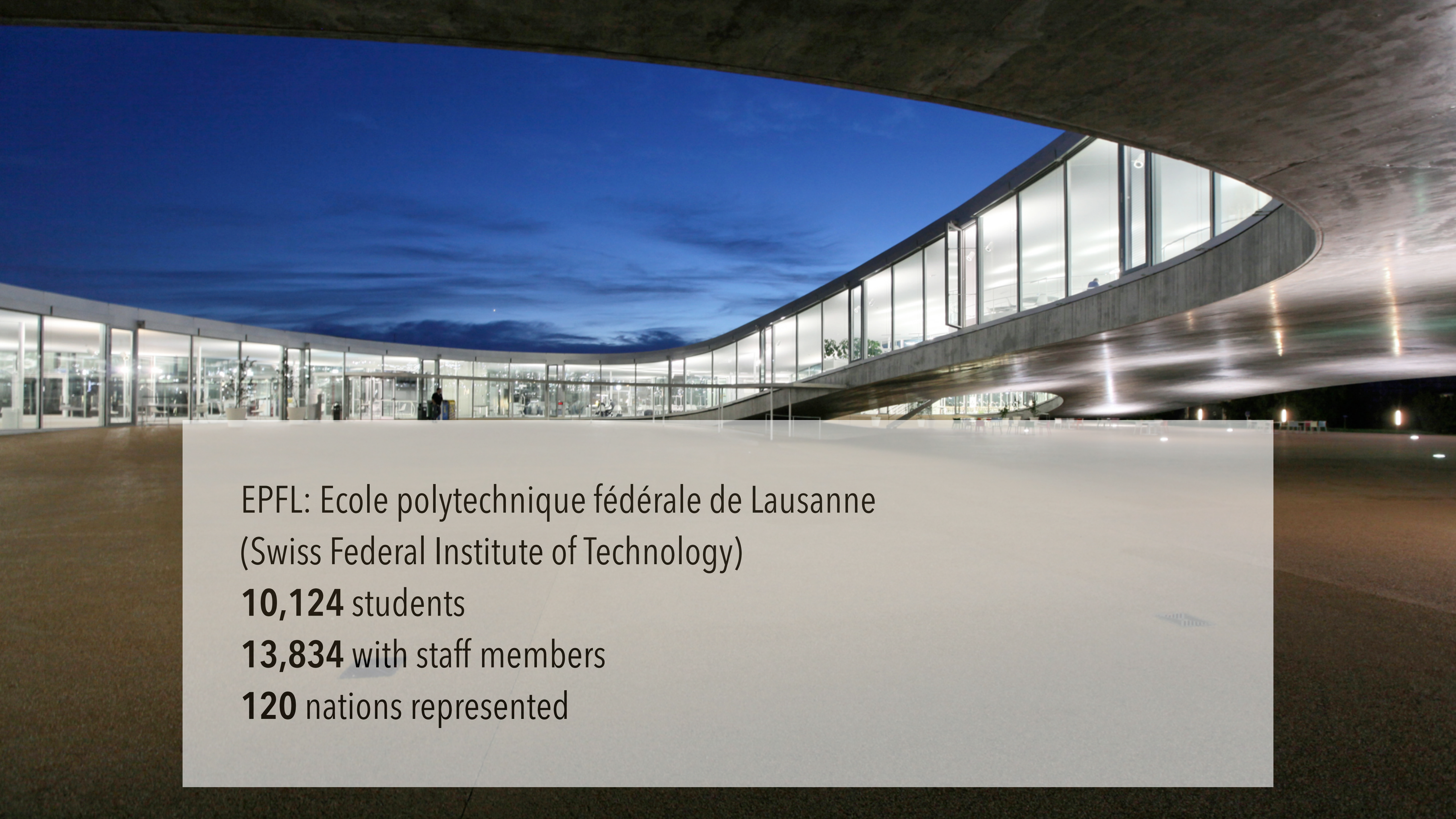




ÉCOLE POLYTECHNIQUE
FÉDÉRALE DE LAUSANNE

Social Media Lab

Measuring web emotions & opinions



EPFL: Ecole polytechnique fédérale de Lausanne
(Swiss Federal Institute of Technology)

