

Avaluar les opinions a les xarxes socials

Com analitzar i interpretar el que es diu

Marc Santandreu

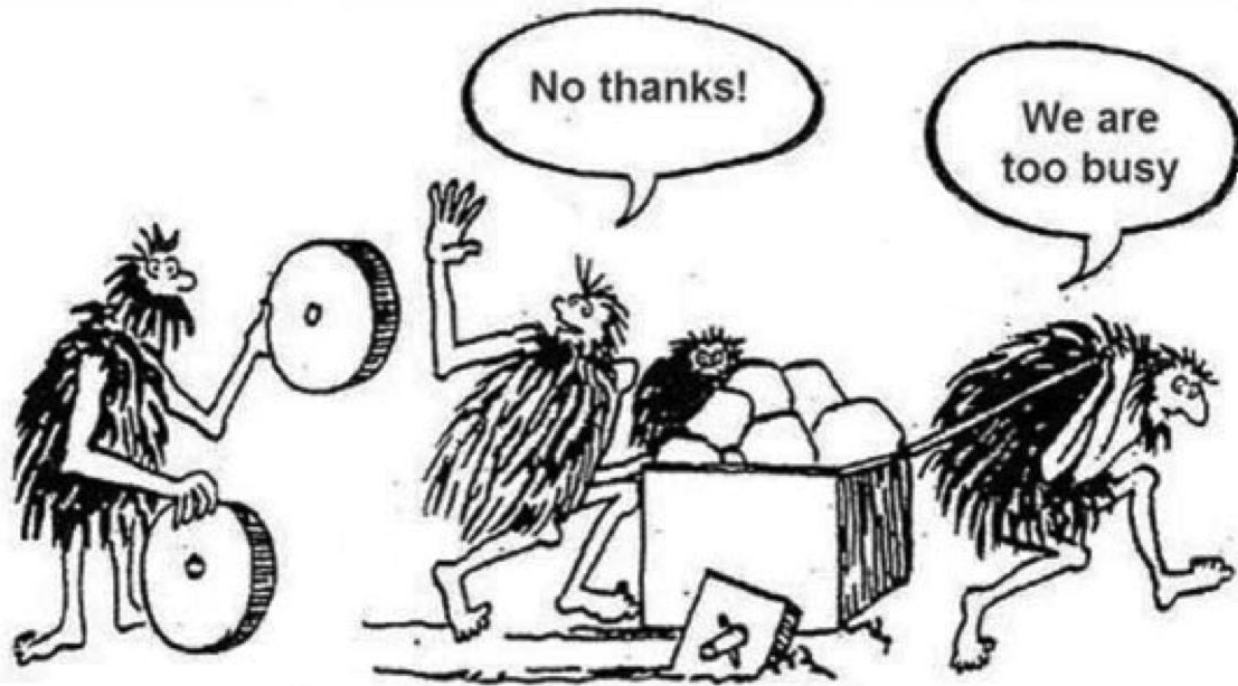


HOLA I BENVINGUTS!

Sóc Marc Santandreu

Fundador de Tekstum Solutions S.L. (2014)

Intel·ligència Artificial aplicada al sector cultural



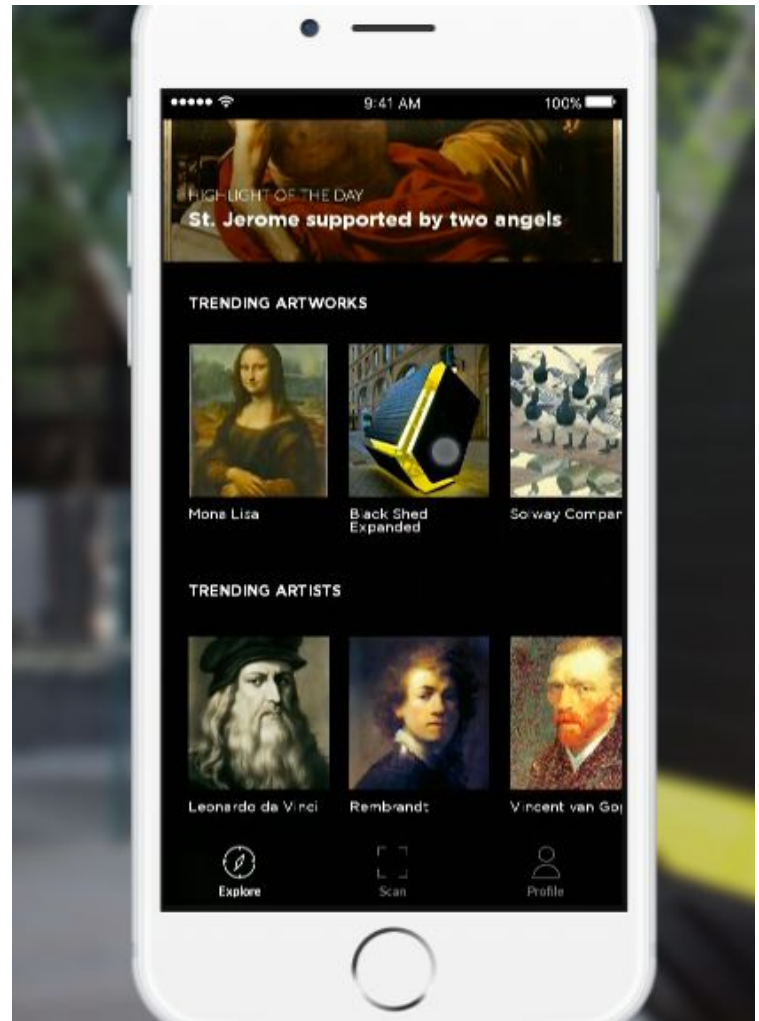


“La primer señal de que estás innovando es que la gente no te entiende.”

