Seung Yun Yeom

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| Week |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| Chrome extension | Implement web parsing module |  |  |  |  |  |  |  |  |
| Chrome extension |  |  |  |  |  |  |  |  |
| Server development |  |  |  |  |  |  |  |  |
| Integrate ad decision algorithm and server |  |  |  |  |  |  |  |  |
| UI |  |  |  |  |  |  |  |  |
| Advertising Decision Algorithm | Collect data set |  |  |  |  |  |  |  |  |
| Other features (ex, collect picture URLs) |  |  |  |  |  |  |  |  |
| Feature selection |  |  |  |  |  |  |  |  |

Jae Hyung Jung

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| Week |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| Advertising Decision Algorithm | Analyze NLP paper and “sa da re” |  |  |  |  |  |  |  |  |
| Implement SVM algorithm |  |  |  |  |  |  |  |  |
| Keyword extraction using TF-IDF |  |  |  |  |  |  |  |  |
| Improve emotional dictionary |  |  |  |  |  |  |  |  |
| Other features (ex, collect picture URLs) |  |  |  |  |  |  |  |  |
| Collect data set |  |  |  |  |  |  |  |  |
| Feature selection |  |  |  |  |  |  |  |  |

Ji Hyuk Choi

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| Chrome extension | Implement web parsing module |  |  |  |  |  |  |
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| Server development |  |  |  |  |  |  |
| Integrate ad decision algorithm and server |  |  |  |  |  |  |
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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 |
| 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 |