10,124 students

13,834 with staff members

120 nations represented

EPFL Social Media Lab - Innovation Park

Social Media Analytics & Big Data

Research



Tech Transfer
Innovation



Industry

BIG DATA

+40% per year

SOCIAL MEDIA

2.3B active users

+ 10% per year

SOCIAL MEDIA = MASS FEEDBACK

An opportunity to measure audience emotions and opinions



OPINIONS ARE CROSS MEDIA AND NOT ONLY #s

TOPICS

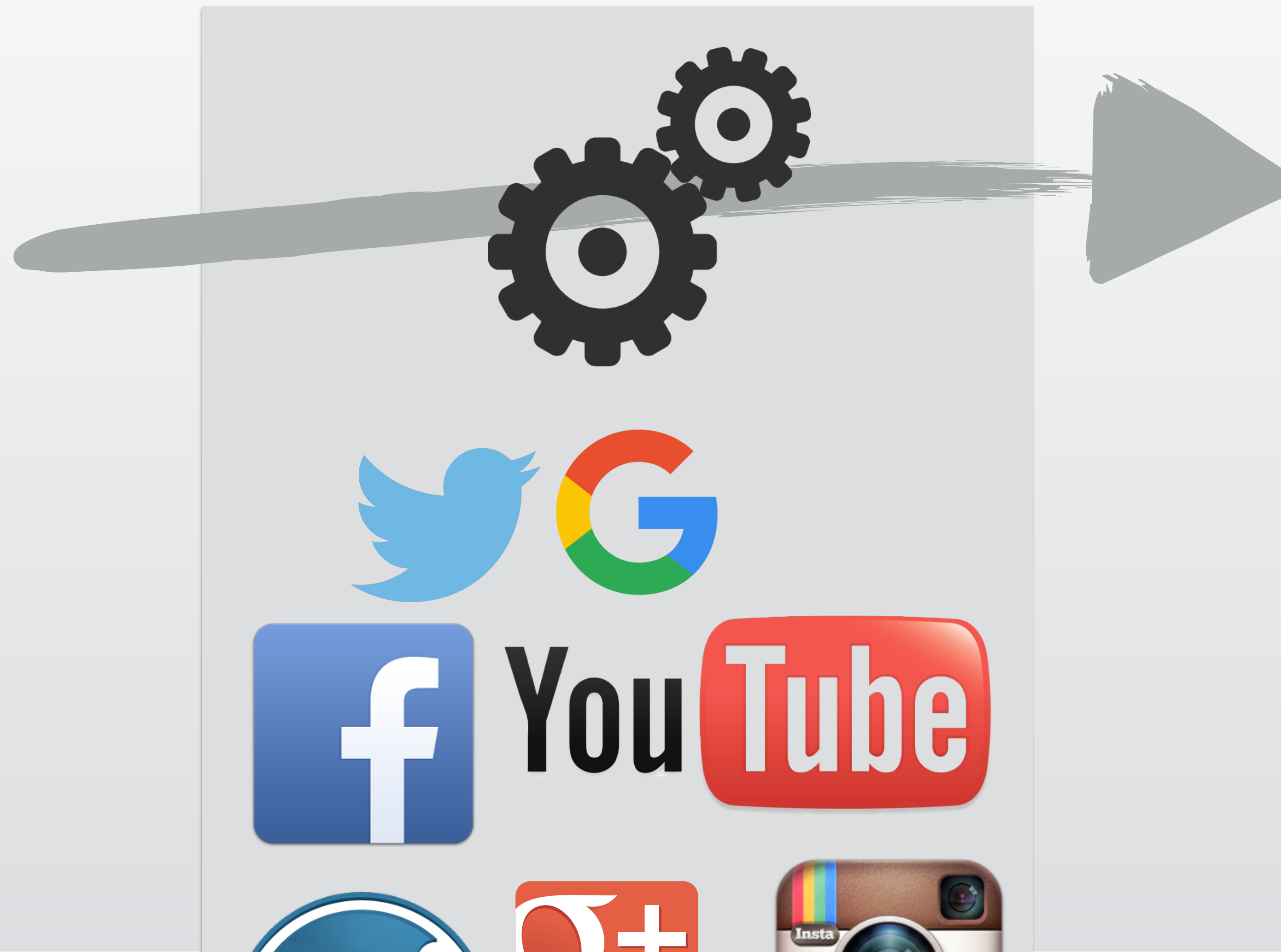
E.g.

Climate Change

TV Content

Political debates

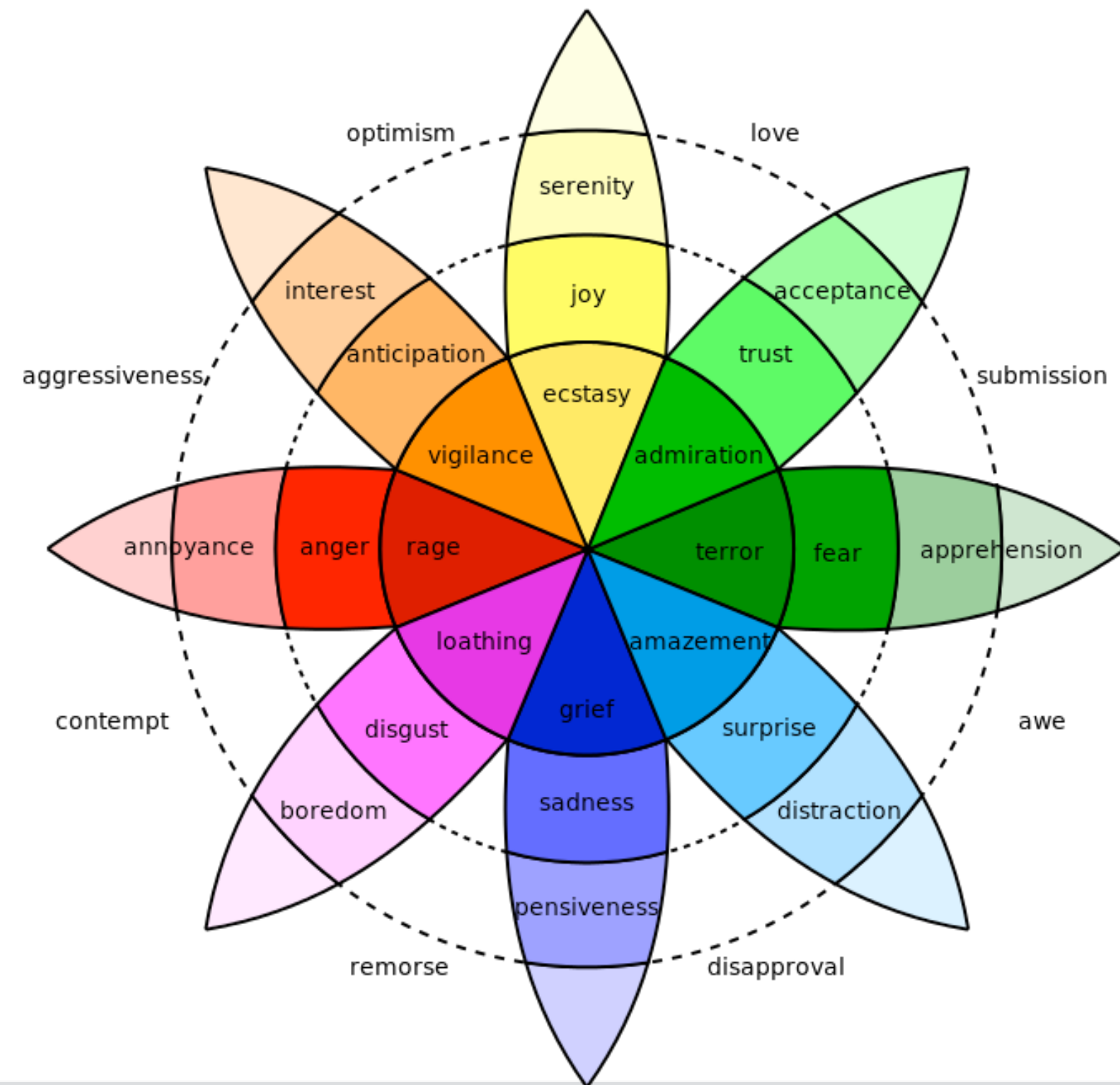
...



