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| Week |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| Chrome extension | Implement web parsing module |  |  |  |  |  |  |  |  |
| Chrome extension |  |  |  |  |  |  |  |  |
| Ad decision server development |  |  |  |  |  |  |  |  |
| Integrate ad decision algorithm and server |  |  |  |  |  |  |  |  |
| UI |  |  |  |  |  |  |  |  |
| Advertising Decision Algorithm | Analyze NLP paper and “sa da li” |  |  |  |  |  |  |  |  |
| Implement SVM algorithm |  |  |  |  |  |  |  |  |
| Keyword extraction using TF-IDF |  |  |  |  |  |  |  |  |
| Improve emotional dictionary |  |  |  |  |  |  |  |  |
| Other features (ex, collect picture URLs) |  |  |  |  |  |  |  |  |
| Collect data set |  |  |  |  |  |  |  |  |
| Feature selection |  |  |  |  |  |  |  |  |

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| Week |  | 9 | 10 | 11 | 12 | 13 | 14 |
| Chrome extension | Implement web parsing module |  |  |  |  |  |  |
| Chrome extension |  |  |  |  |  |  |
| Ad decision server development |  |  |  |  |  |  |
| Transplant Ad decision server to EC2 |  |  |  |  |  |  |
| Integrate ad decision algorithm and server |  |  |  |  |  |  |
| UI |  |  |  |  |  |  |
| Advertising Decision Algorithm | Analyze NLP paper and “sa da li” |  |  |  |  |  |  |
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Seung Yun Yeom

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| Week |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
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Jae Hyung Jung

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Ji Hyuk Choi

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Seung Yun Yeom

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| UI |  |  |  |  |  |  |
| Advertising Decision Algorithm | Collect data set |  |  |  |  |  |  |
| Implement Other features |  |  |  |  |  |  |
| Feature selection |  |  |  |  |  |  |

Jae Hyung Jung

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| Week |  | 9 | 10 | 11 | 12 | 13 | 14 |
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Ji Hyuk Choi

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| Week |  | 9 | 10 | 11 | 12 | 13 | 14 |
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| Group | Features | Comment |
| Emotion of posts | Rate of positive words | positive word / whole word |
| Rate of negative words | negative word / whole word |
| Polarity | (positive word – negative word)/ (negative word + positive word) |
| Point of Emotion | (positive-negative) / whole word |
| Subject of posts | Association of title with contents | difference between title and contents using TF-IDF |
| Other | External link | such as Advertising company link |
| Type of stickers | frequently used Naver sticker types |
| Association of the other blogs | Comparison of blog content posted the same day |
| Use of tags | difference between Naver tags and contents using TF-IDF |

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| Group | Features | comment |
| Struct of posts | Placement of words | Placement order of images or articles |
| Emotion of posts | Rate of positive words | positive word / whole word |
| Rate of negative words | negative word / whole word |
| Subjectivity | (Positive word + negative word)/ whole word |
| polarity | (negative word – positive word)/ (negative word + positive word) |
| Point of Emotion | (positive-negative) / whole word |
| Other | Use question mark | Number of question mark |
| First person pronoun | Number of first-person pronouns |
| Second person pronoun | Number of Second person pronouns |
| Use of tags | Number of tags |
| Use of stickers | Number of stickers |
| Length of text | Length of text |
| Mistake of spacing | Number of spacing mistakes |
| Article ratio to category | text length used in posts/average length of articles used in categories |
| Image ratio to category | Number of images used in posts/ average number of images used in categories |
| Arrangement of the article | Number of images or posts sorted |