



Social Semantic Emotion Analysis for Innovative Multilingual Big Data Analytics Markets

D7.3 Communication Report Initial Version

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Executive Summary

The market for emotion analysis is increasing. The recent acquisition of the face detection start-up Emotient indicates a trend that companies want to know more about our emotions and how we feel. Facebook has launched its emojis ranging from sadness to happiness, opening up the range of emotions through which users can interact with a story. Companies consider emotional data as increasingly valuable and it is more and more seen as a key to success to meet rising user demand.

Based on its communication strategy, MixedEmotions has created high awareness in the Emotion Analysis landscape. MixedEmotions is well connected with other European projects and initiatives in the field of emotion / sentiment analysis and big data, and could raise interest for emotion technologies through various conferences in Europe.

The impact of the website has already become visible with more than 4000 visitors in the first year. Additionally, we spread the word on Twitter and created a portfolio of offline media ranging from flyers to roll-up banners. A recently set-up userlist with selected industrial contacts will be used to specifically address interested users for upcoming hackathons and tool demonstrations.

Also, the activities of other project partners clearly show that the MixedEmotions project meets a market which is increasingly demanding for emotion technologies. The press release from Paradigma was picked up fast and was spread across various business media publications throughout Spain.

Considering the variety of MixedEmotions activities and the received positive feedback it can be stated that the communication planning from Month 3 enabled a successful and effective project communication campaign which was geared to inform stakeholders about the project and its goals. With the upcoming second year of the project the focus will be shifted to demonstrating progress and showing prototypes to targeted audiences.

1 Introduction

This deliverable presents the communication materials that have been produced and carried out during the past reporting period of the project from April 2015 (M1) until March 2016 (M12). The activities are based on the Communication Plan deliverable from M3.

2 Communication Channels and Activities Report

In the following chapters the communication means and activities are presented. Wherever applicable, the effects of the communication activities are shown in numbers in order to show how successful certain activities have proved to be.

2.1 Website

The website is the major online communication channel. It has been designed as a central information place with key information about the latest developments and achievements of the project and news about the emotion technologies market.



Figure 1: The homepage of the MixedEmotions project

The website has been well maintained and continuously updated with attended events and new publications. More than 2300 visits were registered throughout the course of the year, coming from all over Europe but also the United States, South America and Asia.

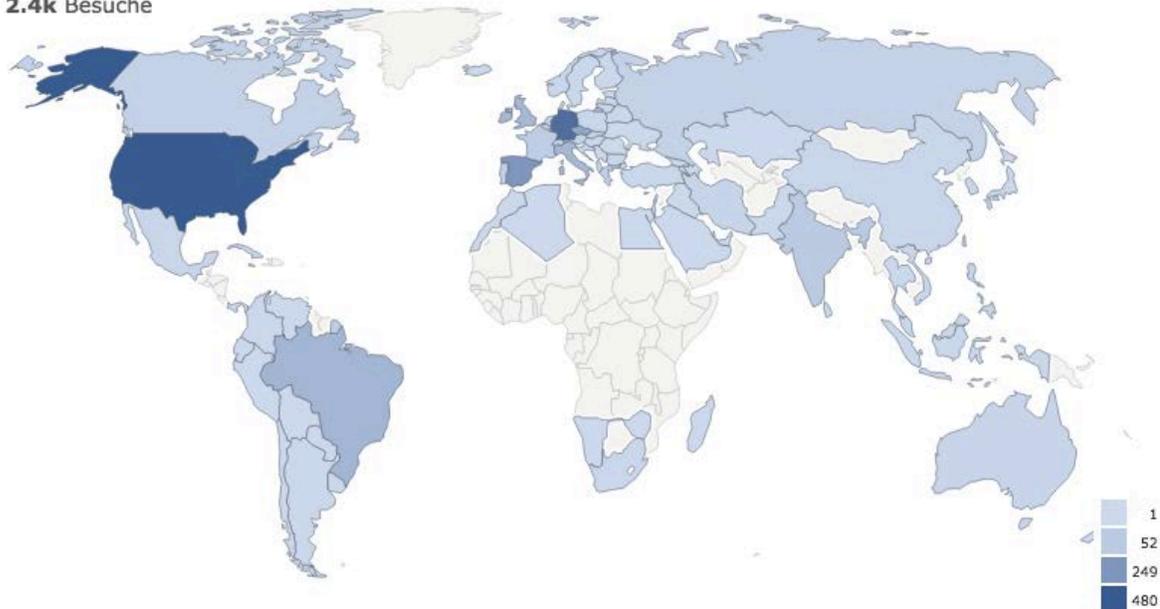
2.4k Besuche


Figure 2: The map shows the global distribution of website visits (2400 visits in total)

