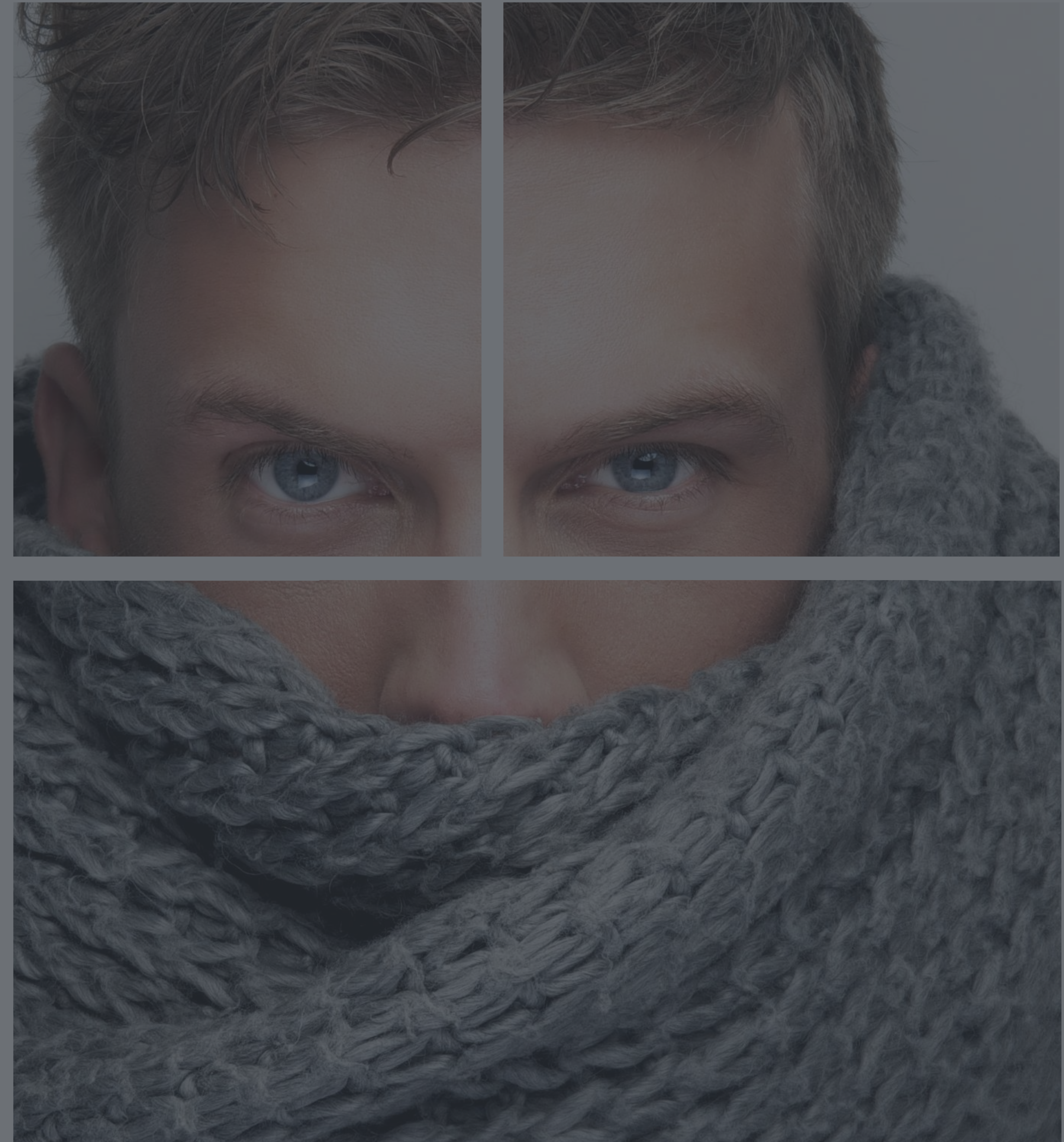


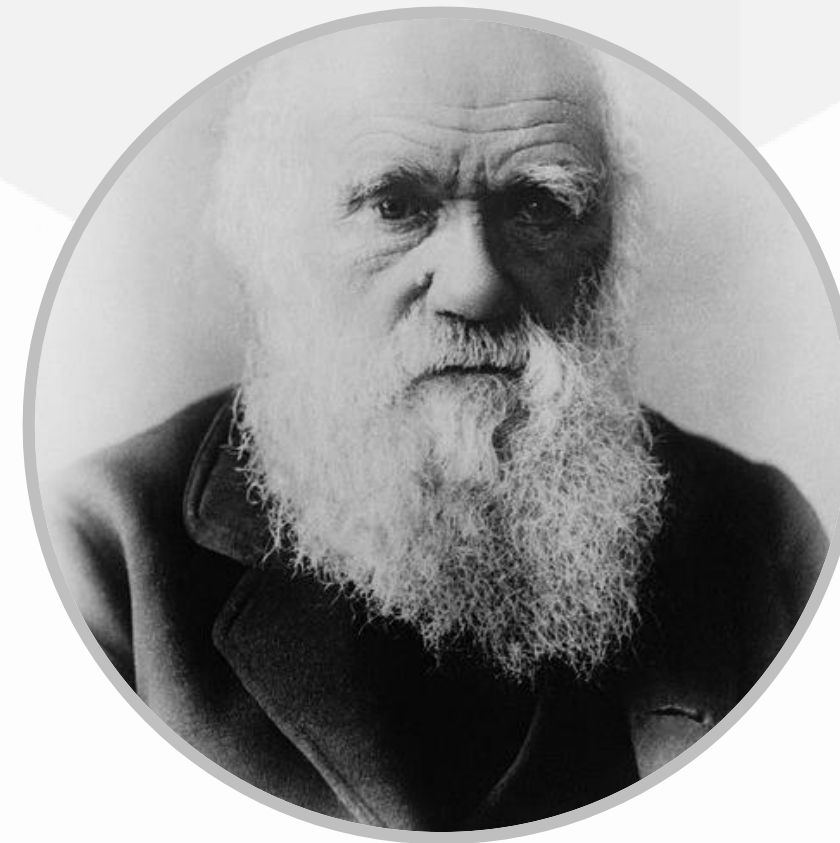
REFEFINING ACTIVE LISTENING

Integrating consumers'
verbal and non-verbal
cues with machine
learning





Face & emotion
recognition are not
by-products of
machine learning but
are rooted in rigorous
psychological
research.

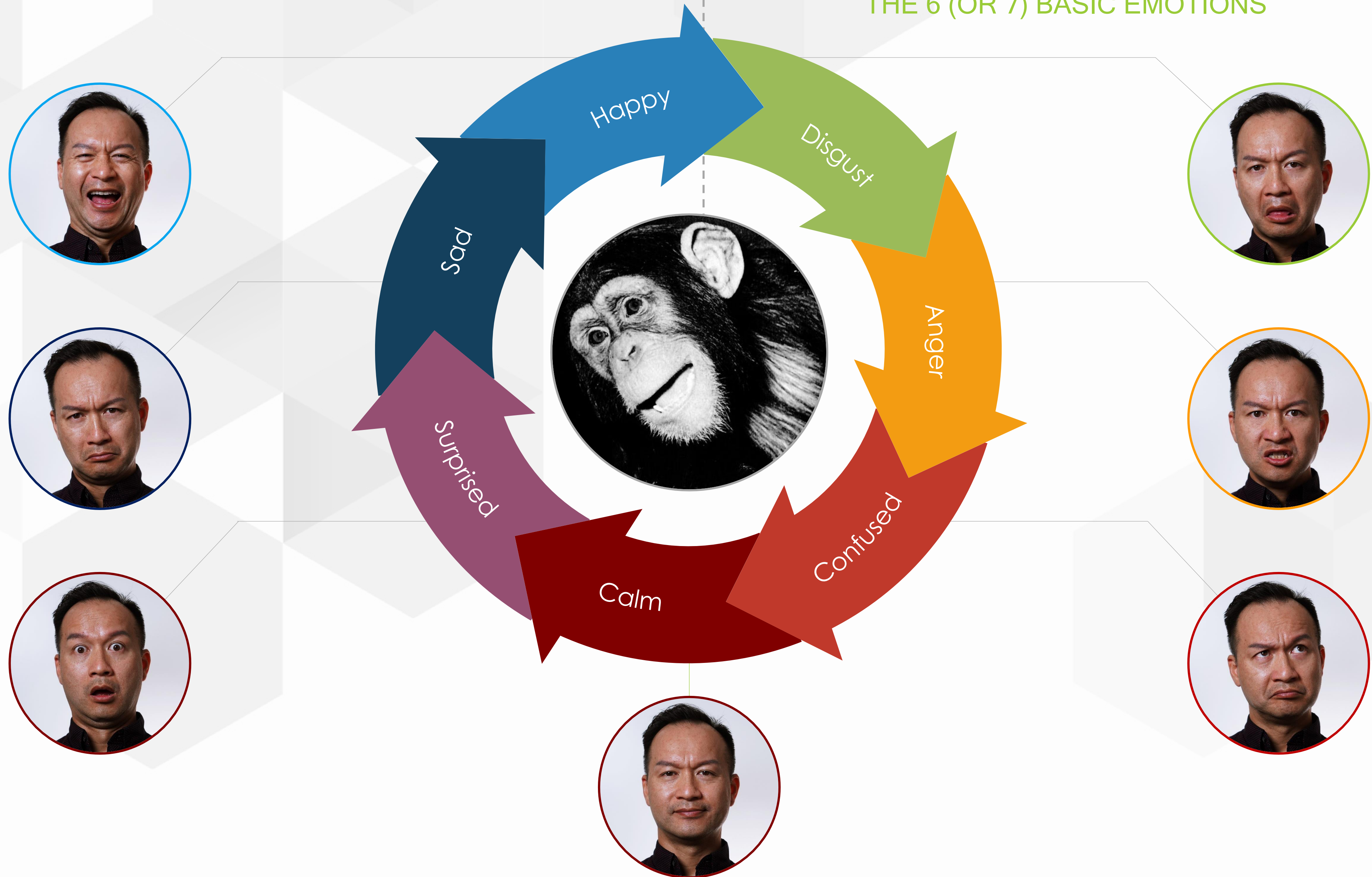


Charles R. Darwin (1809-1882)

