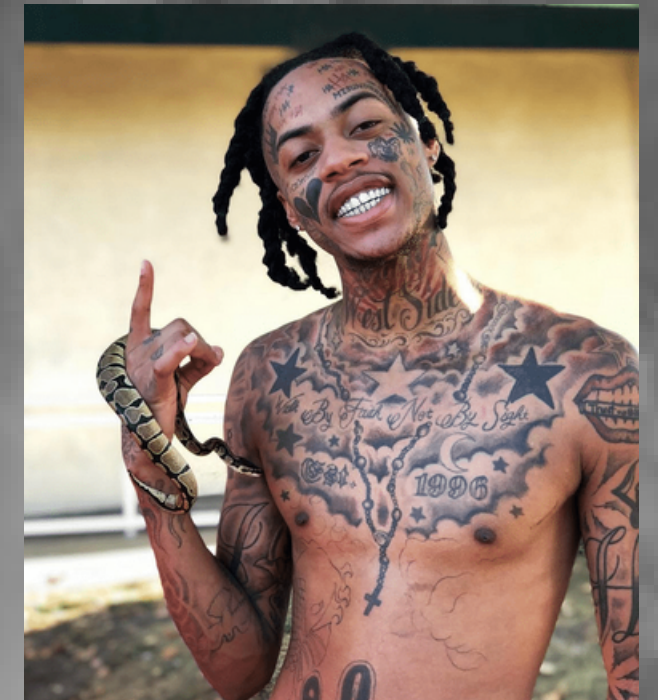


In order to help Pewdiepie remain the number one channel, Pewdiepie fans have hacked printers, chromecasts, Google Homes, and the Wall Street Journal. Most recently, a World War II memorial was vandalized with “Subscribe to Pewdiepie” graffiti. [4]

Other Examples of Influence



Inhumane



Stealing made viral

Now we May begin

MINING & METHODS

01

CONCEPTS

We mine 6 years of top trending YouTube videos in the United States with all their comments.

02

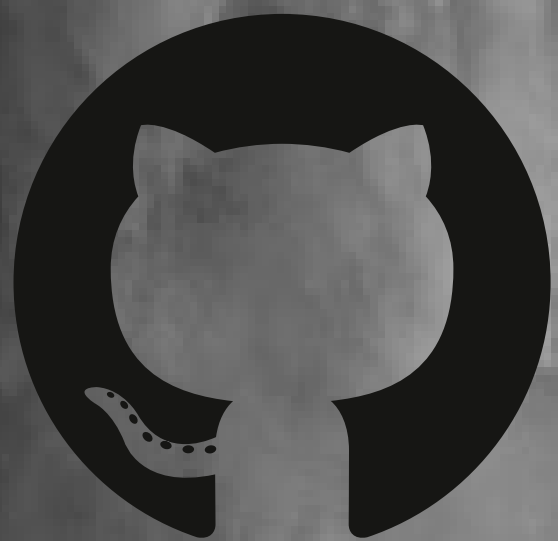
CONCEPTS

We run natural language processing algorithms to find the sentimental value of every comment on every post for every YouTube video. We then assign the value to a channel. This value represents the overall ecosystem influence for said channel.

03

CONCEPTS

We store all the sentiment values in a database with corresponding channel names. From this database we can give you feedback to your children's YouTube influence environment.



DEMO

Demo Time

First Part: <https://github.com/valazeinali/Yale-Hackathon/blob/master/Sentementa.ipynb>

Second Part: <https://github.com/valazeinali/Yale-Hackathon/blob/master/Second.ipynb>

FUTURE WORK

Use sentiment factor ratios to make dynamic bayesian filter to each parents preference. When a child clicks a channel that has over a set amount of negative influence their parent sets they automatically get kicked off the video. Also using a GUI.

REFERENCES

[1] <https://www.pewinternet.org/2018/11/07/many-turn-to-youtube-for-childrens-content-news-how-to-lessons/>

[2] <https://www.stageoflife.com/StageHighSchool/TeenYouTubeStatistics.aspx>

[3] https://essay.utwente.nl/71094/1/Westenberg_MA_BMS.pdf

[4] <https://www.forbes.com/sites/masonsands/2019/03/09/its-time-to-unsubscribe-from-pewdiepie-vs-t-series/#532b3a4e3d8a>