The data on unique visitors per day show that we are reaching a professional audience that is visiting the website primarily during office hours. Over weekends the usage of the website is significantly lower.

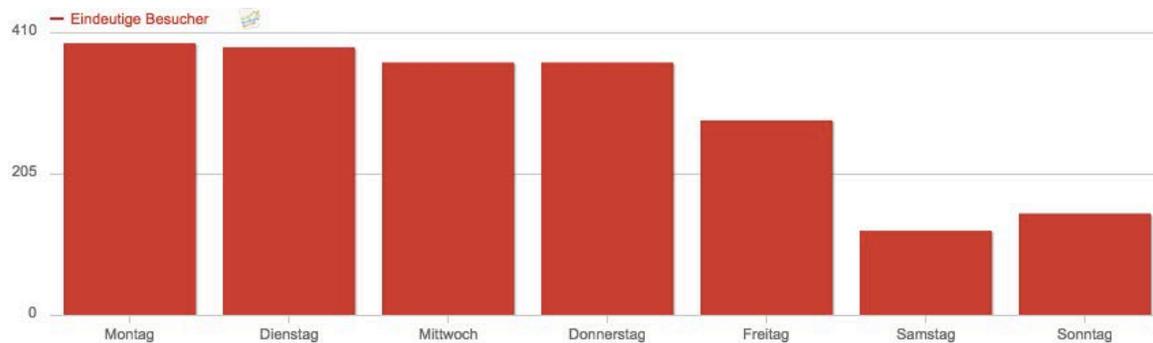


Figure 3: Website visits by day of week (period of time: one year)

Towards the fourth quarter of the year we have increased the frequency of publications on the website with monthly articles written by a partner and proofread and formatted by the communication leader DW. So far three articles were published:

- *How Do You Feel Today?* - About finding and identifying emotions in Big data. Written by Ian Wood, NUIG
- *Closing the Gap – Handling mixed data to investigate emotions.* Written by Giovanni Tummarello, SindiceTech
- *Does data have feelings?* - Bringing intelligence and emotions with Big Data. Written by José Ruiz, paradigma

How Do You Feel Today?

MixedEmotions finds and identifies emotions in Big Data. How are we doing this? The first step is to select an emotion classification scheme. Research into emotion has proposed several approaches to classification and characterisation of emotion. So, which one to chose?

Early work on linguistic characterisation of emotion found that emotion could largely be characterised by just three dimensions: primarily affective valence (ranging from positive to negative) and arousal (ranging from calm to excited), with a dimension they labelled "dominance" or "control" having less significance. Much work in emotion analysis has used this VAD (Valence, Arousal, Dominance) model, including the widely used dictionary of emotional significance of words "Affective Norms of English Words" (ANEW).



MixedEmotions

Social Semantic Emotion Analysis for Innovative Markets

Tweets

Tweets by @mixed_eu

MixedEmotions EU Retweeted
Paradigma Digital @paradigmate
 Participamos en el proyecto @mixed_eu para analizar las emociones de los datos con Big Data [cw.JyZkSYo](#)



MixedEmotions EU @mixed_eu
 A bright day with @mixed_eu @La_UPM in @Madrid. Teach computers emotions! [bit.ly/21QZlkv](#) #emotionanalysis