Ferran Adrià

1. Innovació tecnològica als museus





Welcome Anna,
today's special offer



get second ticket for free



Machine Vision makes it possible: Sentiment Analysis



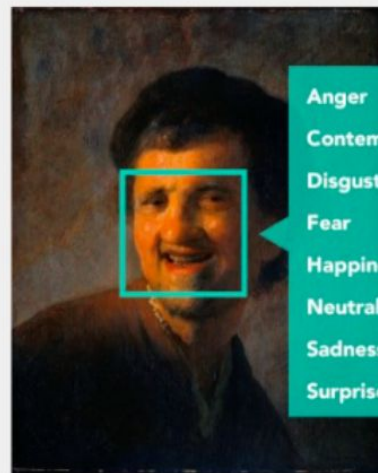
Anger	0.00053
Contempt	0.00156
Disgust	0.00014
Fear	0.00014
Happiness	0.00004
Neutral	0.84239
Sadness	0.15463
Surprise	0.00058

Femme aux Bras Croisés
Pablo Picasso
Private collection



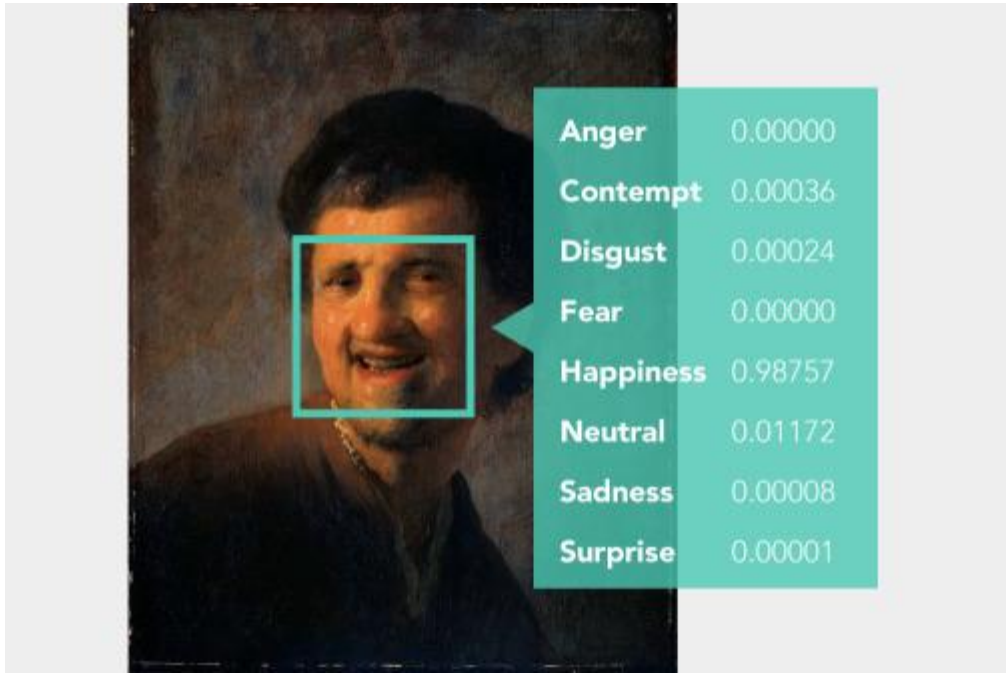
Anger	0.21818
Contempt	0.03684
Disgust	0.02698
Fear	0.00792
Happiness	0.00035
Neutral	0.53281
Sadness	0.03990
Surprise	0.13702

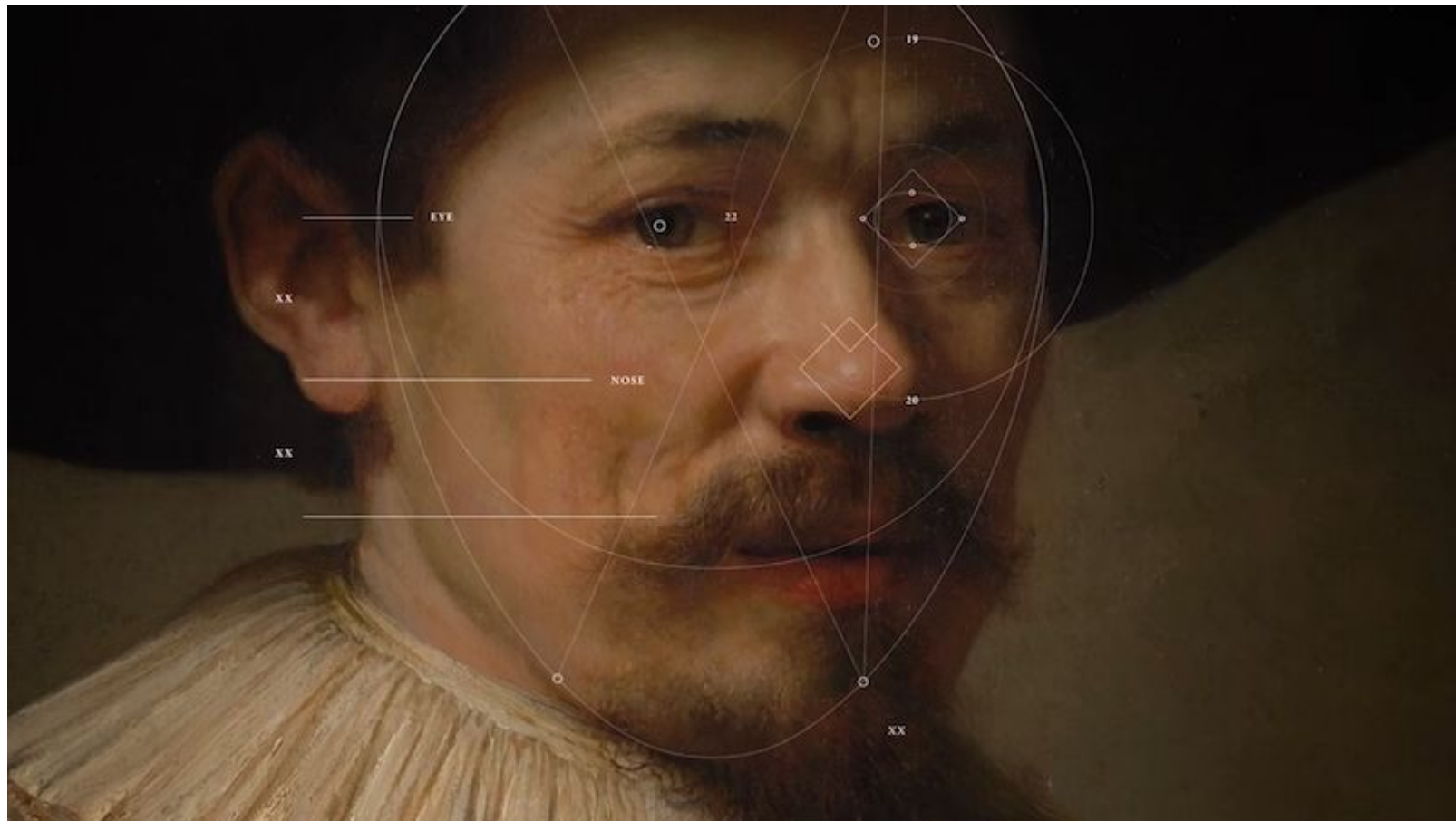
Self-Portrait
Otto Dix
Detroit Institute of the Arts