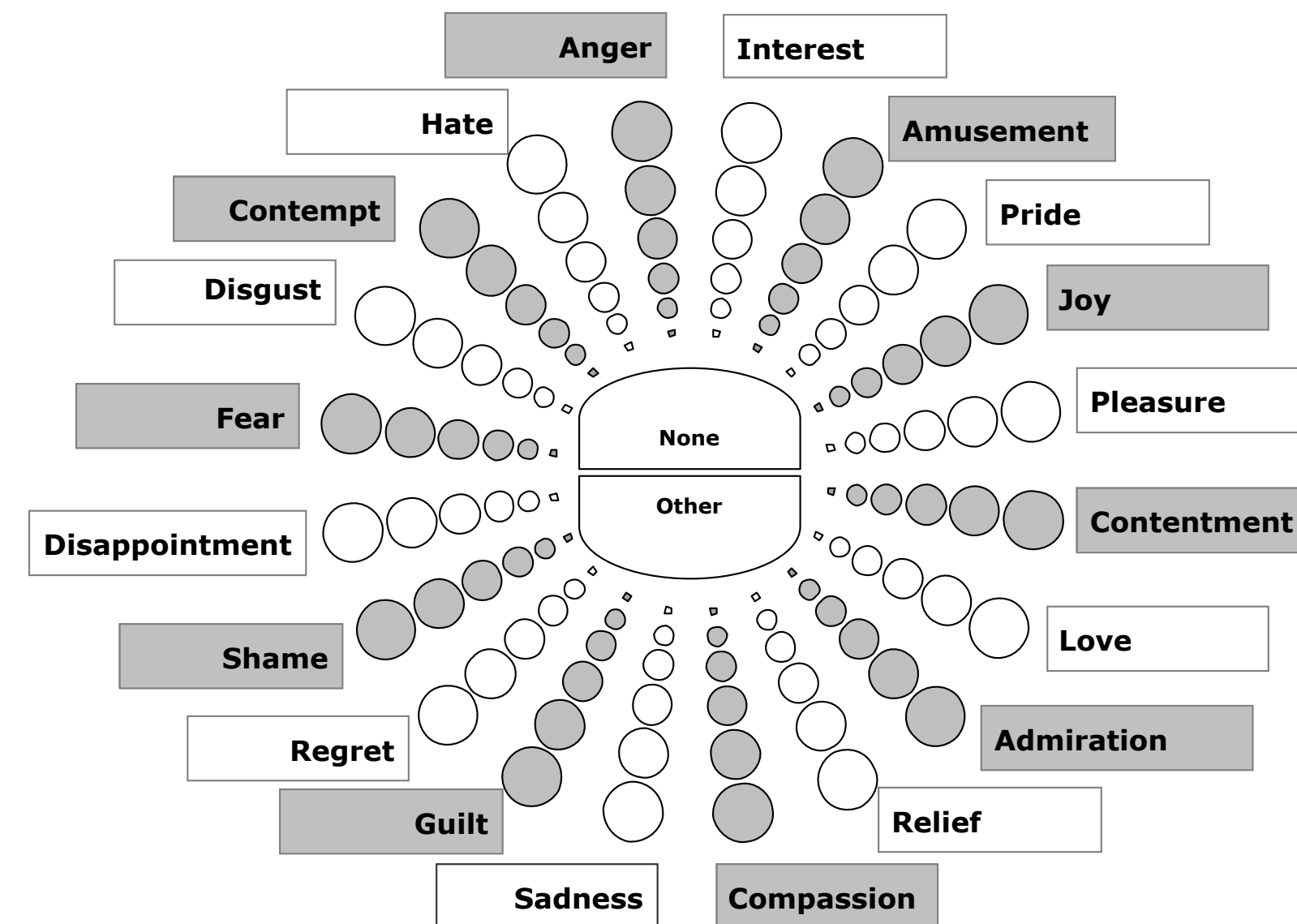
**WEB
EMOTIONS &
OPINIONS**

EMOTIONS ENTERING THE SOCIAL MEDIA SCENE

Robert Plutchik's
wheel of emotions



Geneva Emotion Wheel



Facebook "reactions"