Embed

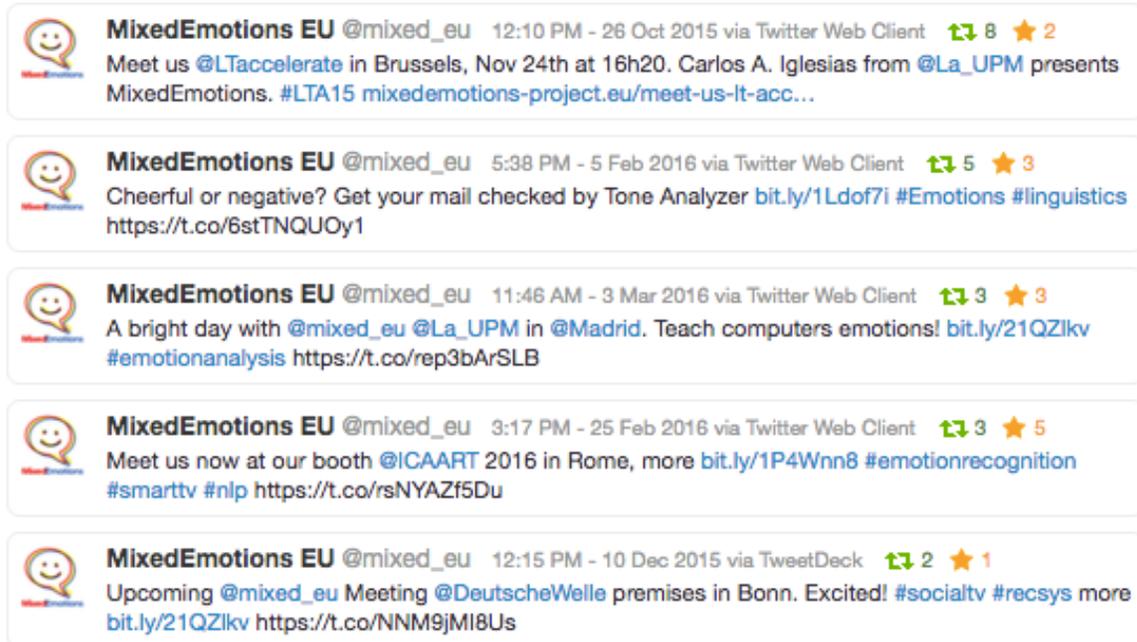
View on Twitter

Figure 4: Screenshot of a monthly article on emotion technologies (excerpt)

2.2 Twitter

Twitter is very useful to inform about activities and achievements and to create ongoing awareness of the developments in the project. Additionally, it can also be used for our followers to easily engage with the MixedEmotions project, either by following, mentioning, retweeting or commenting on our tweets. So far, the Twitter account has more than 70 followers. On an average this community was provided with updates on a weekly basis resulting in 40 posts. In the second year of the project, we will further increase our engagement on Twitter.

🔄 Tweets most retweeted



The screenshot displays five tweets from the account MixedEmotions EU (@mixed_eu). Each tweet includes a profile picture of a smiley face in a speech bubble, the text of the tweet, the time and date, the client used, and the number of retweets and favorites. The tweets are as follows:

- Tweet 1:** MixedEmotions EU @mixed_eu 12:10 PM - 26 Oct 2015 via Twitter Web Client 8 retweets, 2 favorites. Text: "Meet us @LTaccelerate in Brussels, Nov 24th at 16h20. Carlos A. Iglesias from @La_UPM presents MixedEmotions. #LTA15 mixedemotions-project.eu/meet-us-lt-acc..."
- Tweet 2:** MixedEmotions EU @mixed_eu 5:38 PM - 5 Feb 2016 via Twitter Web Client 5 retweets, 3 favorites. Text: "Cheerful or negative? Get your mail checked by Tone Analyzer bit.ly/1Ldof7i #Emotions #linguistics https://t.co/6stTNQUOy1"
- Tweet 3:** MixedEmotions EU @mixed_eu 11:46 AM - 3 Mar 2016 via Twitter Web Client 3 retweets, 3 favorites. Text: "A bright day with @mixed_eu @La_UPM in @Madrid. Teach computers emotions! bit.ly/21QZlkv #emotionanalysis https://t.co/rep3bArSLB"
- Tweet 4:** MixedEmotions EU @mixed_eu 3:17 PM - 25 Feb 2016 via Twitter Web Client 3 retweets, 5 favorites. Text: "Meet us now at our booth @ICAART 2016 in Rome, more bit.ly/1P4Wnn8 #emotionrecognition #smarttv #nlp https://t.co/rsNYAZf5Du"
- Tweet 5:** MixedEmotions EU @mixed_eu 12:15 PM - 10 Dec 2015 via TweetDeck 2 retweets, 1 favorite. Text: "Upcoming @mixed_eu Meeting @DeutscheWelle premises in Bonn. Excited! #socialtv #recsys more bit.ly/21QZlkv https://t.co/NNM9jMI8Us"