Anger	0.00000
Contempt	0.00036
Disgust	0.00024
Fear	0.00000
Happiness	0.98757
Neutral	0.01172
Sadness	0.00008
Surprise	0.00001

Bust of a Laughing Young Man
Rembrandt
Rijksmuseum







¿Quién te creó?

Mi creador es Emilio Renart





QUI ÉS?

QUÈ DIU?

QUÈ PENSA?

QUÈ SENT?

2. Importància de conèixer els públics culturals

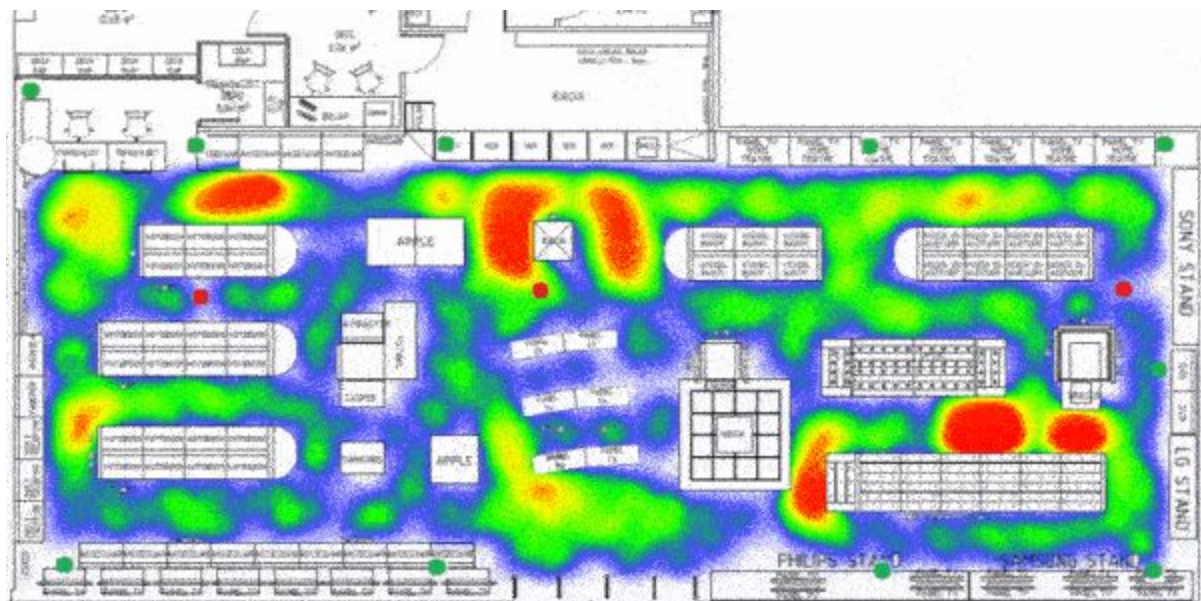
Formes de conèixer els públics i la seva satisfacció:



Test de satisfacción

Se evalúa la calidad de la interacción en el museo de 0 (Pésimo) 1 (Malo) 2 (Regular) 3 (Aceptable) 4 (Muy bueno) 5 (Excelente)

	0	1	2	3	4	5
1. Cuál es su grado de satisfacción con el museo en comparación con otros?						
2. El museo le da entender para que está conformado y cuál es su intención?						
3. El apuntador es fácil de interpretar y manejar?						
4. La comunicación gráfica y descripciones son entendibles, legibles y oportunas?						
5. La iluminación en la maqueta es acorde y permite entender la interacción?						
6. Es eficiente la señalización que hay en el lugar?						
7. Es fácil la identificación de los diferentes lugares de Medellín en la maqueta?						
8. Las intervenciones en el museo ayudan a entender la utilidad de la maqueta?						
9. Qué tan evidente es la interacción en la maqueta?						
10. La información ofrecida en las pantallas es útil?						
11. El espacio es agradable, cómodo y ergonómico?						
12. La interacción con el láser es fácil, cómodo y didáctico?						
13. El personal está calificado para ofrecer la información necesaria?						
14. Qué tan satisfactoria ha sido la visita a la maqueta?						