Like



Love



Haha



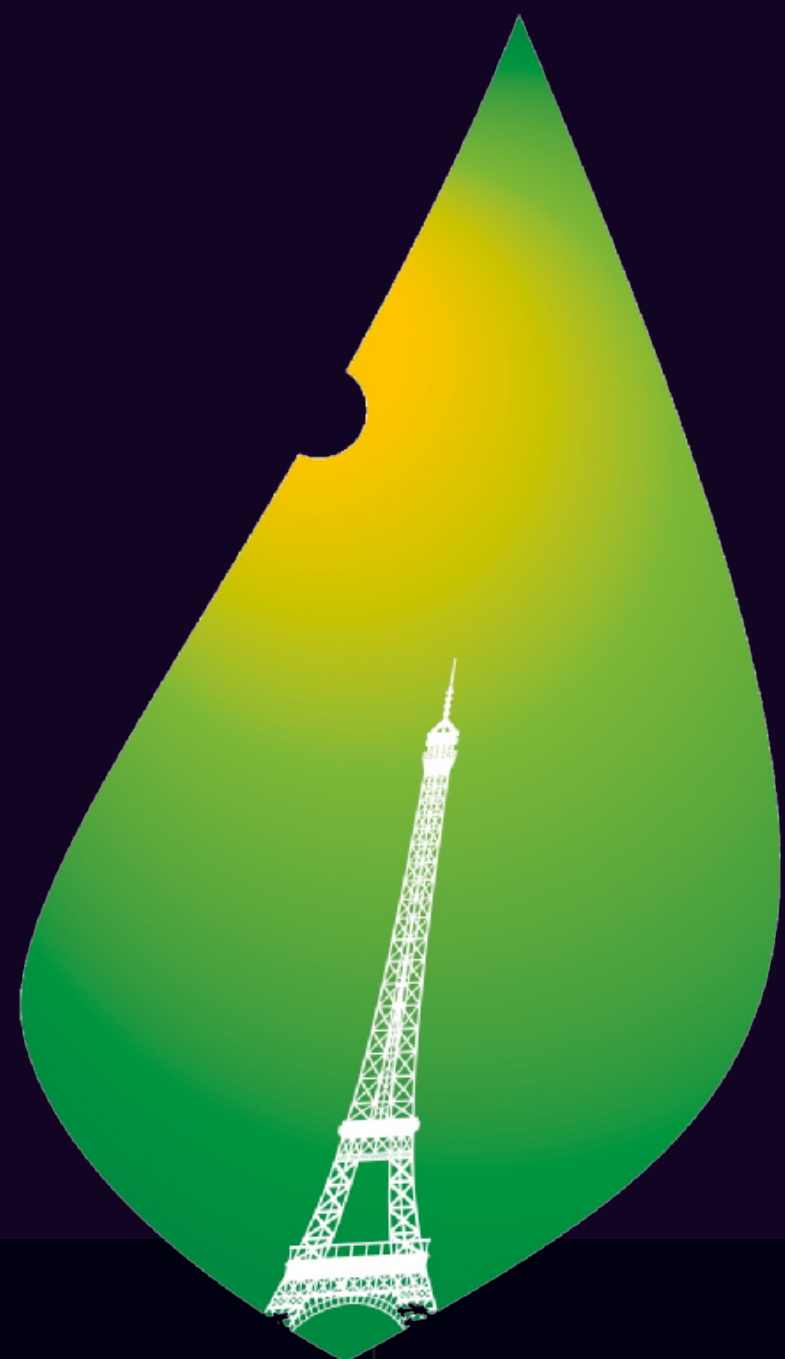
Wow



Sad



Angry



WEB EMOTIONS AND OPINIONS

CLIMATE CHANGE @ COP21

<http://cop21horizon.com/>

COP21 • CMP11

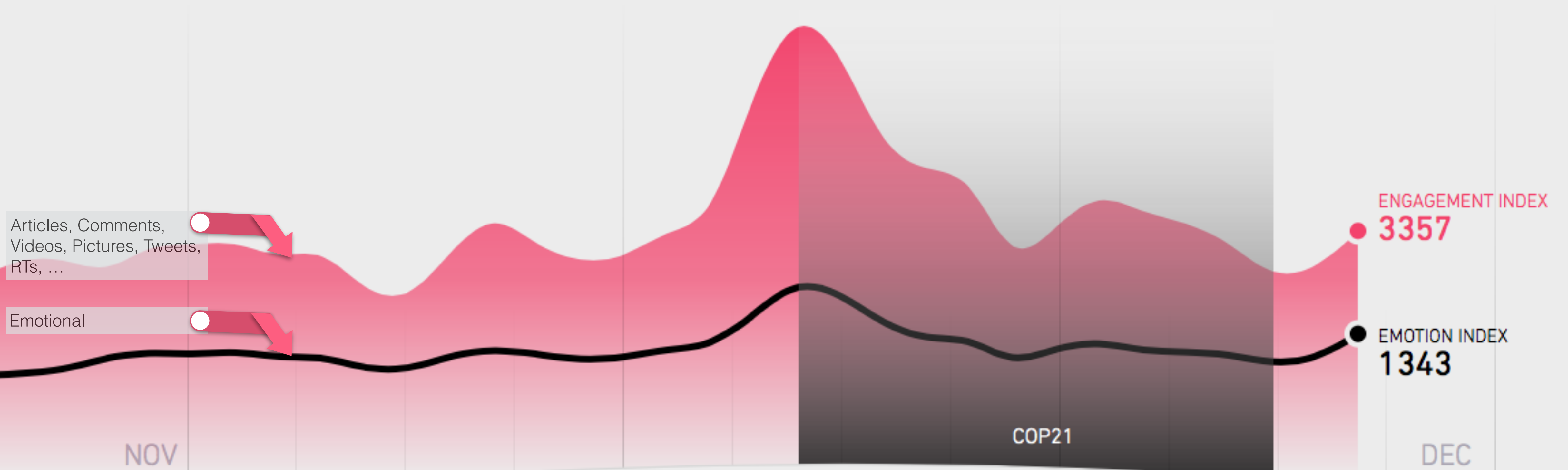