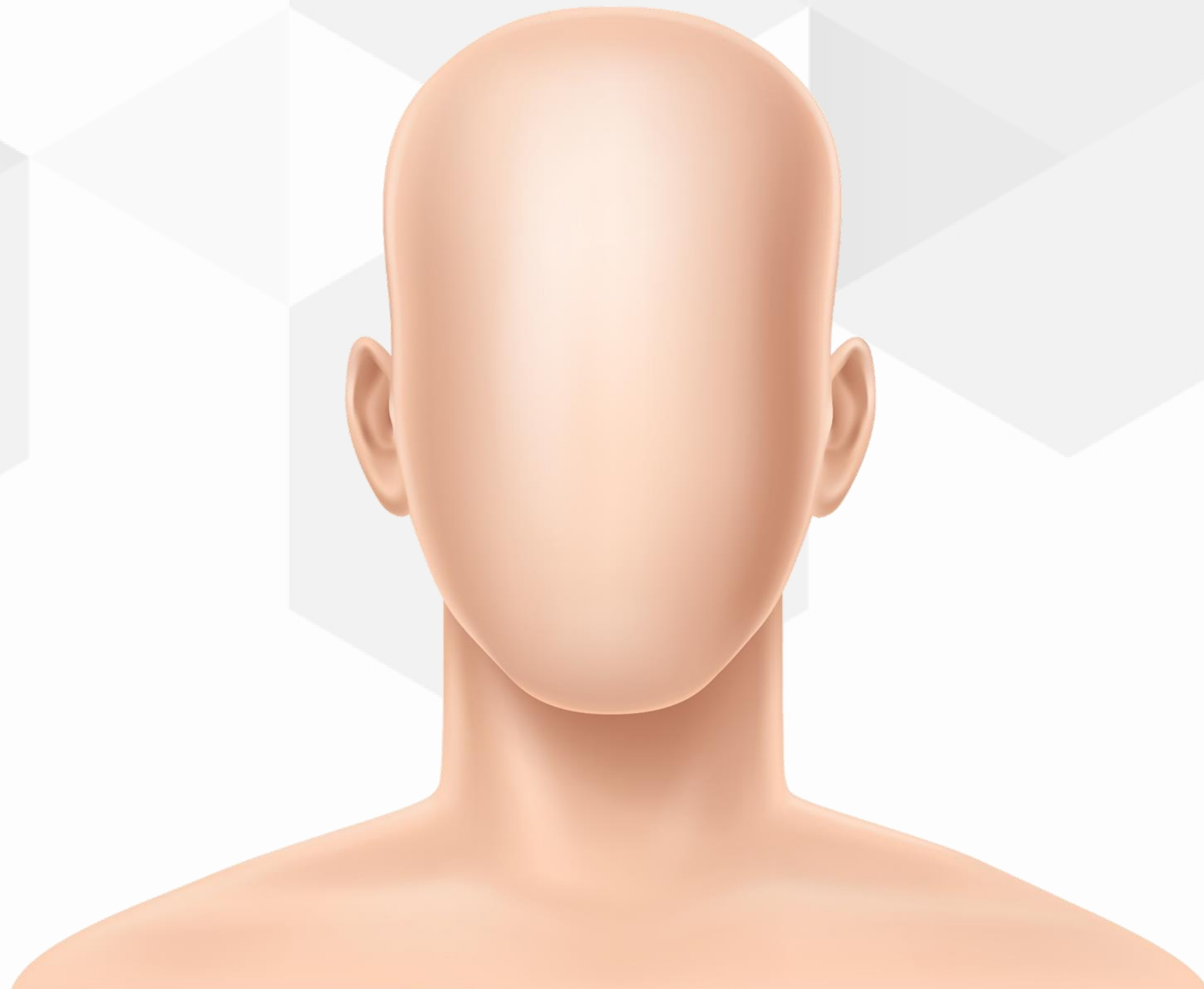


The expressions of the emotions in
man & animals (1872)

THE 6 (OR 7) BASIC EMOTIONS



First published by Paul Ekman & Wallace Friesen 1978, Facial Action Coding System (FACS) is a system to classify human facial movements by their appearance on the face. Movements of individual facial muscles are encoded by FACS to represent different emotions.



1

Main codes

AU number 0 ... 28

2

Head movement codes

AU number 51 ... M83

3

Eye movement codes

AU number 61 ... M69

4

Visibility codes

AU number 70 ... 74

5

Gross behaviour codes

AU number 29 ... 98*

1980s

2-Dimensional face model

- Appearance-based approach, faces represented by their **pixel intensity map**

2000s

Automatic recognition of facial expression

- Real-time combined **2D&3D** using Active Appearance model (**AAM**), Hidden Markov Model, Deep Bayesian Network, etc.

1970s

Extraction of geometric face shape and feature

- FACS that uses Action Unit to encode **6** common face **emotions**

1990s

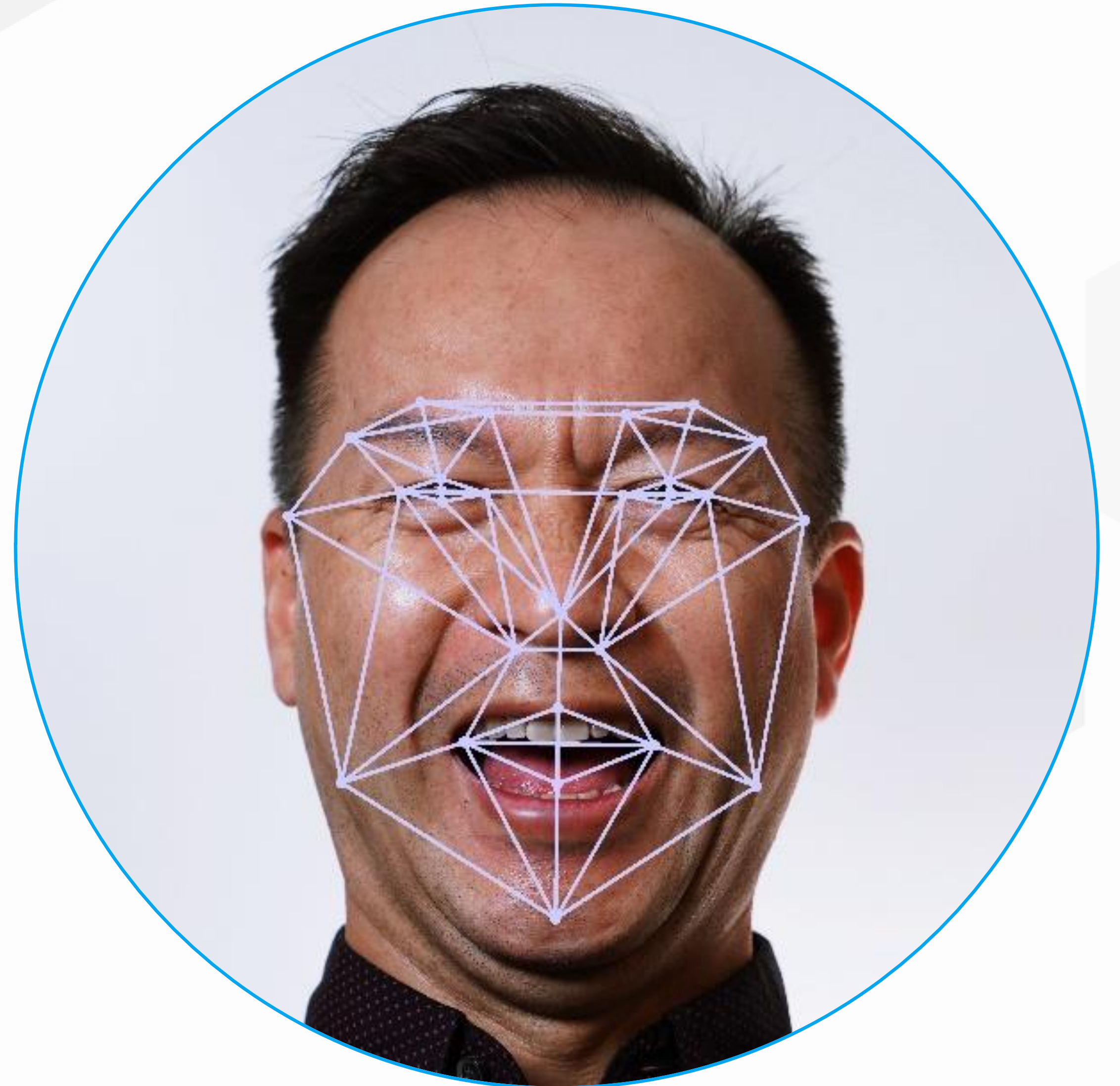
3-Dimensional face model & objects tracking

- Apply algorithms of Support Vector Machine (**SVM**) and **AdaBoost**, etc. in object and face recognition.