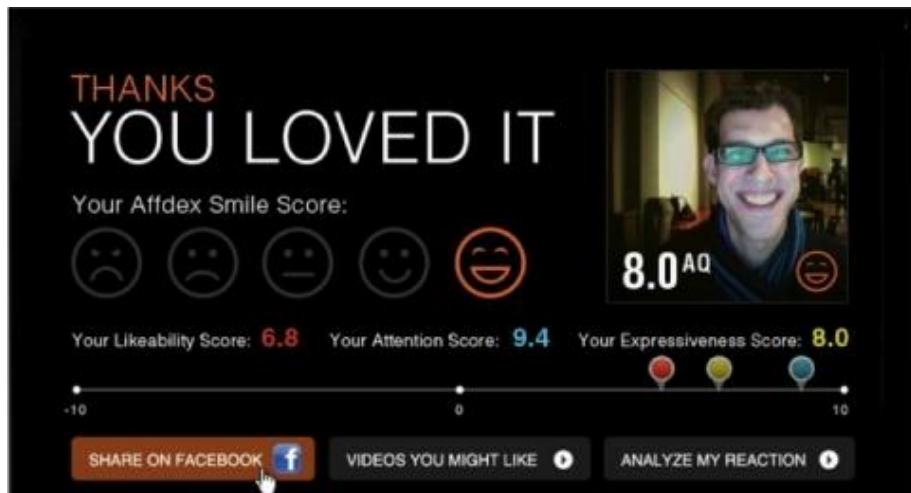
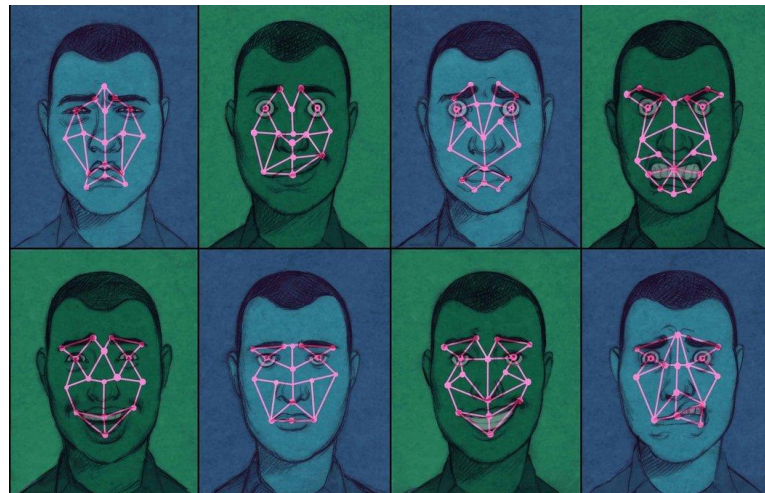
THANKS
YOU LOVED IT

Your Affdex Smile Score:

8.0^{AQ}

Your Likeability Score: 6.8 Your Attention Score: 9.4 Your Expressiveness Score: 8.0

SHARE ON FACEBOOK  VIDEOS YOU MIGHT LIKE  ANALYZE MY REACTION 

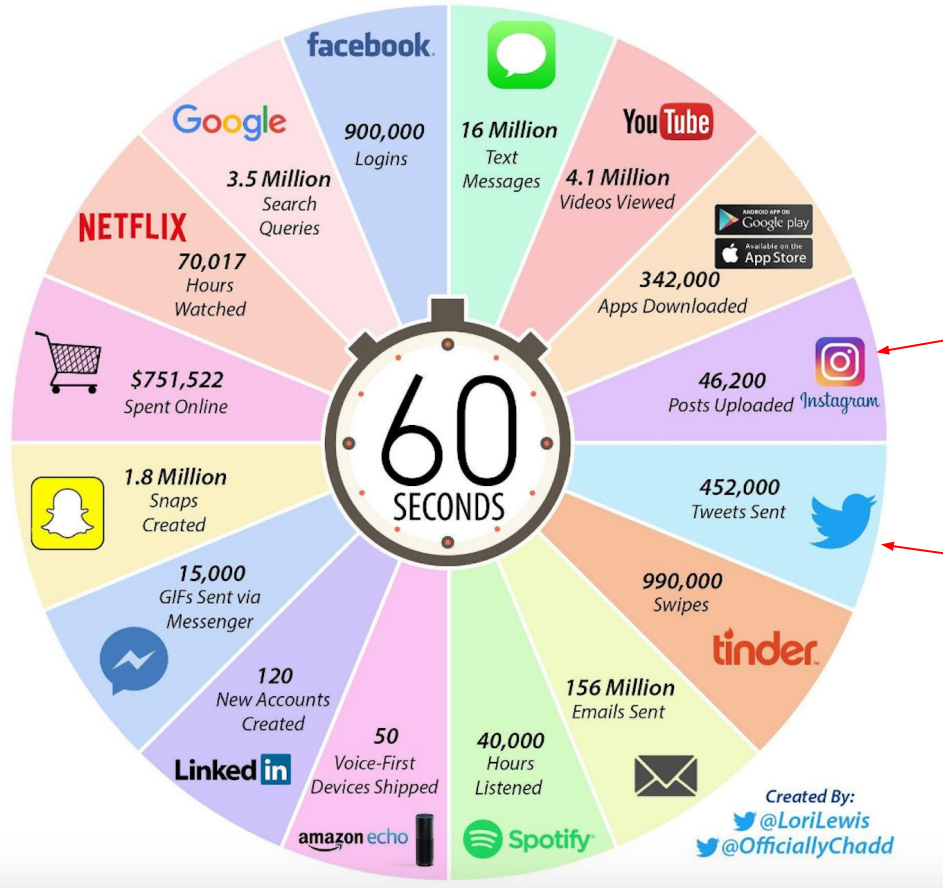
The image shows a screenshot of the Affdex website interface. At the top, it says "THANKS YOU LOVED IT" in white and orange text. Below this, it displays "Your Affdex Smile Score:" followed by five smiley face icons of varying sizes and colors (grey, blue, green, yellow, orange). The largest icon is orange and has the number "8.0^{AQ}" next to it. To the right of the smiley faces is a small video thumbnail of a man smiling. Below the smiley faces, it shows three scores: "Your Likeability Score: 6.8", "Your Attention Score: 9.4", and "Your Expressiveness Score: 8.0". At the bottom, there are three buttons: "SHARE ON FACEBOOK" with a Facebook icon, "VIDEOS YOU MIGHT LIKE" with a play icon, and "ANALYZE MY REACTION" with a play icon. A mouse cursor is pointing at the Facebook button.



