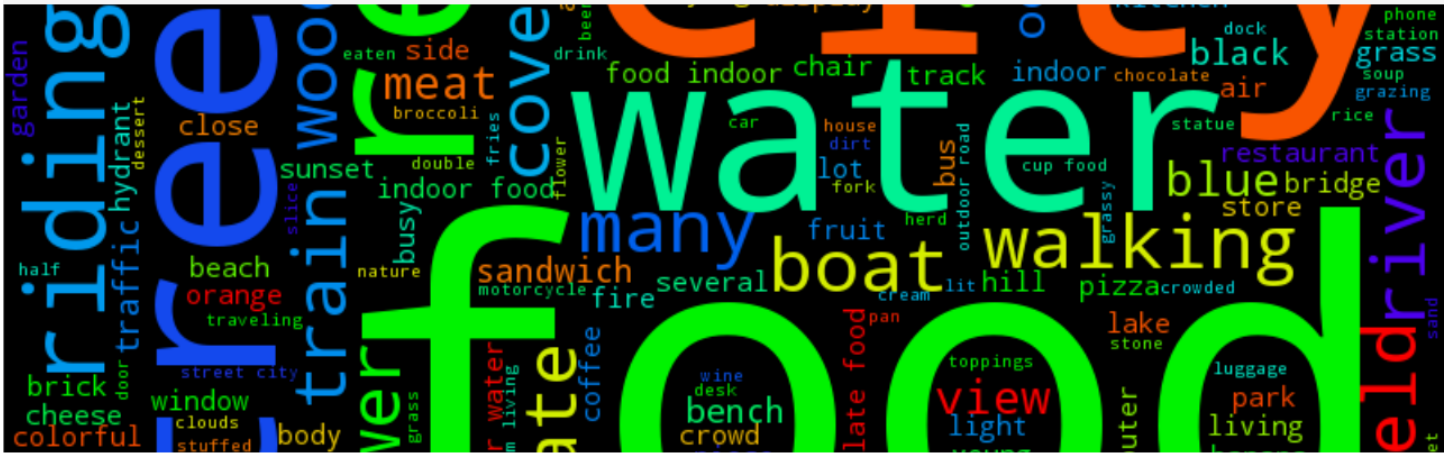

Did this AI bot feel hungry after looking at all my Instagram photos?

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I made a neural network look at my photostream and perform an analysis on the visual content. Here's what it told me about the moments I typically capture & post.

I made a neural network look at my photostream and perform an analysis on the visual content. Here's what it told me about the moments I typically capture & post.

When you scan through my Instagram timeline, you'll get the theme pretty quickly. Food, clouds, city life, architecture. This weekend I was curious to find out whether artificial intelligence would come to the same conclusion. So I built a script that ***looks*** at all of my ~600 photos on Instagram and tells me what it ***sees*** on them.

I've used Microsoft Cognitive Services to do this. Computer Vision is just one of many amazing capabilities like speech recognition, language understanding, and sentiment analysis that developers can use to build smart applications. For this experiment, the information I wanted to have about each photo was:

1. **What do you see on this photo?**
2. **What tags would you associate with this photo?**
3. **How confident are you about it?**

Here are some examples of photos with the results I am getting back:

Text: "a polar bear swimming in a pool of water"
Confidence: 0.7372440415833887
Tags: "bear" "water" "polar" "pool" "playing" "swimming" "dog" "large" "blue" "cat" "snow" "white"

Text: "a city bridge"
Confidence: 0.4019318754809334
Tags: "building" "outdoor" "city" "fence" "bridge" "train" "water" "light" "filled" "bench" "large" "street" "riding" "green" "people" "traveling"

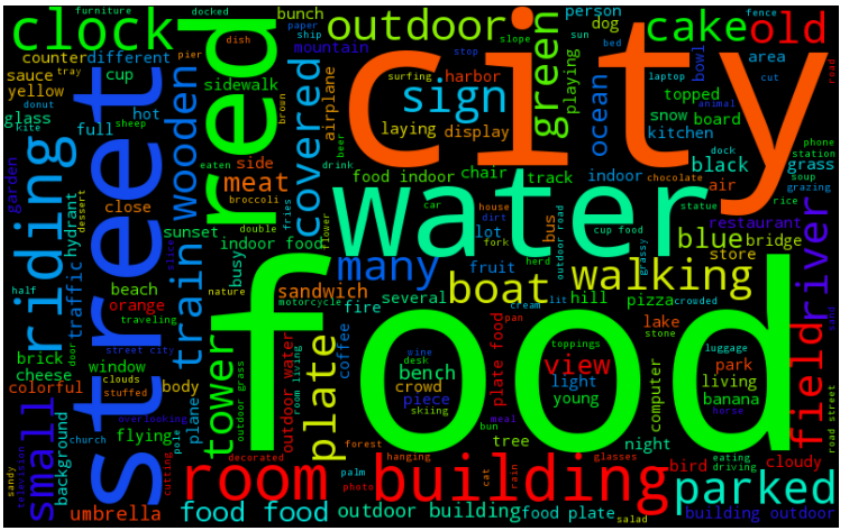
"river" "traffic" "track" "driving" "woman" "standing" "bus" "road" "tall"

And some more.

Text: "a close up of a pizza"
Confidence: 0.9246481371443355
Tags: "pizza" "food" "table" "sitting" "cheese" "plate" "top" "piece" "slice" "toppings" "close" "eaten" "sauce" "covered" "wooden" "large" "pepperoni" "white" "pan"

Text: "a herd of giraffe standing next to a tree"
Confidence: 0.6547036256970944
Tags: "giraffe" "outdoor" "standing" "animal" "mammal" "grass" "group" "eating" "grazing" "herd" "field" "food" "zoo" "area" "grassy" "walking" "enclosure" "green" "tall" "zebra"

Now - when I sanitize & aggregate all the tags, a tool such as wordcloud will give me a nice visual representation of a quantitative analysis.



Pretty spectacular. Larger words, obviously, represent a more prominent tag. If you look at the entire dataset with results for all of the 600 photos you'll notice that the analysis of the visual content is not always accurate - in fact, the system is having issues with several of those photos. In most cases it also returns a low confidence score when that happens, so we can choose to ignore the data below a certain threshold and not include it in the results.

Let's talk about creating media applications and mobile apps, using Platform-as-a-Service offerings, APIs and connected services. Artificial intelligence as I showed you here can be used to analyze social media, uploaded images, even videos and you can build smart content management systems as well!

#socialmedia #digitalmarketing #ai #bots #cognitive

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It's hungry because your largest word (and picture dataset) is FOOD