2010s

Revolution in emotion recognition

- Deep convolutional neural network (**CNN**) significantly improves the scalability and accuracy
- **7** common face **emotions**



Ocean Park

Hong Kong

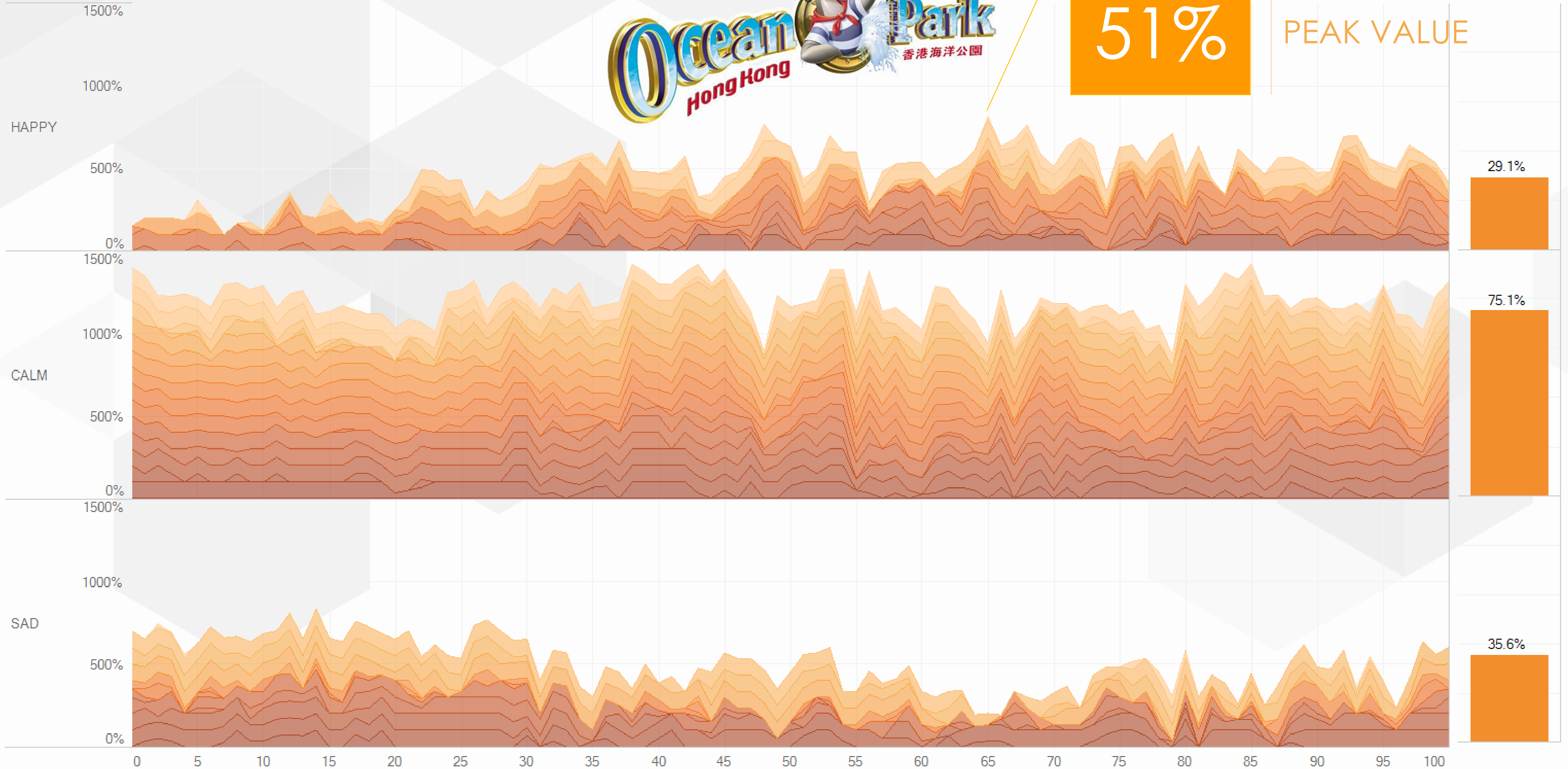
香港海洋公園





