SmogFarm

Harvesting Emotion from the Cloud

Erin L. Olivo, PhD

Dr. Erin Olivo

Erin is a licensed clinical psychologist and Assistant Clinical Professor of Medical Psychology at Columbia University.

Mitch McBride *co-founder*

Mitch is a business intelligence consultant, database expert and software engineer.

James Crane-Baker *co-founder*

James is the founder of recently acquired redeparede.com and a former equity trader.

Dr. Bob Nisbet

Bob is a data mining consultant and former UCSB research professor

Lex Sisney

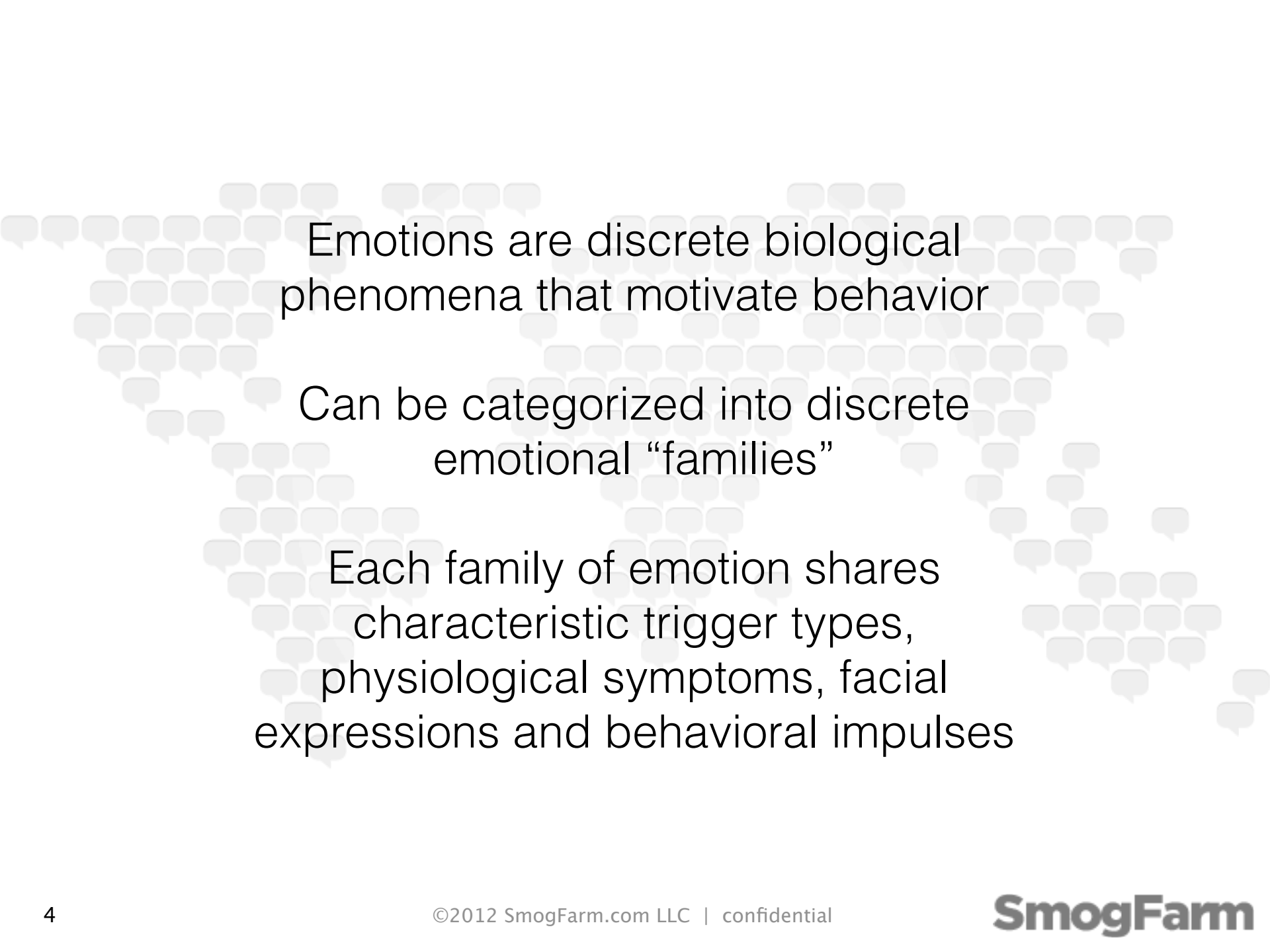Lex is a coach and the co-founder/CEO of Commission Junction

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Psychology of "Crowd Wisdom"

Science of Emotion

Natural Language Processing

Data Analytics

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Emotions are discrete biological phenomena that motivate behavior

Can be categorized into discrete emotional "families"

Each family of emotion shares characteristic trigger types, physiological symptoms, facial expressions and behavioral impulses

SmogFarm

Moving sentiment analysis beyond positive and negative

Anger
Confidence
Contentment
Disgust
Envy
Excitement
Fear
Happiness
Love
Relief
Sadness
Shame

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We have also developed a custom built algorithm that is able to track "emotional drivers"; keywords and phrases that are linked to the emotions being indexed.
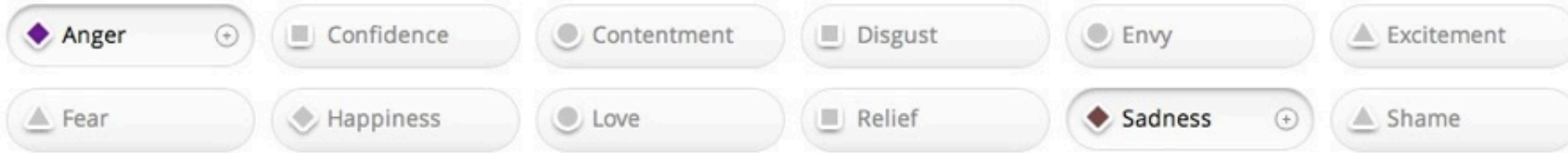
SmogFarm tool is able to provide real- time insight into what topics are driving the mood of the crowd

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Reaction to Jobs' death: sadness vs anger

Emotional State by Minute

From **16:00 to 16:59 (Oct 05, 2011)**

Download CSV

Anger · Confidence · Contentment · Disgust · Envy · Excitement

Fear · Happiness · Love · Relief · Sadness · Shame

News of Steve Jobs' death spreads

EMOTIONAL INDEX

Times are in PDT

We compared 4 months of SmogFarm data to Gallup's national daily mood poll using a Classification and Decision Tree (CART) algorithm to build a predictive model

The SmogFarm system was able to predict the Gallup results one day in advance (R^2=0.90)

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