Figure 5: The most retweeted contributions (list provided by Twitonomy)

Tweets with a photo - as the one shown below - usually gets more interactions. Whenever a tweet is prepared by a partner it is highly recommended to attach an image.



Figure 6: The MixedEmotions Twitter account showing the project at ICAART 2016

2.3 User group list

The MixedEmotions User group list is carefully selected by partners of the consortium. The list is meant to inform interested stakeholders of upcoming news and events - such as the upcoming webinars - and offers contacts to engage with MixedEmotion tools and prototypes at an early stage. Feedback of this group is highly appreciated and will be used for improvements.

The list comprises more than 20 contacts coming from various countries throughout Europe (mainly Germany, England, Ireland, Italy and Spain), and can be generally separated into two domains: industry contacts and scientific contacts. Industry contacts include private & public companies (industry stakeholders in data analytics) from all over Europe, content providers, regulators & initiatives, as well as contacts to the scientific community. The group is continuously updated and extended.

2.4 Media productions

All media productions that have been carried out or have been started in the reported period are described below. All compulsory elements, as stated in the D7.2 Communication plan, have been used in order to create a consistent and strong visual appearance.

2.4.1 Flyer

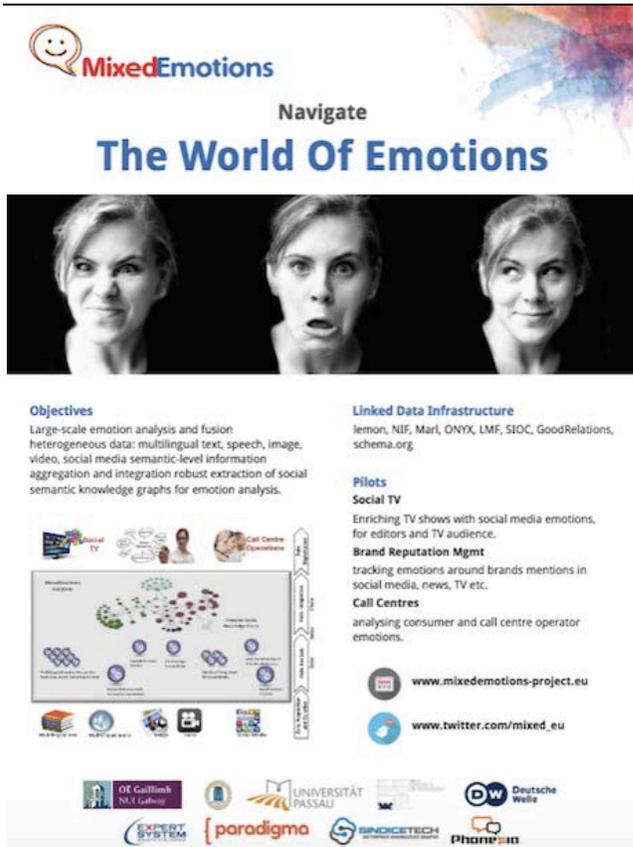
The MixedEmotions project flyer was produced in the first half of the year and is designed to provide a first overview about the project, its goals and its members. It is used as a handout on events, conferences and workshops.



Figure 7: The MixedEmotions flyer

2.4.2 Poster

The MixedEmotions poster primarily is used during conferences and fairs and has two basic functions. Firstly, it shall attract visitors at first glance and make them curious to learn more about the project. Secondly, it enables a first impression of the architecture and the key features of the project. The poster was produced in the first half of the project year and was already available for the first conferences MixedEmotions partners attended.



MixedEmotions

Navigate
The World Of Emotions



Objectives
Large-scale emotion analysis and fusion
heterogeneous data: multilingual text, speech, image, video, social media semantic-level information
aggregation and integration robust extraction of social semantic knowledge graphs for emotion analysis.