DEMOCRATITZACIÓ DE L'OPINIÓ



2017 This Is What Happens In An Internet Minute





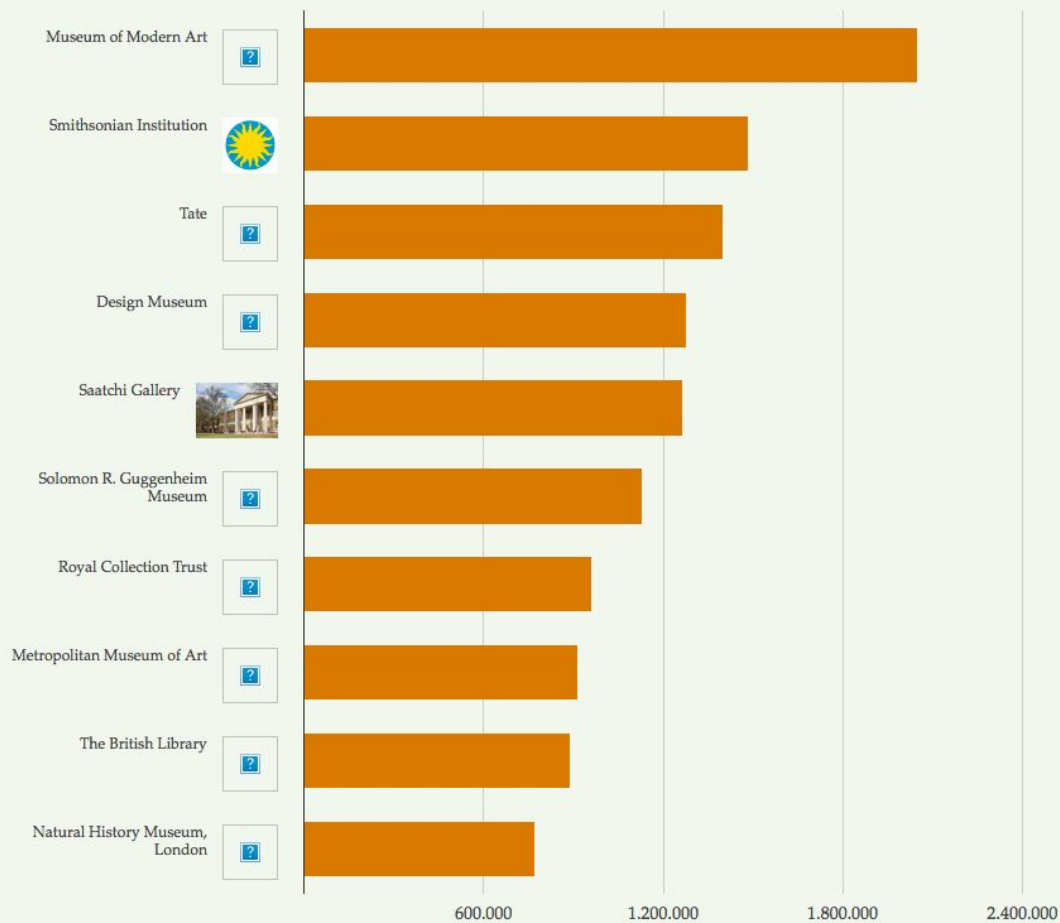
Capacitat computacional /automatització /algoritmes



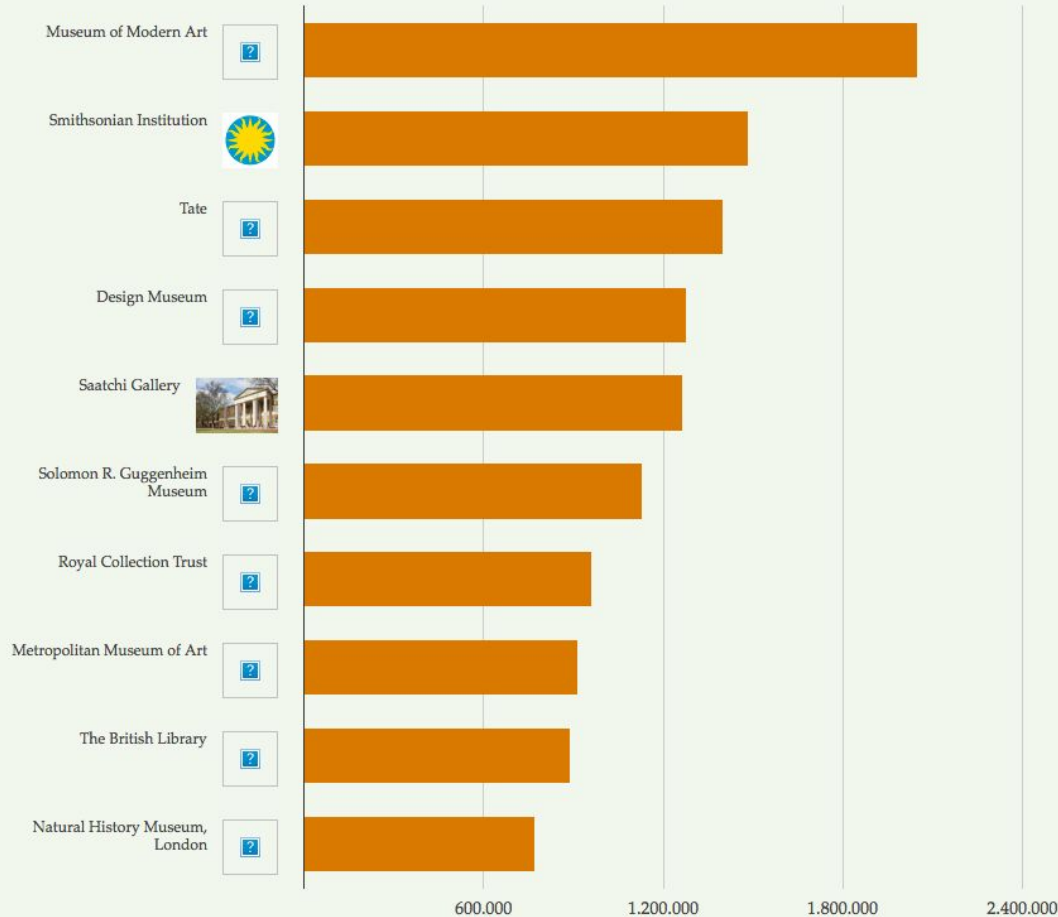
XARXES SOCIALS + IA =

+ CONEIXEMENT PÚBLIC

Museums with the most followers on Twitter



Museums with the most followers on Twitter



**DADES...
QUANTITATIVES**

I QUALITATIVES?