51%

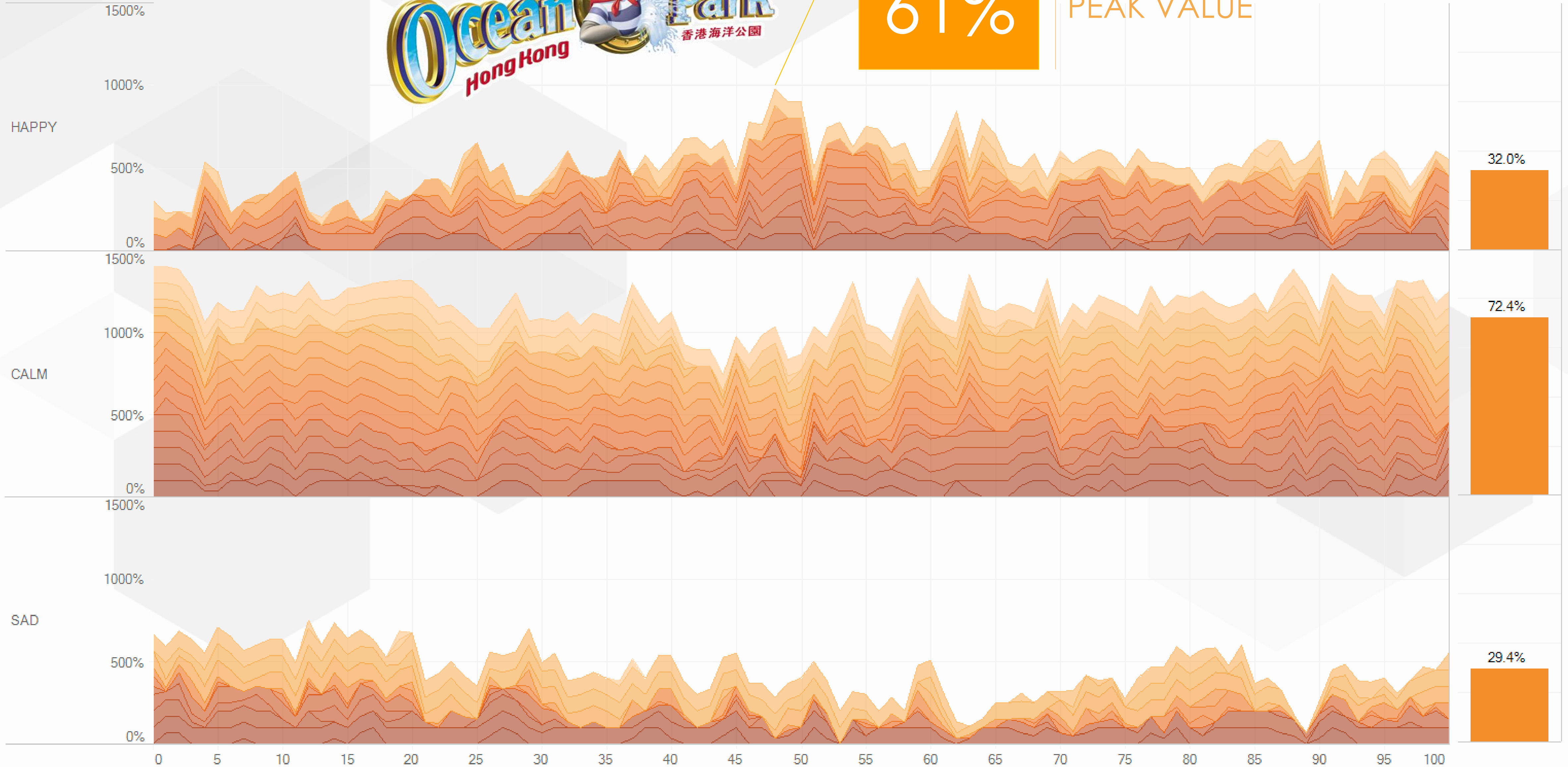
PEAK VALUE





61%

PEAK VALUE



69%

PEAK VALUE

HAPPY

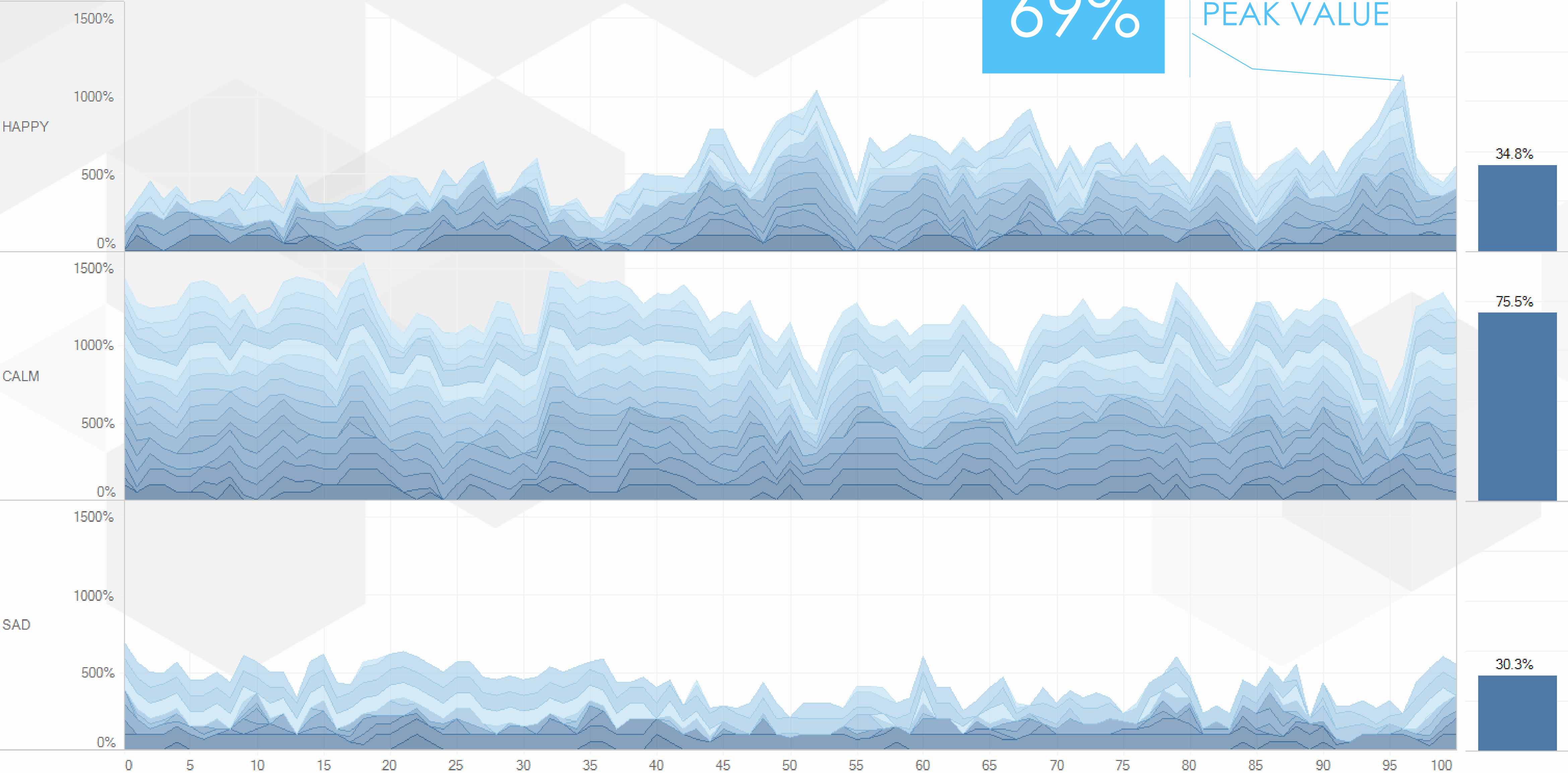
34.8%

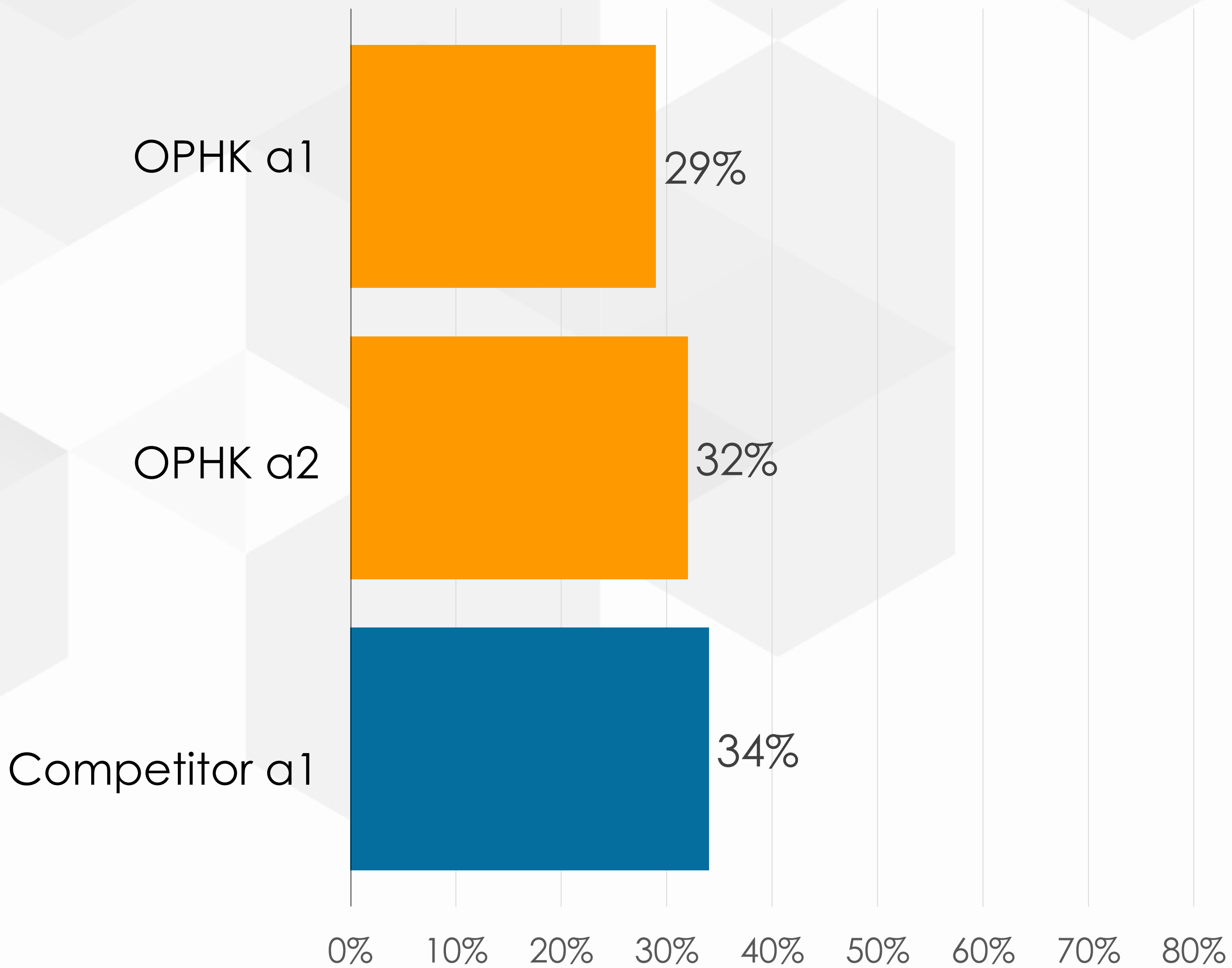
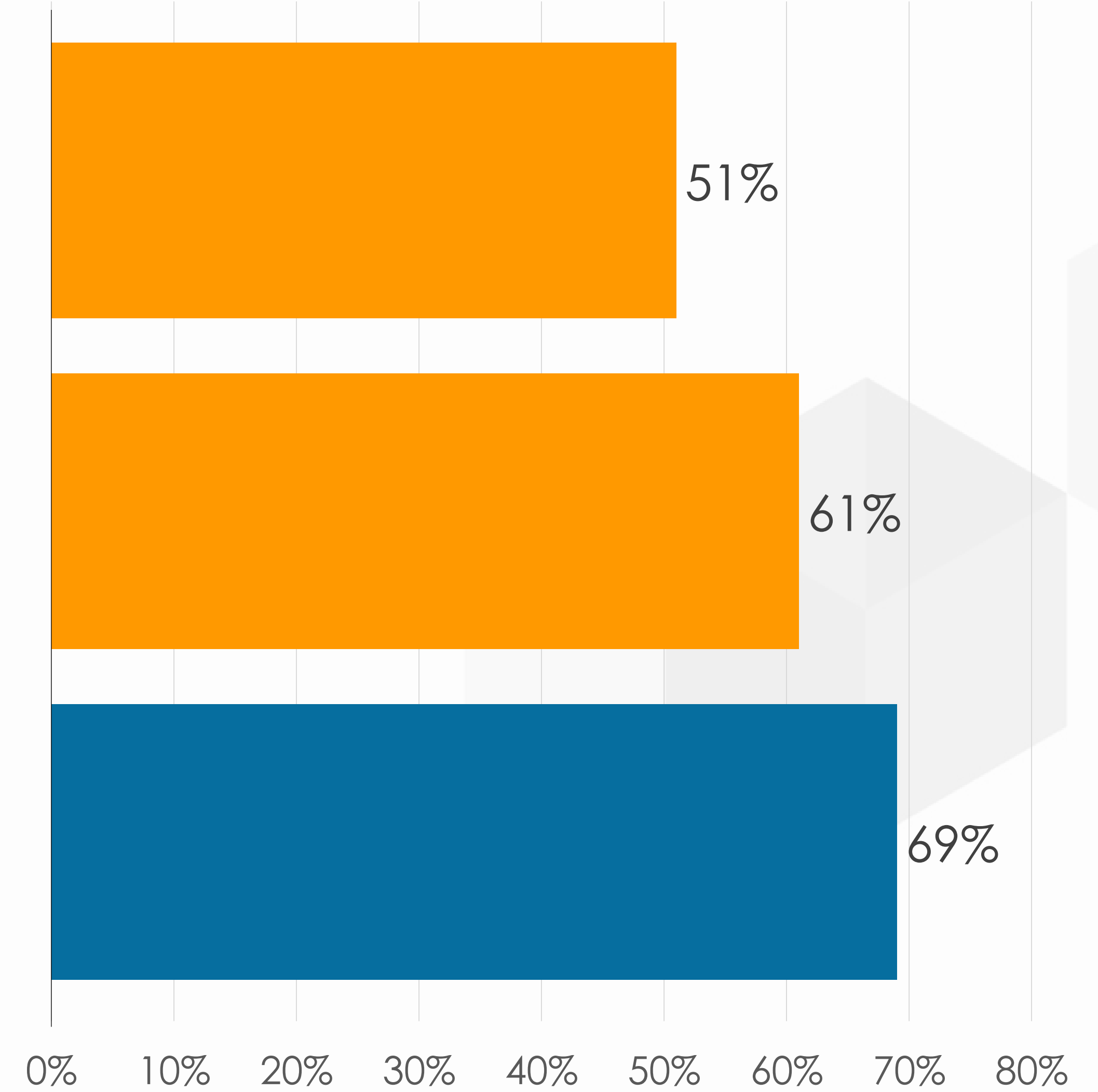
CALM

