ALGORITHMS FOR TRACKING AND ANALYZING EMOTIONS, OPINIONS AND VIEWS EXCHANGED ON SOCIAL MEDIA

Brexit: a chart showing the positions of both sides of the debate on social media and interconnections between key influencers.

Real-time tracking of the general public’s emotions about the Solar Impulse project. Here, the explosion of joy at the end of its round-the-world flight in Abu Dhabi is evident.

HORIZON, A TOOL FOR ANALYZING SOCIAL MEDIA CONVERSATIONS

How can we gain insight into the emotions, opinions and views expressed through the countless discussions and data exchanged on social media?

Sports generate a great deal of excitement and build strong engagement, resulting in a large volume of social media and web traffic. EPFL’s Social Media Lab (ESML) is working on algorithms and a platform that can identify the various opinions present on the web and on social media. Horizon can provide a graphical representation of hot topics and pinpoint the most influential sources concerning a specific subject, such as a sports event.

This approach can provide a deeper understanding of an event’s audience so that the right communication strategy can be adopted. It is also possible to:

- understand public opinion about a particular event
- measure the success of an event
- identify improvements
- characterize the general public’s feelings
- identify emerging hot topics and track how they develop

In a world first, the Horizon platform has already proven its worth in analyzing events such as the Solar Impulse circumnavigation and the COP21 Climate Change Conference in 2015. It provides unique real-time insight into public opinion about events generating interest on the web.

HORIZON, A TOOL FOR ANALYZING SOCIAL MEDIA CONVERSATIONS

Development of text analysis algorithms
Social Media Lab (ESML)
Jean-Luc Jaquier - socialmedialab.epfl.ch