PARIS 2015

UN CLIMATE CHANGE CONFERENCE



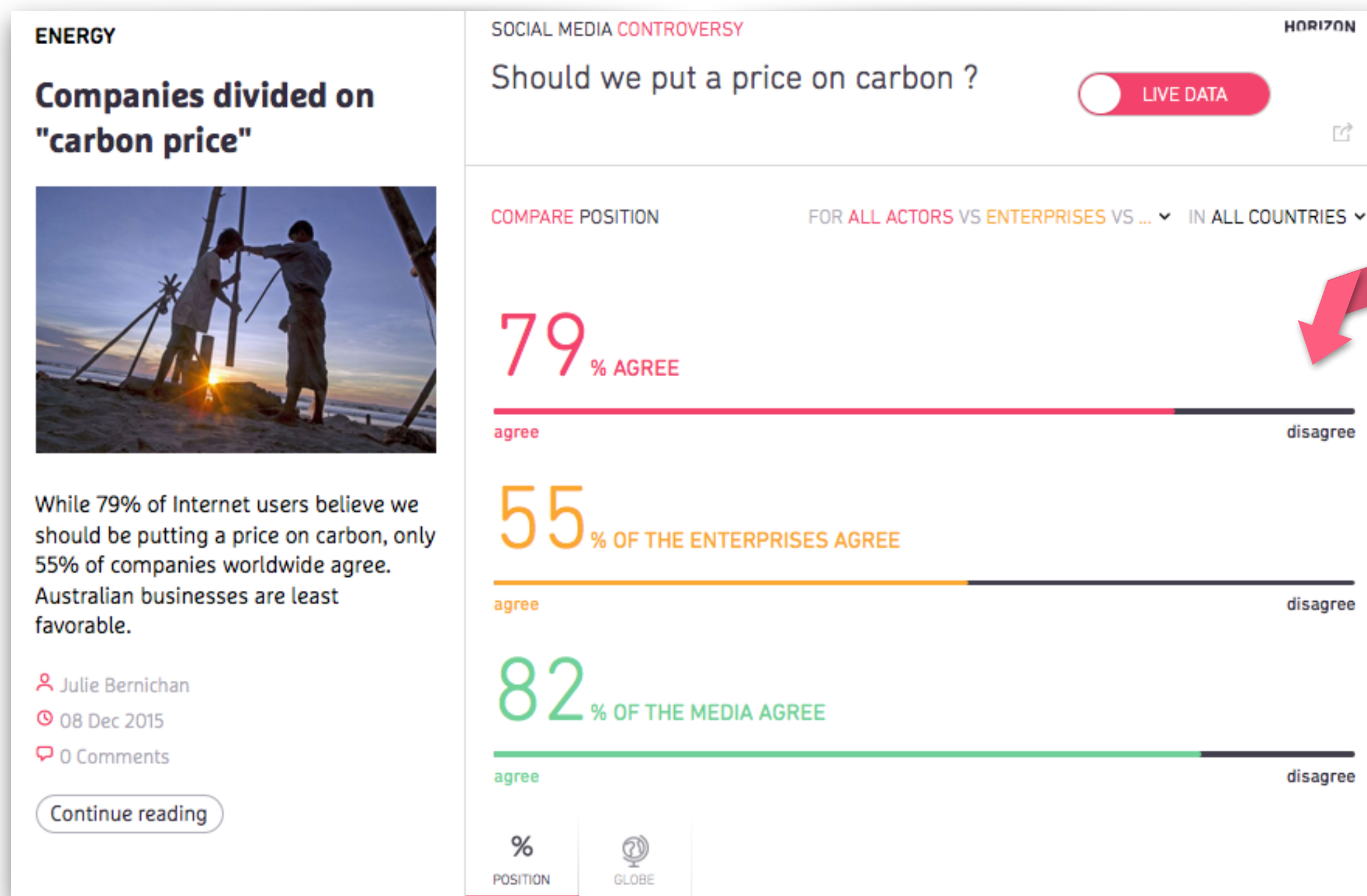
ENGAGEMENTS AND EMOTIONS

How much do we care about
climate change right now ?



POSITION DETECTION

“Should we put a price on carbon?”