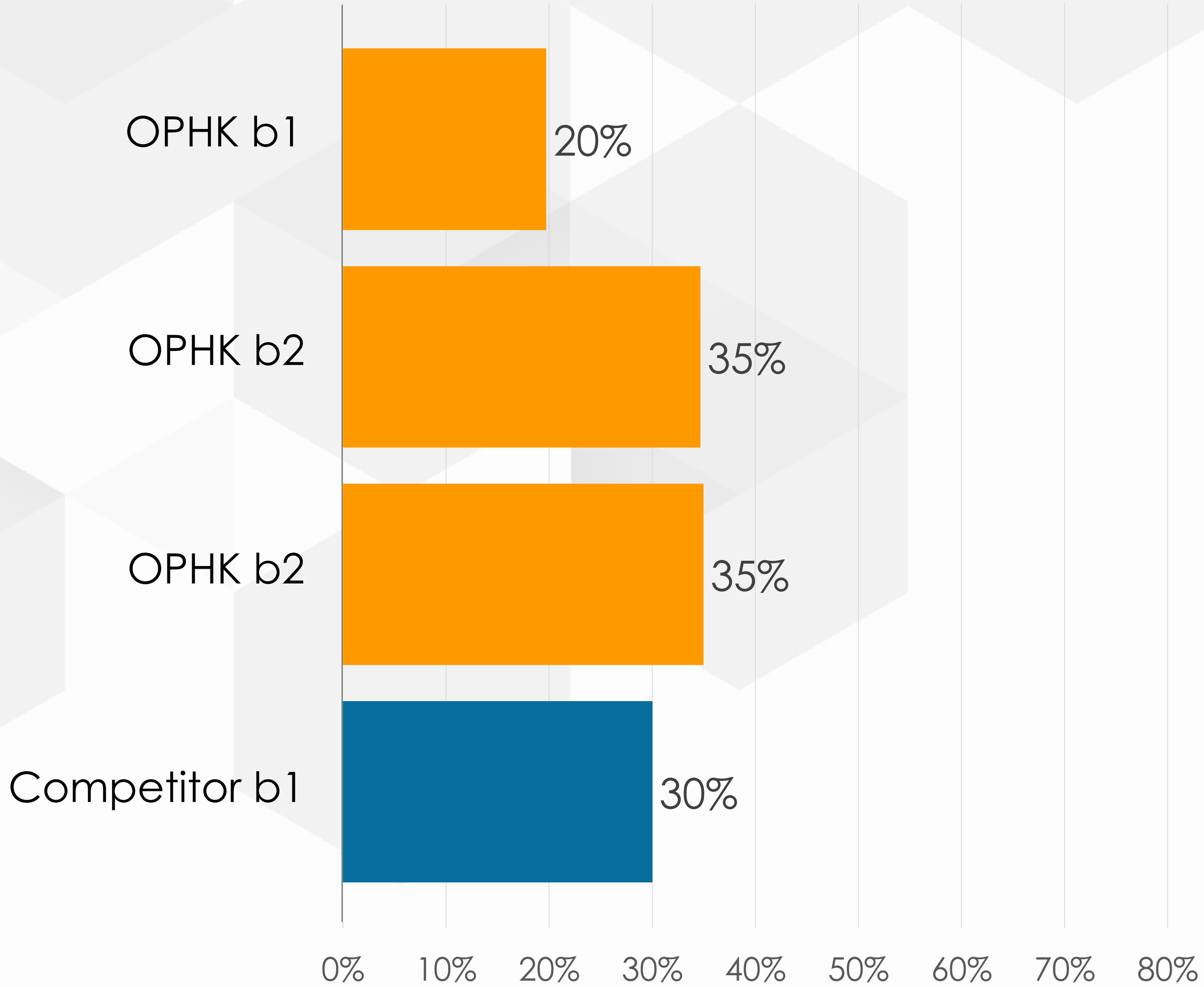
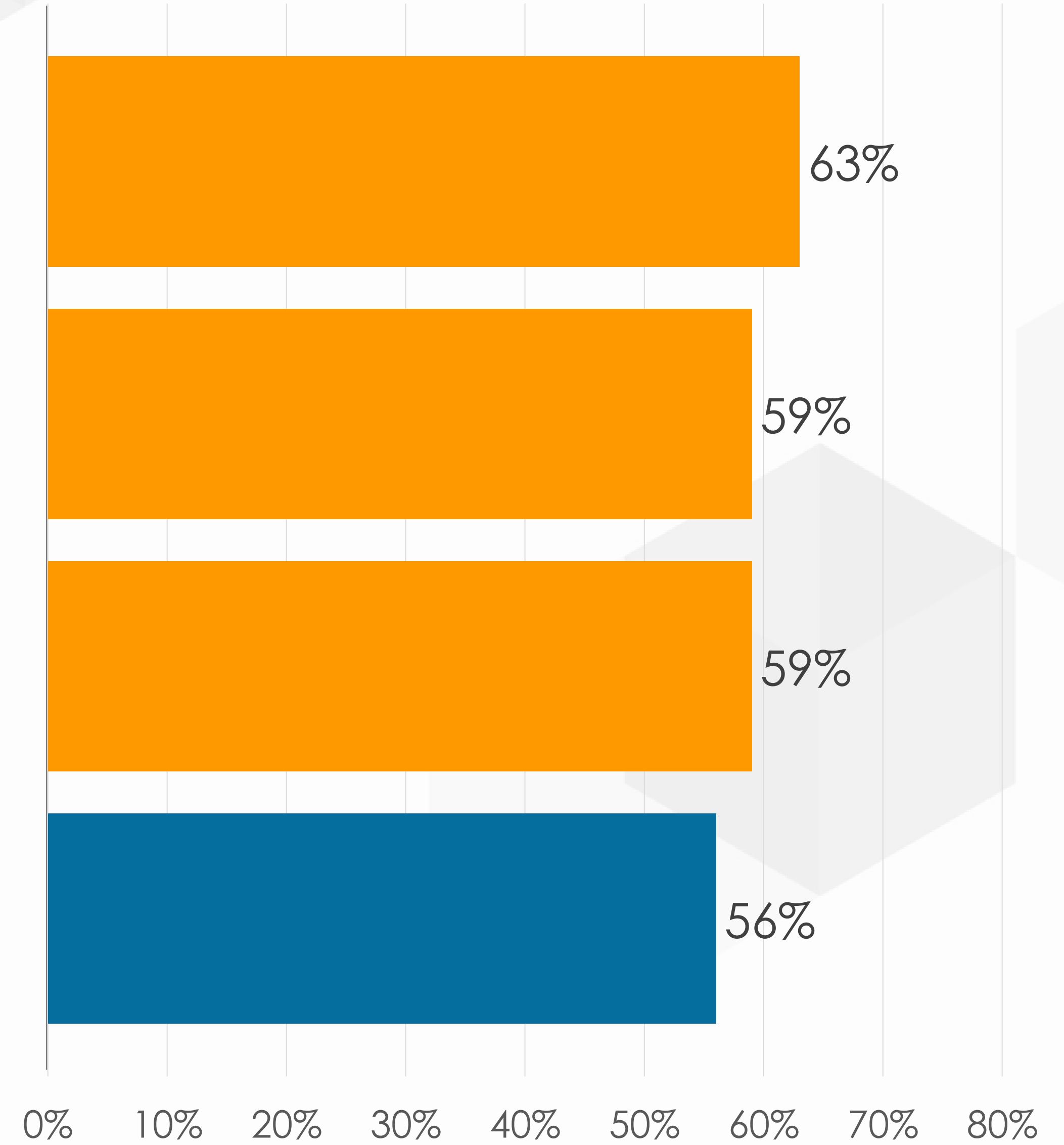
75.5%

