|  |
| --- |
|  |

|  |
| --- |
|  |

|  |
| --- |
|  |

Yeom Jung Choi

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| week | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| Parsing  Module |  |  |  |  |  |  |  |  |
| Advertising Decision Algorithm |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| Collect dataset |  |  |  |  |  |  |  |  |
| Chrome  extension |  |  |  |  |  |  |  |  |
| Improve  emotional  dictionary |  |  |  |  |  |  |  |  |
| Server  development |  |  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| week | 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| Parsing  Module |  |  |  |  |  |  |  |
| Advertising Decision Algorithm |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| Collect dataset |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| Chrome  extension |  |  |  |  |  |  |  |
| Improve  emotional  dictionary |  |  |  |  |  |  |  |
| Server  development |  |  |  |  |  |  |  |

|  |  |  |
| --- | --- | --- |
| Group | Features | comment |
| Emotion of posts | Rate of positive words | positive word / whole word |
| Rate of negative words | negative word / whole word |
| Point of Emotion | (positive-negative) / whole word |
| Subject of posts | Word importance | Term Frequency – Inverse Document Frequency |
| Other | External link | such as Advertising company link |
| kind of stickers | frequently used Naver sticker types |
| Association of title with contents | Distance between title and subject of contents |