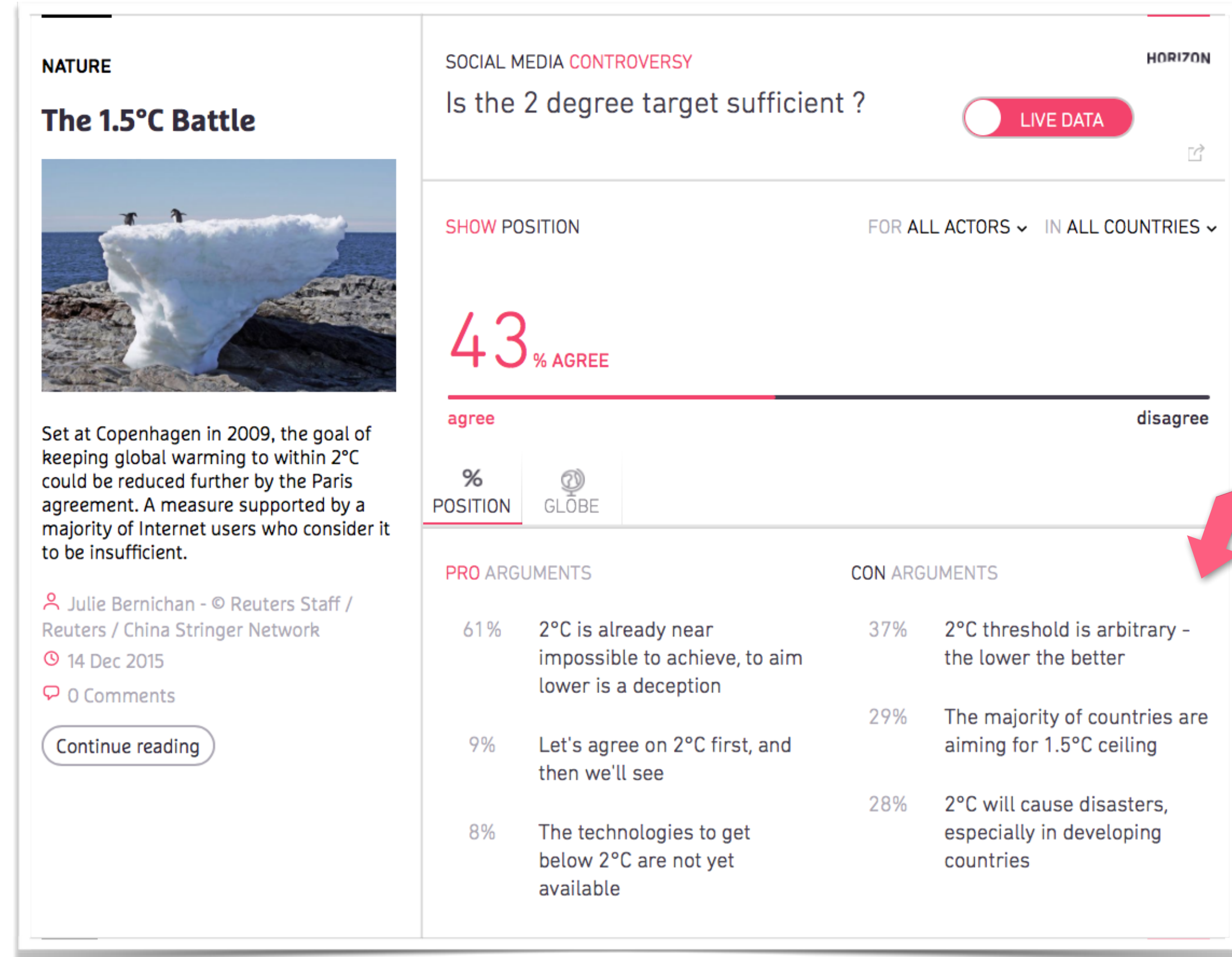
Positions & Engagements of web audiences

Per **country** and **community**

Public
Media
NGOs
Enterprises
Politicians
...

ARGUMENT DETECTION

“Is the 2 degree target sufficient?”