SAD

30.3%



Overall % of happy**Peak % of happy**

Overall % of happy**Peak % of happy**

ORIGINAL OBSERVATIONS + TEXT ANALYTICS



Text analysis

Sentiment analysis

Positive phrases

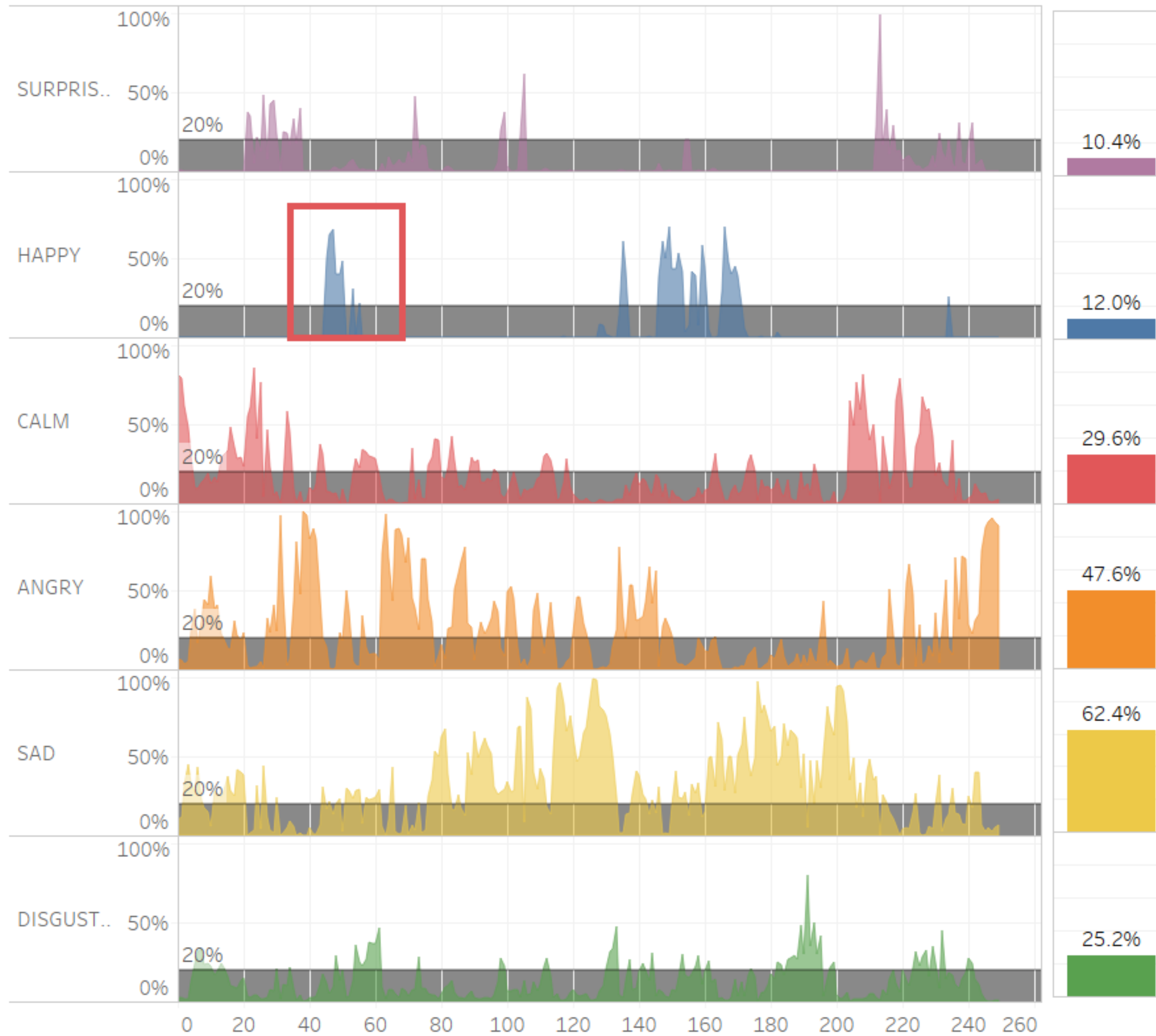


Negative phrases

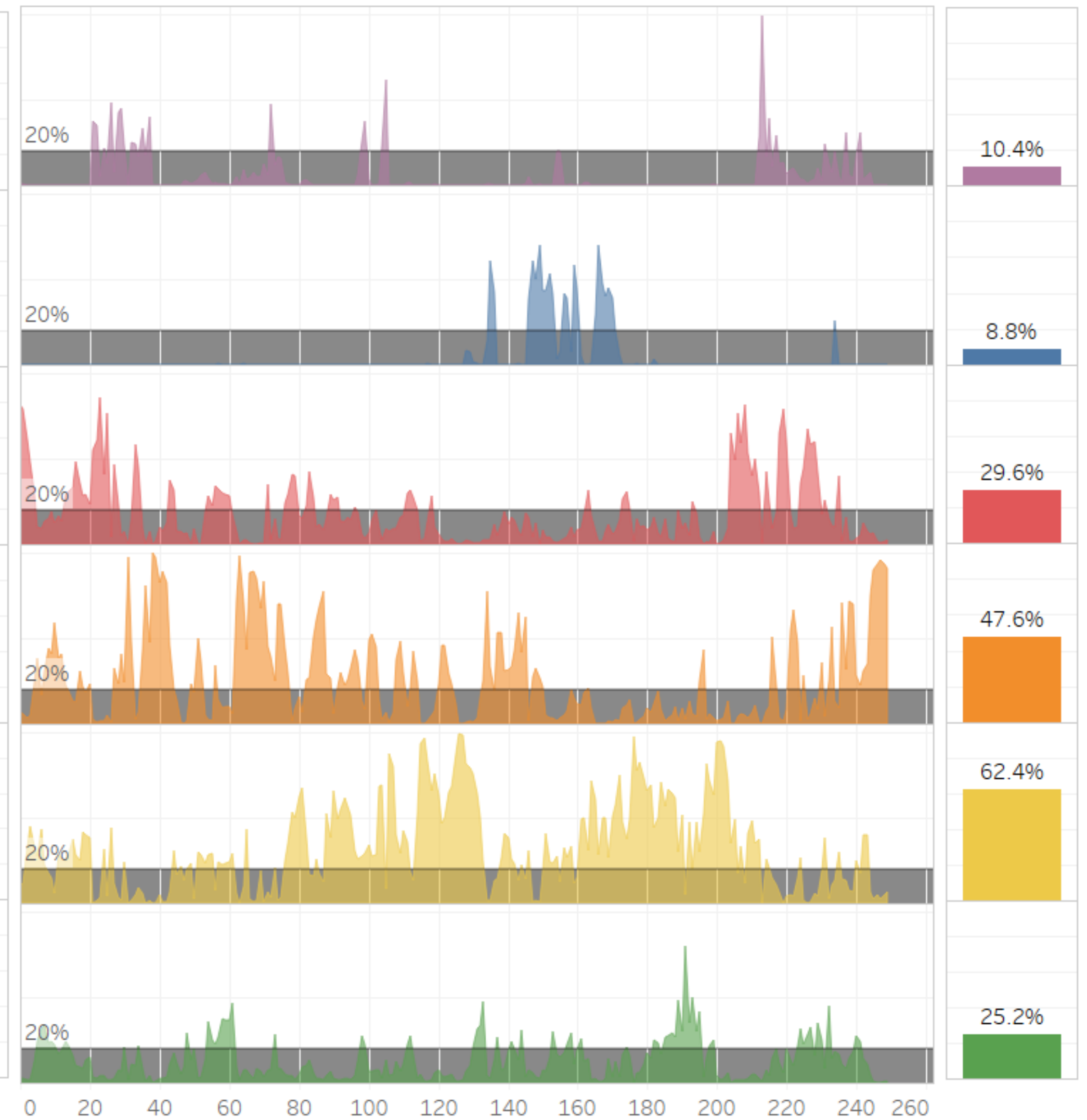


Detect
inconsistencies
with emotion
analytics

Before



After



APPLYING MOODIE IN MARKET RESEARCH

CUSTOMER EXPERIENCE / JOURNEY MAPPING

CONCEPT DEVELOPMENT

UX / UI EVALUATION

Happy

Calm

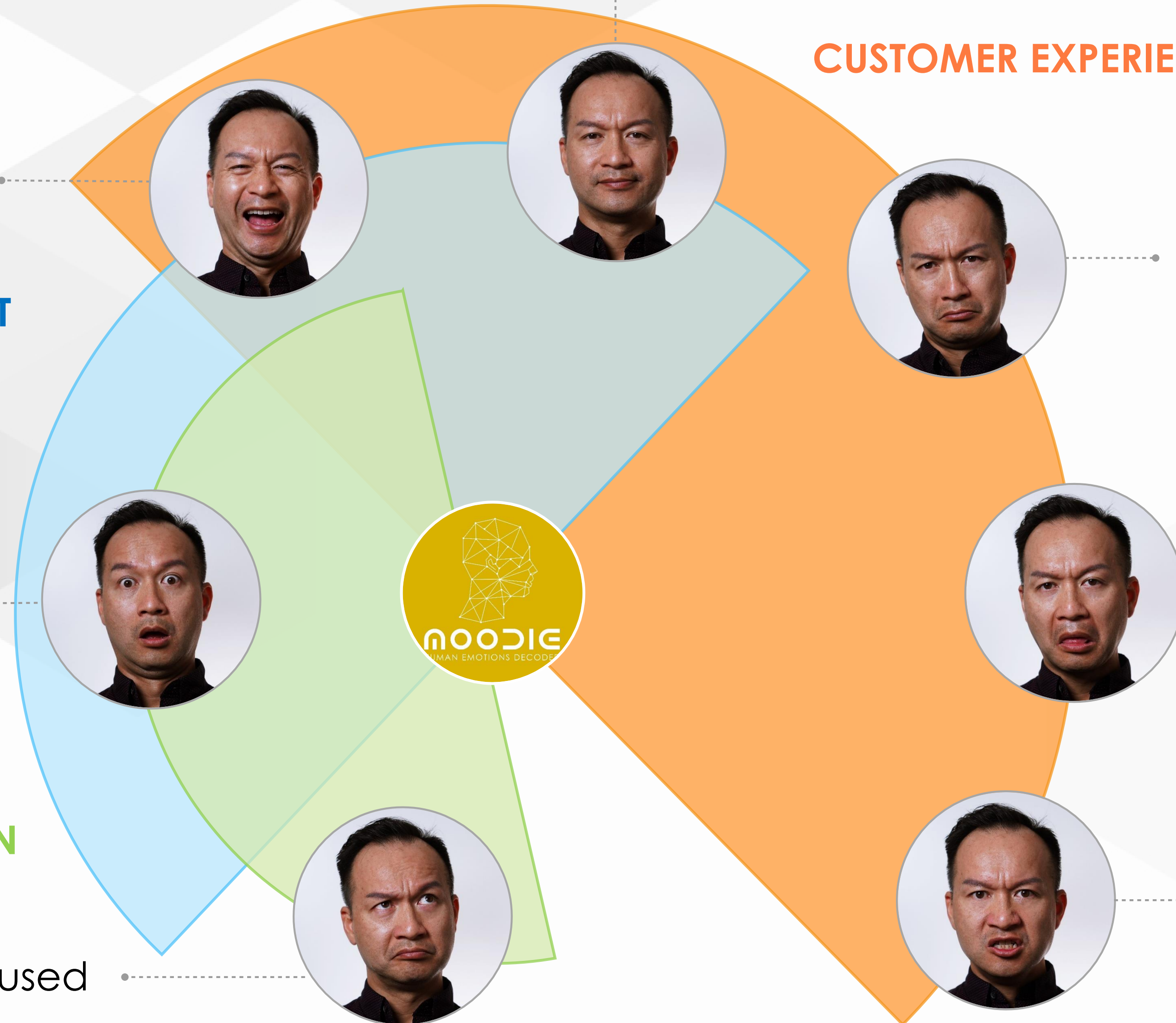
Sad

Disgust

Anger

Surprised

Confused





THE WORLD'S MOST BEAUTIFUL

youtube.com/themeparkreview

ROLLER COASTER!

Like · Reply · 13 · January 30 at 7:37am

Julius Ang Mine Train roller coaster, Ocean park Hongkong. First drop is amazing! Lots of airtime!!! But I don't like the last drop before the ride ends.... It hurts like hell! But yes, this is a beautiful!

Like · Reply · 12 · January 30 at 4:49am

Ting Kit Thank you for your appreciation to one of the most popular theme parks in HK! However, the more popular and symbolic one thing is in HK, the sooner it will be destroyed by the HK Government. If we are to stay with the existence of symbolic HK landmarks, we need to make it hidden. The less compliment, the longer one thing stays.

Like · Reply · 14 · January 30 at 2:28pm

1 Reply

Abigail Chan Hong Kong is really a beautiful city. Although it is small, it has panoramic seaview, beautiful beaches and country parks. However, these beautiful scenes cannot make Hong Kong people feel happy. They work too hard, don't know how to enjoy life!

Like · Reply · 8 · Yesterday at 1:49pm · Edited

1 Reply

Rose Lyn Austria Catague Jeraldine Novelles Roselle Austria Aivi Jem.... next ..next...

