UnCommon Ways to Model Published Content

Hugo Liu
MIT Media Laboratory
Published Content Has Many Meaning Dimensions

- **Explicit Dimensions (objective)**
  - Facts and details
  - Keywords, Metadata, Vocabularies
  - Genre classification / taxonomy

- **Some Implicit Dimensions (subjective)**
  - *Secondary Meanings* (e.g. simple/sophisticated article)
  - *Affective Connotation* (e.g. positive/negative news)
  - *Point-of-View Bias* (e.g. Liberal/Conservative)
  - *How Would Ms. X React to This?*
Changing the Way We Think About Content
Secondary “Meanings”.

- **HyperRecipes**
  - Primary Meanings
    - Ingredients
    - Procedures
  - Second Meanings
    (tangy, spicy, healthy / crispy, creamy, hearty)
    - Taste-Space
    - Healthfulness
    - “essence”
- Intelligence from:
  - OpenMind
  - Thought For Food
Affective Connotation

- the emotional connotations of text
  - happy, sad, angry, fear, disgust, surprise
- **EmotionBuddy**
  - emotional feedback
- **AffectiveColor** (2) (3)
  - navigate the emotional contours of a story
Positive/Negative News

- An at-a-glance grasping of the affect of news stories
  - equities research

Viacom looks for Blockbuster exit
Guardian, UK - 2 hours ago
Viacom is believed to be close to offloading Blockbuster, the struggling video rental chain, to a group of private equity buyers. ...

MEDIA STOCKS
CBS MarketWatch - 14 hours ago
NEW YORK (CBS.MW) -- Viacom may be trying to sell its 62 percent stake in the Blockbuster video rental chain to a group of private-equity companies, according ...

Viacom to dump Blockbuster stake
MSNBC - 14 hours ago
VIACOM CHAIRMAN AND CHIEF Executive Sumner Redstone has in recent weeks hinted that the chain would be divested, but the company has not yet confirmed any plans ...

Report: Viacom Eyes Sale of Blockbuster Stake
TheStreet.com (subscription), NY - 15 hours ago
Viacom (VIA:NYSE - commentary - research) is reportedly close to making a decision on the divestiture of its large stake in Blockbuster (BBI:NYSE - commentary ...
secondary meanings || affective connotation || **point-of-view** || how would ms. X react?

Points-of-view & Biases

Not an out-of-context appraisal of affect
Trained on the particular attitudes and opinions of a particular perspective
Model of an “archetype” of a perspective
What Would They Think?

- Getting *just-in-time feedback* from people you care about
  - e.g. friends, family, mentors, experts
- Digital personas represent a person’s system of attitudes, sensed from personal text (e.g. blogs, interviews, emails)
What Would Our Readers Think?

Marketing from computing demographics to psychographics

Sample real-time feedback from a population
irving goffman might have said...

“meaning is an onion”

- what does this story say?
- what will people infer from this? (secondary meanings)
- how will people react to this? (affective connotation)
- what are the biases of author and reader?
- how do my culture, my social network, my identity, my aesthetics, and my memories shape what this story means to me?
commonsense is driving a paradigm shift

information: objectified

a priori categories
keywords
logic

information: organized

dynamic classification based on keywords
smart taxonomies
extracting information

information: humanized

dynamic classification based on (secondary) meanings
understand how different people will interpret information differently