3. Ús de la Intel·ligència Artificial i les xarxes socials per conèixer qualitativament el teu públic

Anàlisi de les opinions dels visitants amb Processament de Llenguatge Natural



IA: PROCESSAMENT LLENGUATGE NATURAL

TÈCNIQUES PER PROCESSAR I ANALITZAR EL LLENGUATGE HUMÀ ESCRIT



HI HA MOLTES APLICACIONS DE PLN:

- COMPTAR PARAULES
- GENERACIÓ DE RESPOSTES AUTOMÀTIQUES
- NAMED ENTITY EXTRACTION (NER)
- EXTRACCIÓ INFORMACIÓ / CONTINGUT
- ANÀLISIS SEMÀNTIC
- TRADUCCIONS AUTOMATITZADES (MACHINE TRANSLATION)
- I....

SENTIMENT ANALYSIS





Tess rated it ★★★★★

Oct 05, 2016

Stunning. Just absolutely stunning. I don't know why it took me this long to read this but I want to read it all over again.

[Like](#) · [see review](#)



Marilag rated it ★★☆☆☆

Oct 06, 2016

Shelves: [contemporary](#), [mystery](#), [drama](#), [crime](#), [modern](#), [2016](#)

DNF 25%.

You know, I actually liked the movie, which was why I picked this book up as an audio book. But there were definitely two things that made me decide to give up: the no longer surprising plot twist and the most annoying characters ever. I think most of the weirdness in *Gone Girl* was because of the twist, and it was well done in the movie. But since I already knew what was going to happen, and since the entire book's shock and wow factor pretty much hinged on the reader's ignorance of the twist, that sensation was lost on me, and I wound up not caring. Also, Nick and Amy Dunne were superbly obnoxious. And I was so done with the first POVs, especially when both characters were pretty much obnoxious and pretentious little shits. Ugh. No puedo. ([less](#))

[Like](#) · [see review](#)



Nicky rated it ★★★★★

Oct 05, 2016

I chose to use my hour finishing this book instead of studying for my midterm. So you could say it was good

[Like](#) · [see review](#)



Haidji rated it ★★★★★★

Oct 03, 2016

Intense

This book is amazing, twisted, intense, and unexpected, but unfortunately the ending fell flat.



Ter rated it ★★★★★

Oct 05, 2016

Stunning. Just absolutely stunning. I don't know why it took me this long to read this but I want to read it all over again.

Like · see review



Mar rated it ★★★★★

Oct 06, 2016

Shelves: contemporary, mystery, detective, crime, modern, 2016

DNF 25%.

You know, I actually liked the movie, which was why I picked this book up as an audio book. But there were definitely two things that made me decide to give up: the no longer surprising plot twist and the most annoying characters ever. I think most of the weirdness in *Gone Girl* was because of the twist, and it was well done in the movie. But since I already knew what was going to happen, and since the entire book's shock and wow factor pretty much hinged on the reader's ignorance of the twist, that sensation was lost on me, and I wound up not caring. Also, Nick and Amy Dunne were superbly obnoxious. And I was so done with the first POVs, especially when both characters were pretty much obnoxious and pretentious little shits. Ugh. No puedo. [\(less\)](#)

Like · see review



Nick rated it ★★★★★

Oct 05, 2016

I chose to use my hour finishing this book instead of studying for my midterm. So you could say it was good

Like · see review



Haji rated it ★★★★★

Oct 03, 2016

Intens

This book is amazing, twisted, intense, and unexpected, but unfortunately the ending fell flat.



Tess rated it ★★★★★

Oct 05, 2016

Stunning. Just absolutely stunning. I don't know why it took me this long to read this but I want to read it all over again.

Like · see review



Marilag rated it ★☆☆☆☆

Oct 06, 2016

Shelves: contemporary, mystery, drama, crime, modern, 2016

DNF 25%.

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Like · see review



Nicky rated it ★★★★★

Oct 05, 2016

I chose to use my hour finishing this book instead of studying for my midterm. So you could say it was good

Like · see review



Haidji rated it ★★★★★

Oct 03, 2016

Intense

This book is amazing, twisted, intense, and unexpected, but unfortunately the ending fell flat.



Heidi rated it ★★★★★

Oct 03, 2016

Intense

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Heidi rated it ★★★★★

Oct 03, 2016

Intense

This book is amazing, twisted, intense, and unexpected but unfortunately
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Tekstum