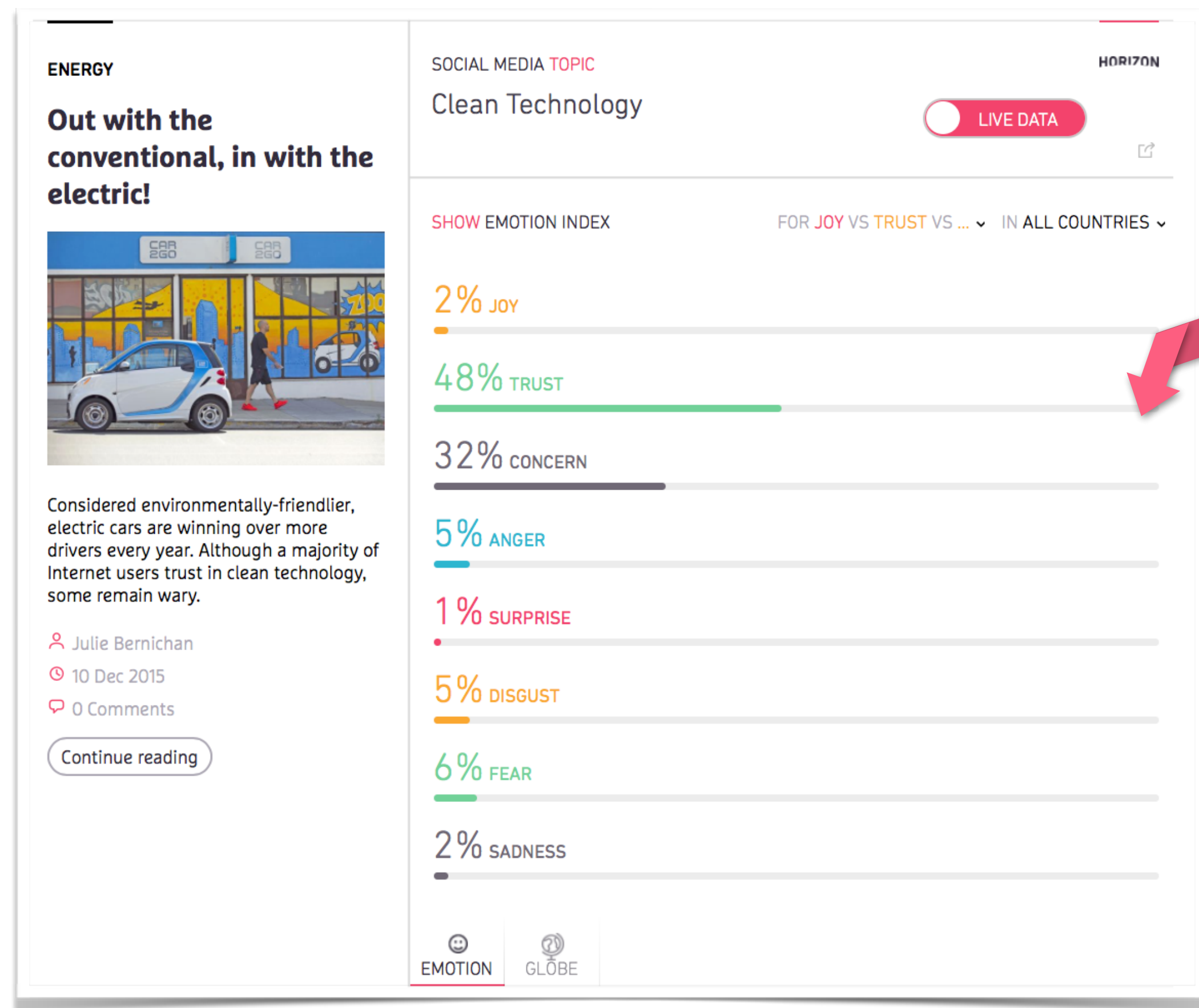
Main arguments **PROs** and **CONs**

Per **country** and **community**

Weak signals

WEB EMOTIONS

“Clean Technology”



Emotions from the web, per topic

8 primary emotions, up to 20

Joy
Trust
Anticipation
Surprise
Anger
Disgust
Fear
Sadness

Per **country** and **community**

USE CASES

yahoo.com

facebook.com

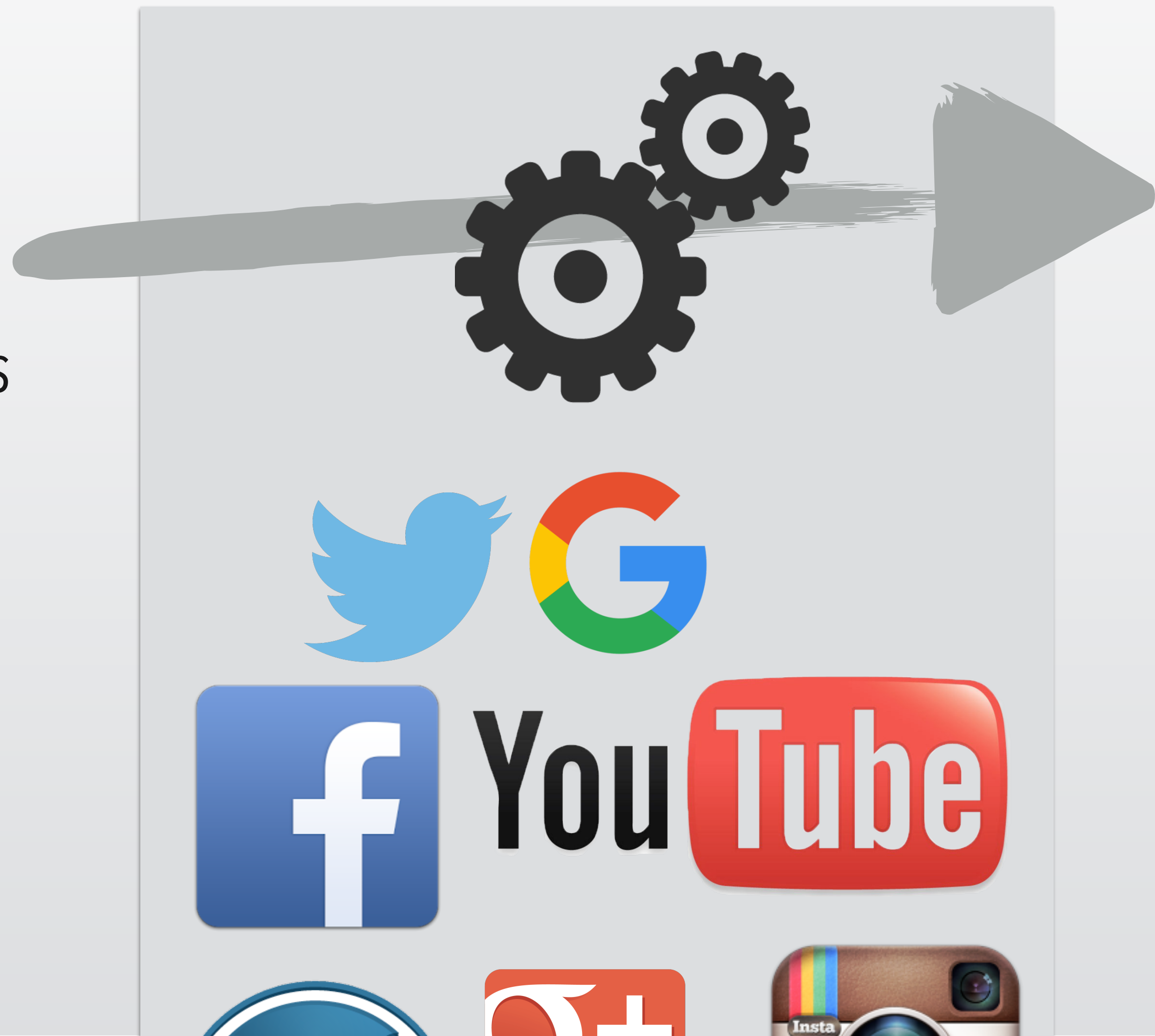
google.com

youtube.com

live.com

TV CONTENT ANALYSIS

TV Content
News
Political debates
Live sport
...