Linked Data Infrastructure
lemon, NIF, MarI, ONYX, LMF, SIOC, GoodRelations, schema.org

Pilots
Social TV
Enriching TV shows with social media emotions, for editors and TV audience.
Brand Reputation Mgmt
tracking emotions around brands mentions in social media, news, TV etc.
Call Centres
analysing consumer and call centre operator emotions.

www.mixedemotions-project.eu
www.twitter.com/mixed_eu

Logos: OE Gallitzheim, EXPERT SYSTEMS, paradigma, UNIVERSITÄT PASSAU, SINDICATECH, DW Deutsche Welle, Phone-in

Figure 8: The MixedEmotions poster

2.4.3 Roll-up

The MixedEmotions Roll-up banner has been produced and is already used at e.g. ICAART 2016 as a „door-opener“ for booth talks and helps to get into contact with interested users. The main objective of the project roll-up is to attract the attention of interested users. In addition, with the MixedEmotions poster, visitors have the choice to easily get a good and basic first impression of the goals and key technologies in MixedEmotions. The Roll-up banner is available via the download section on the MixedEmotions website.



Figure 10: Scene of the MixedEmotions image film

2.4.5 Prototypes / Demos

Prototyping is a software method to quickly demonstrate first results and collect early feedback. Already now, we have one presentable prototype for each use case:

- The call center prototype demonstrates how speech and emotion technologies are used to improve quality of call center services.

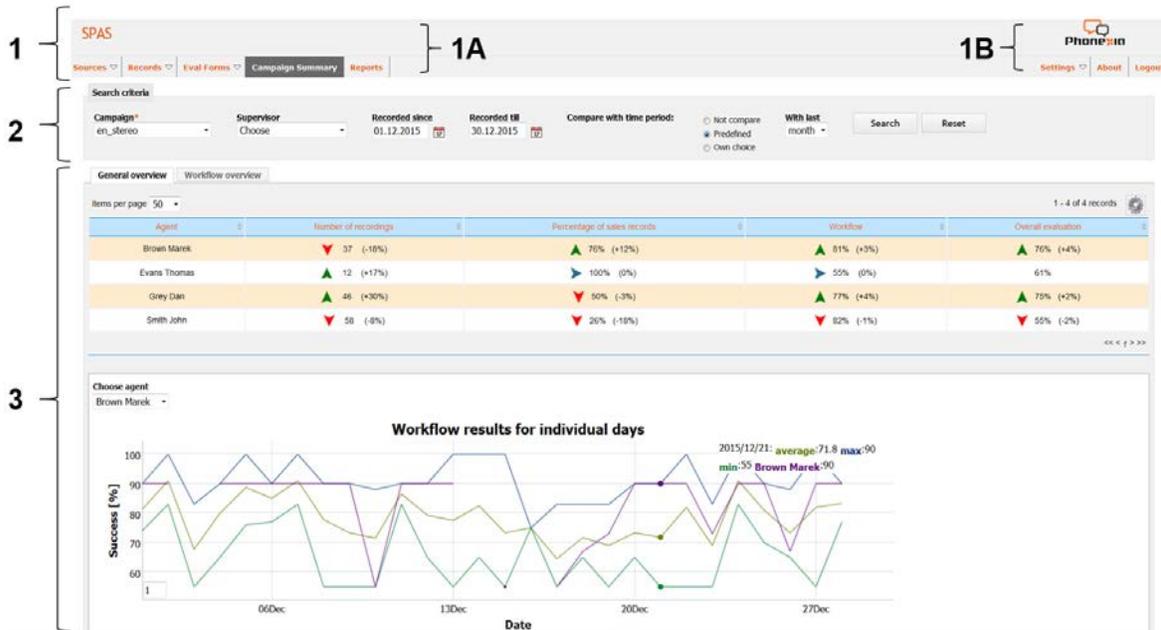


Figure 11: Visualising data for Call Center monitoring

- The “Kibi” demo shows how large amount of mixed data (including emotional data) can easily be aggregated and investigated.