Sentiment

of user opinions

Positive

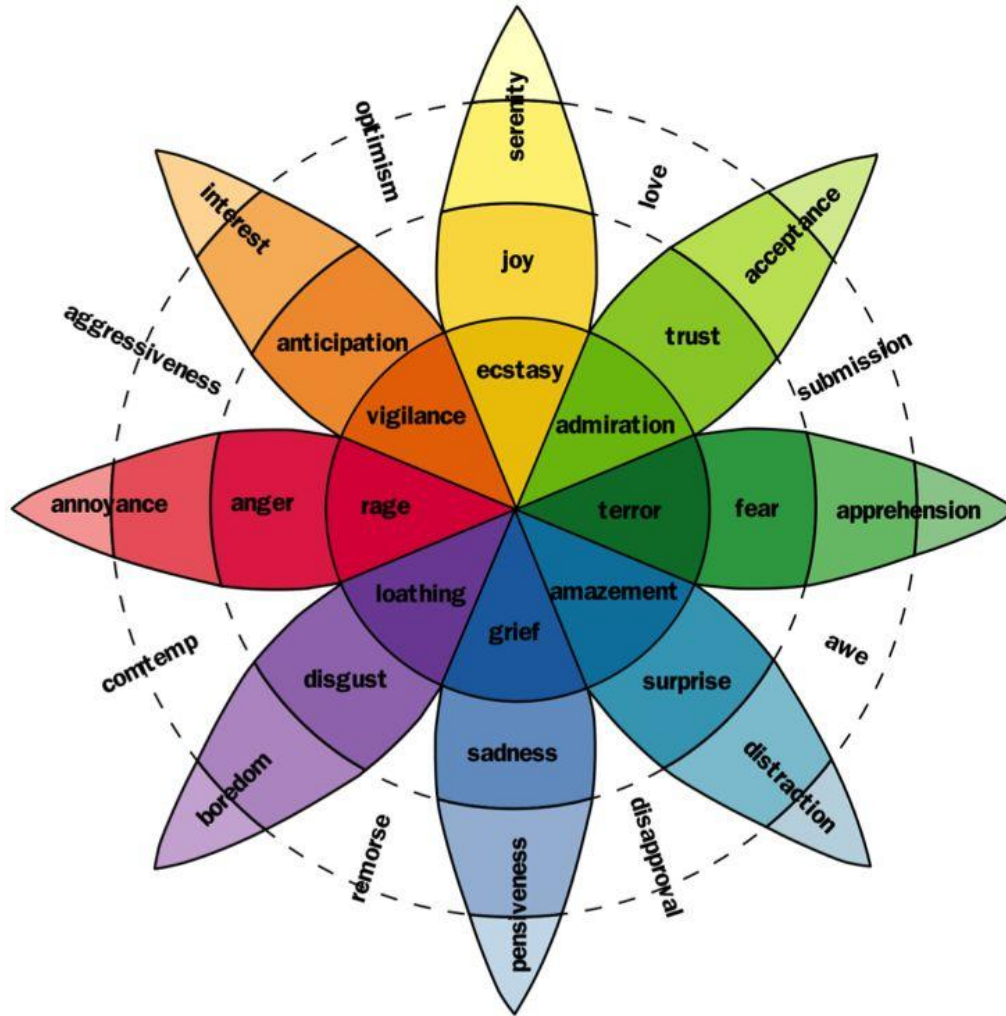
Neutral

Negative



EMOTIONS

R. PLUTCHIK



Tekstum

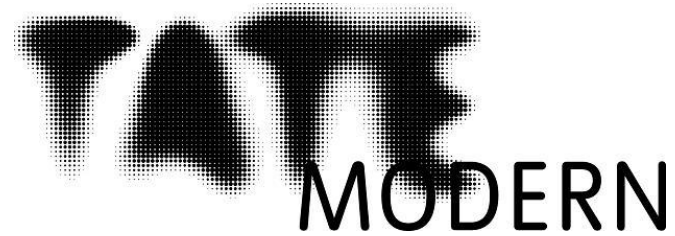


Emotions

from User Opinions



4. Casos d'estudi



BJÖRK DIGITAL

Museu: CCCB

Dates Exposició: 14 juny 2017- 22 octubre 2017

Font: Twitter



cccb, bjork

cccb, @bjork

cccb, #bjork

cccb, #bjorkdigital

#cccb, bjork

#cccb, @bjork

#cccb, #bjork

#cccb, #bjorkdigital

@cececebe, bjork

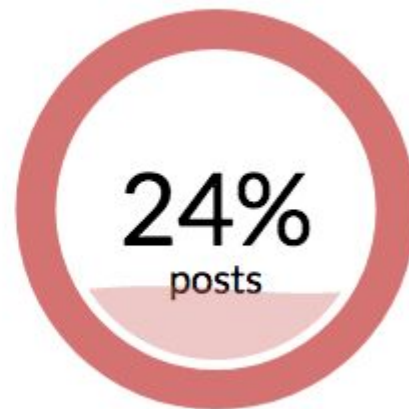
@cececebe, @bjork

@cececebe, #bjork

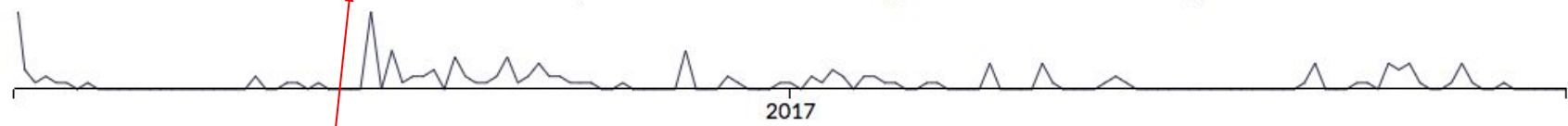
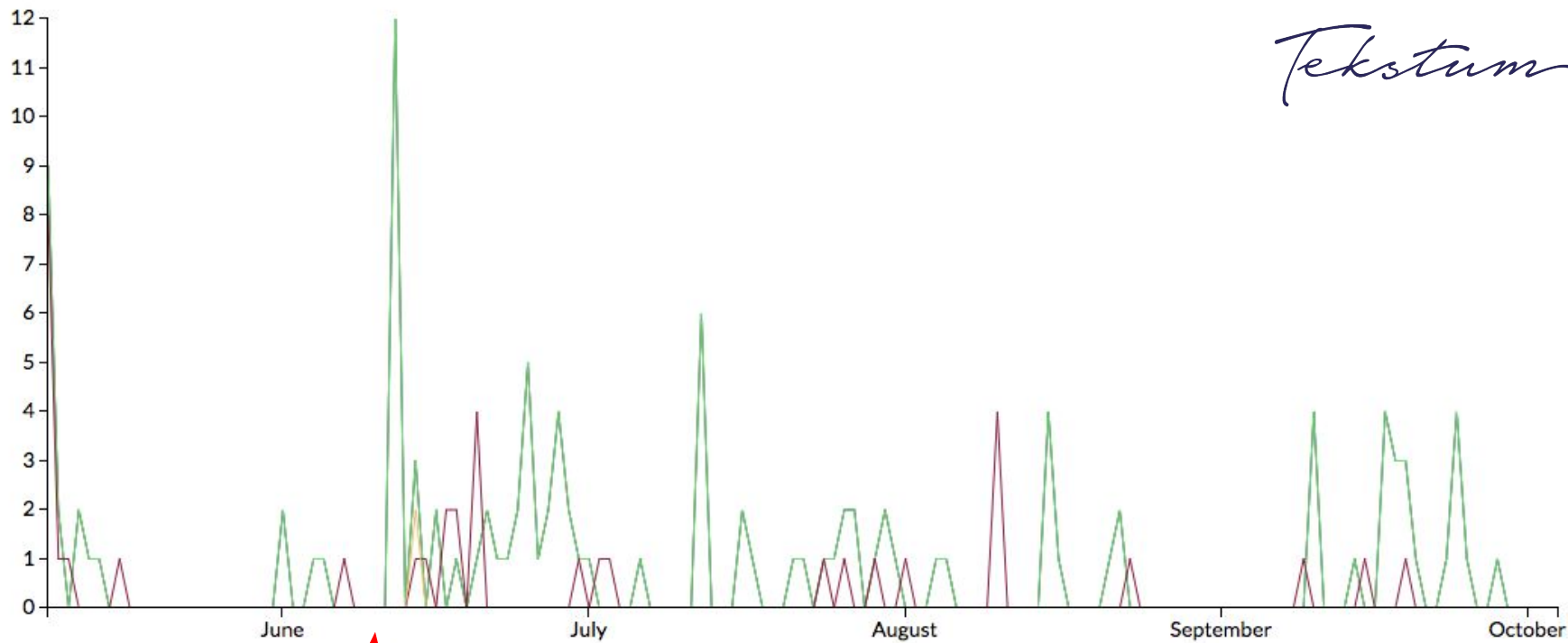
@cececebe, #bjorkdigital