43% AGREE

agree

%
POSITION

GLOBE

PRO ARGUMENTS

61% The new presenter is great

CON ARGUMENTS

37% Not inter

2% JOY

48% TRUST

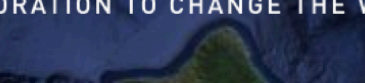
32% CONCERN

5% ANGER


1% SURPRISE

LIVE EVENT EMOTIONS






EXPLORATION TO CHANGE THE WORLD



Oahu
Honolulu
Pier



LIVE TRANSMISSION
Historical First - landing in 0:10:47

An idea born in Switzerland

MENU

+


FULL MAP

LOGBOOK

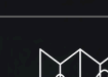
PHOTOS & VIDEOS

COCKPIT

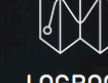
COMMENTS



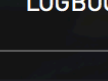
PROFILE




ENERGY



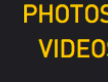
CONTROLS



COCKPIT



PILOT

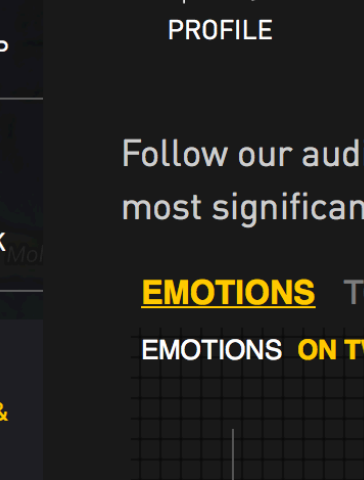


EMOTIONS

Follow our audience's emotions about the current flight, browse the different most significant messages sent on twitter.

EMOTIONS TOPICS

EMOTIONS **ON TWITTER** - Click on the timeline for more details





DISGUST



SHOCK



ANGER



JOY



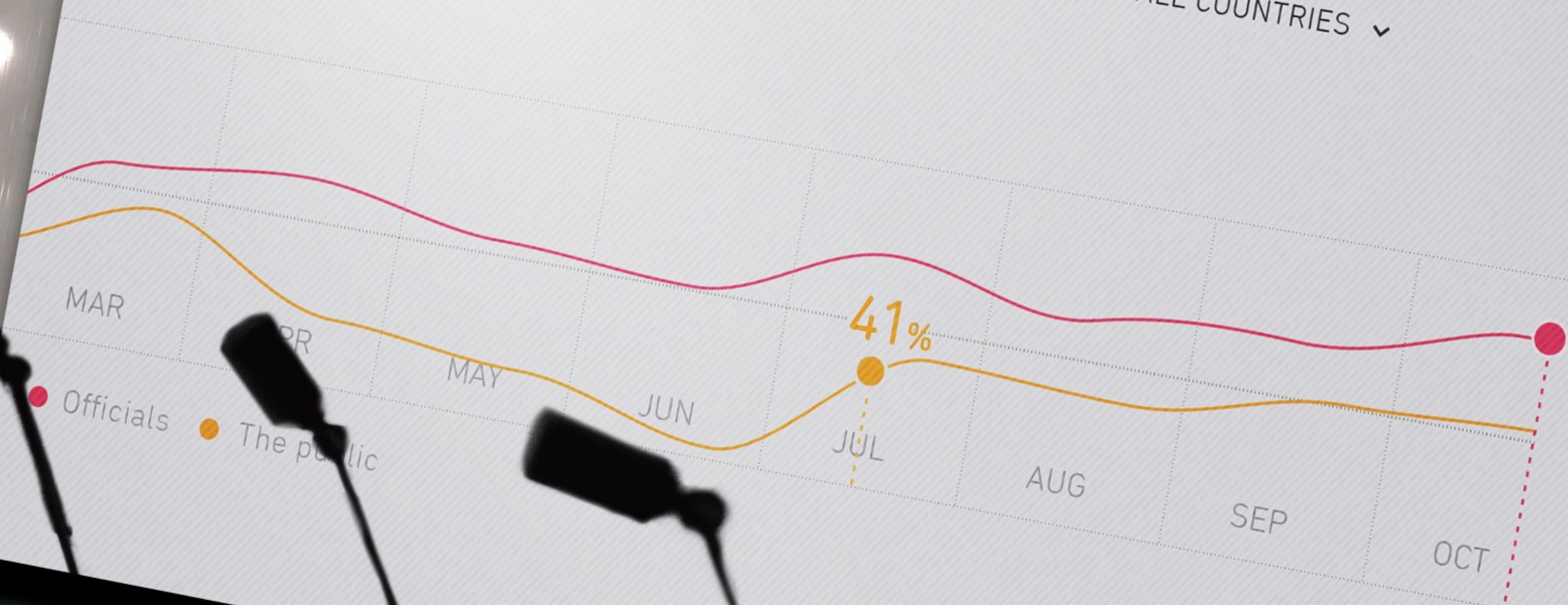
SS

carbon emissions ?

SOURCES 13.2K • ACTIVITY 345 ↑

TODAY ▾

FOR OFFICIALS VS THE PUBLIC ▾ IN ALL COUNTRIES ▾



PRO ARGUMENTS

1. Raising carbon price is more efficient than regulatory curbs 63% ↑
2. Emission rising in Australia after carbon tax removal 20% ↓
3. New research: carbon tax decreases deforestation 8%

CON ARGUMENTS

1. Kyoto protocol's carbon trading increased emissions by 600m tonnes 41% ↑
2. The international carbon trading market leads to corruption 12% ↑
3. US carbon tax impact is not sound 5% →



THANK YOU



CONTACT

jean-luc.jaquier@epfl.ch