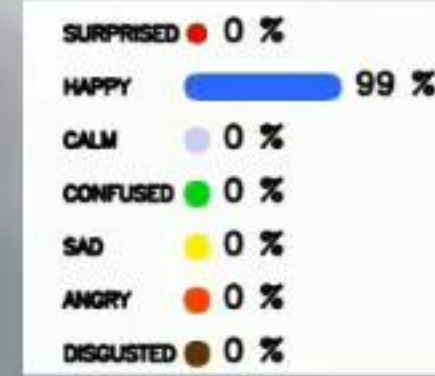
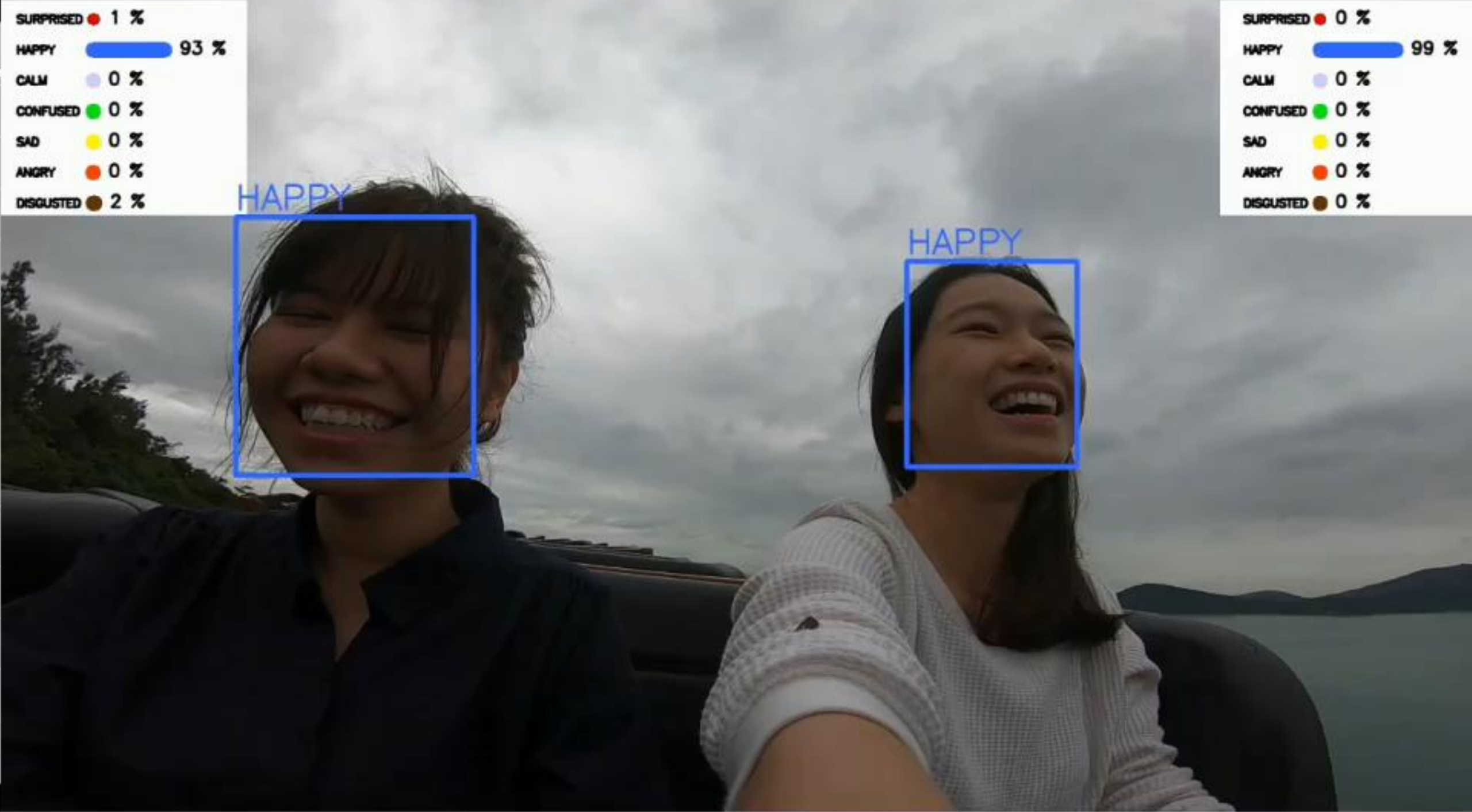
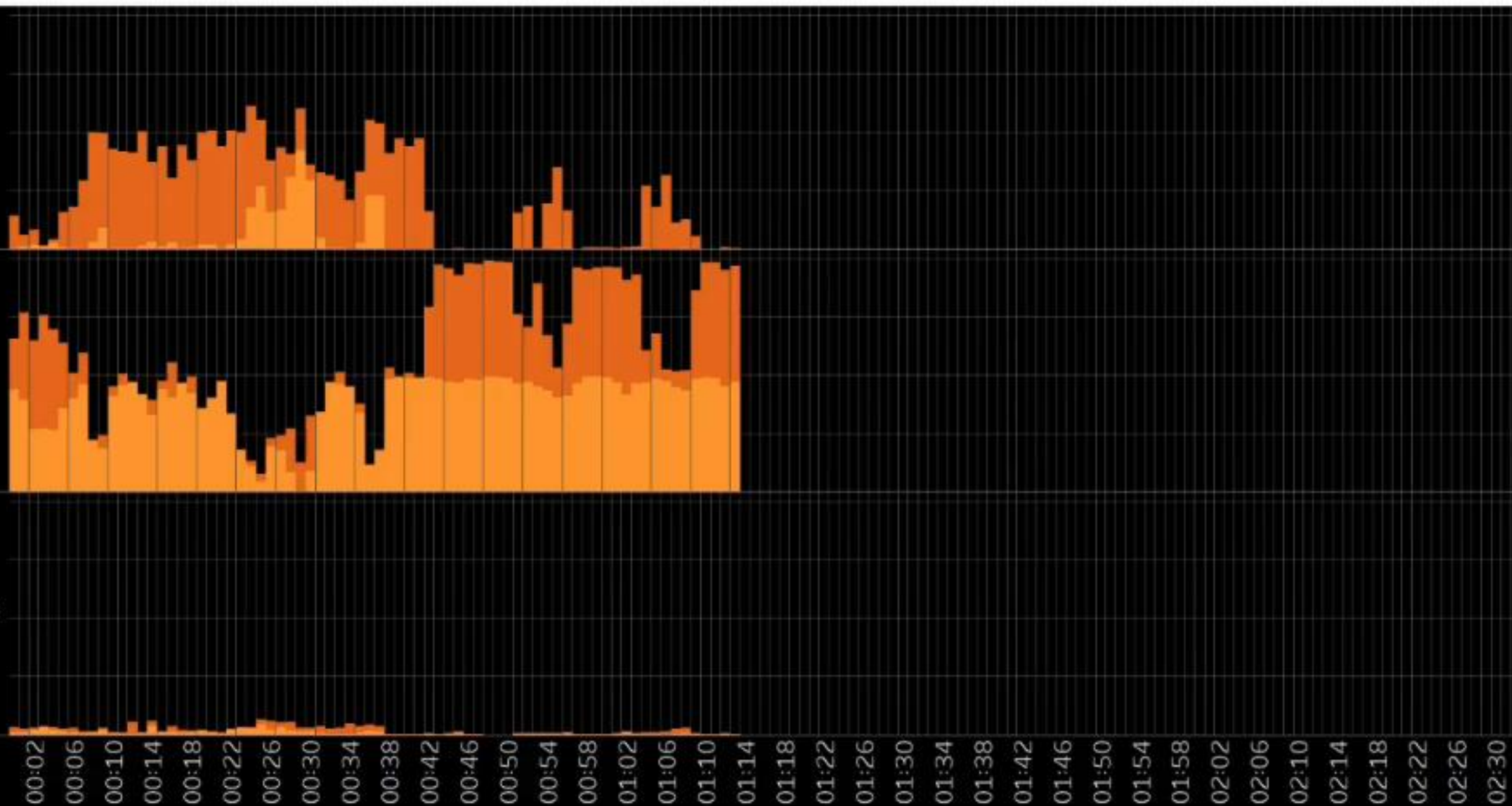
Write a comment...

01:13 - HAPPY

CALM

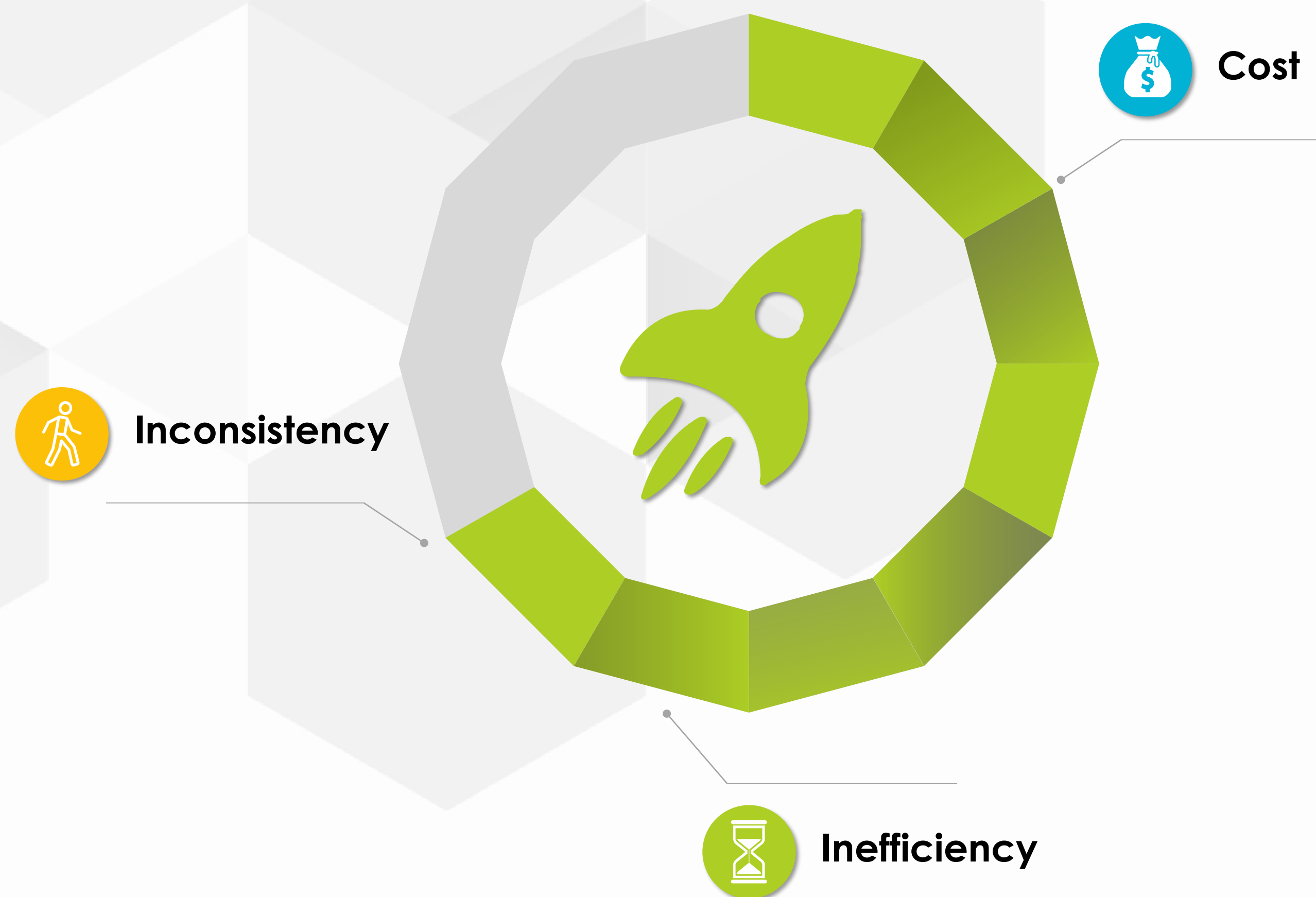
HAPPY

SURPRISED



MOODIE: SOLVING BOTTLENECS IN QUALITATIVE RESEARCH

With the help of AI and emotion-analytics, we are now able to remove bottlenecks in qualitative research and scale it without compromising on quality.



1

Cost

Cost related to human qualitative analysis is significantly reduced.

2

Inefficiency

The time required to complete analysis is also reduced.

3

Inconsistency

The inconsistency in the observations and interpretations between different researchers and clients is removed.

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