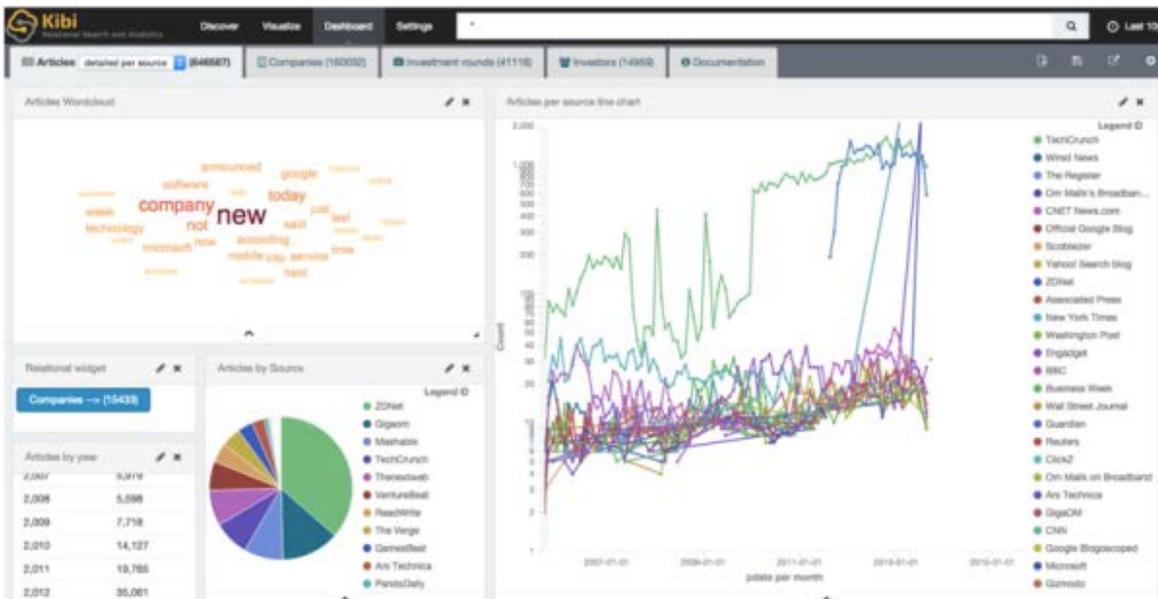


Figure 12: Visualising and investigating mixed data to the single last record

- The Smart TV app illustrates how emotions can be used to help a TV viewer select stories and videos they are interested in.



Figure 13: User is supported to find content he or she might like

For the second phase of the project we will increasingly use and show prototypes to intensify the engagement with our target groups. Two hackathons are being organised and will presumably take place in May (for more information see D7.4.2 MixedEmotions Technology Webinar, v1). Beyond the mere presentation of what we have to show, we will also start a dialogue and feedback process for further improvements.

2.4.6 Walkthroughs

For the upcoming project year we plan a video-based walkthrough for each of the pilots. The walkthrough is meant to highlight key features of each pilot. Walkthroughs will be published on YouTube and on the website. Furthermore they will be used for dissemination activities during conferences.

3 Collaborations with other projects and initiatives

Collaboration with other projects and initiatives including EC co-funded projects is a valuable opportunity for exchanging ideas, findings and approaches and often leads to new insights in research or software development efforts. It is crucial to use these collaborations also for communication and dissemination purposes in order to mutually inform each other about ongoing activities and path the way for further engagements.

On the MixedEmotions website in the section 'Related EU Projects' we present a living list of research projects and activities within relevant topical domains.

4 Summary and Conclusions

This document is the first edition of the communication report. It is based on the communication plan and fundamentally follows the basic strategy worked out in the planning deliverable of Month 3.

Companies from various markets are increasingly aware about the value of emotion technologies. New processing abilities lead to better and more stable tools which raise the demand for services in this area even more.

Based on the communication plan, MixedEmotions has produced various communication means and continuously communicated and published news, activities and achievements throughout the reported year. Both in online media, including the website, and social media, like Twitter, as well as directly in face-to-face meetings and conferences.

High engagement of MixedEmotions audiences with the website and during conferences and discussions show that the project has reached a strong level of awareness. With further development into building an interested community, we are confidently looking forward for the next phase which will focus on further collaboration and demonstration of the first edition of the tools.