

Artificial Sentiment: Using Machines to Manage Public Sentiment on Social Media at OpenSym 2015

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ABSTRACT

Social media is where public opinion is happening: where it's born, where it grows / matures, and where it dies. In this talk I review techniques and approaches for machine processing of public sentiment on social media: how to analyze and understand it, how to react to it, and how to influence it. The age of artificial intelligence is upon us.

BIOGRAPHY

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