Comentaris analitzats: 1.321

Tekstum

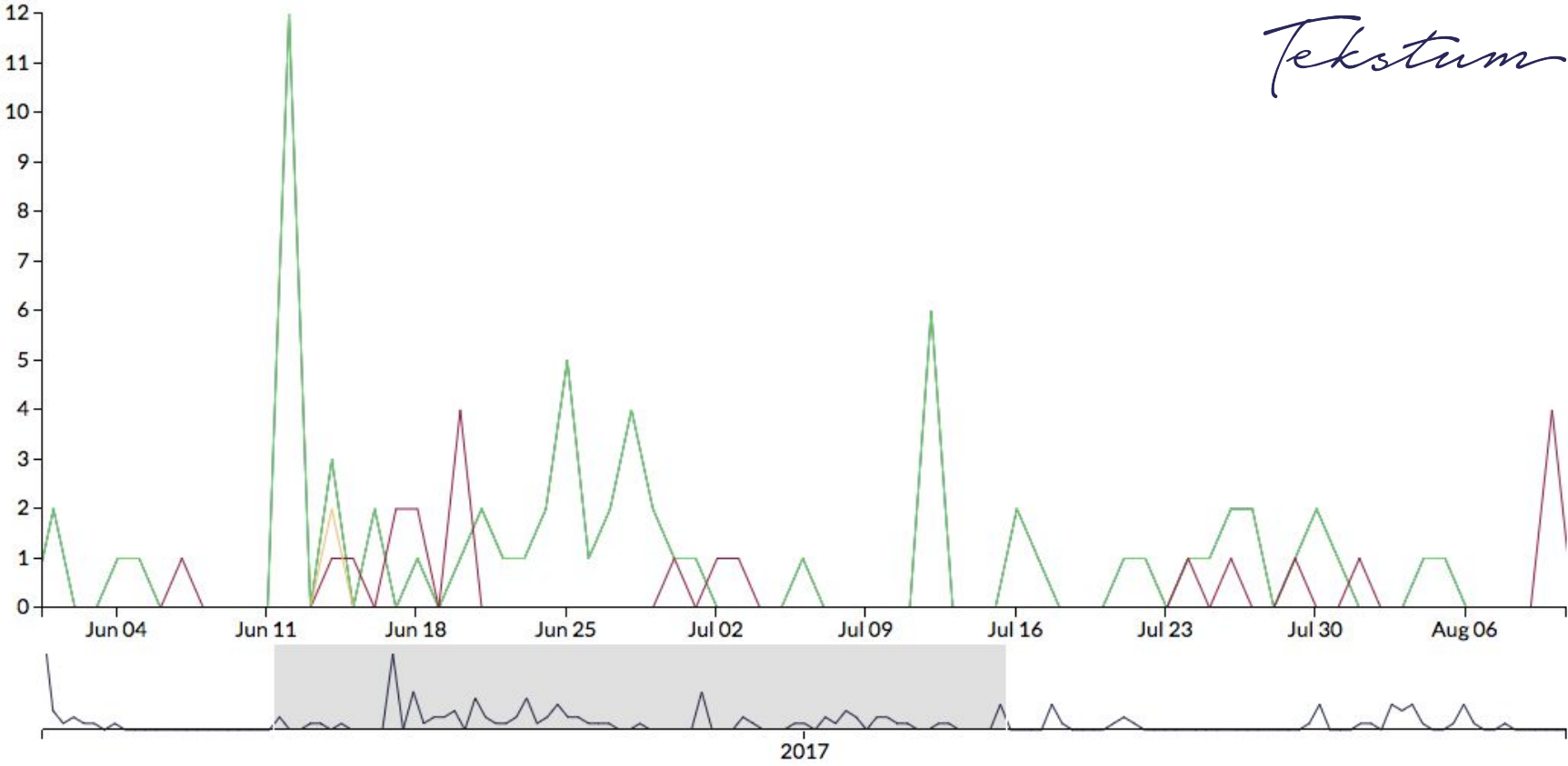


Tekstum



2017

Tekstum







miquel lacasta @miquelacasta · 17 jul.

CCCB, Bjork, imprescindible!!! Más que recomendable. [#inmersive3D](#) [#cccb](#)
[#brutal](#) [#vr](#) [instagram.com/p/BWpYIRWFeyJ/](https://www.instagram.com/p/BWpYIRWFeyJ/)



Gemma Abrié @gemmaabrie · 19 sept.

Grande! Acabo de ver la expo [#Bjorkdigital](#) en [#CCCB](#) de Barcelona i es
realmente inspiradora. Una genia!



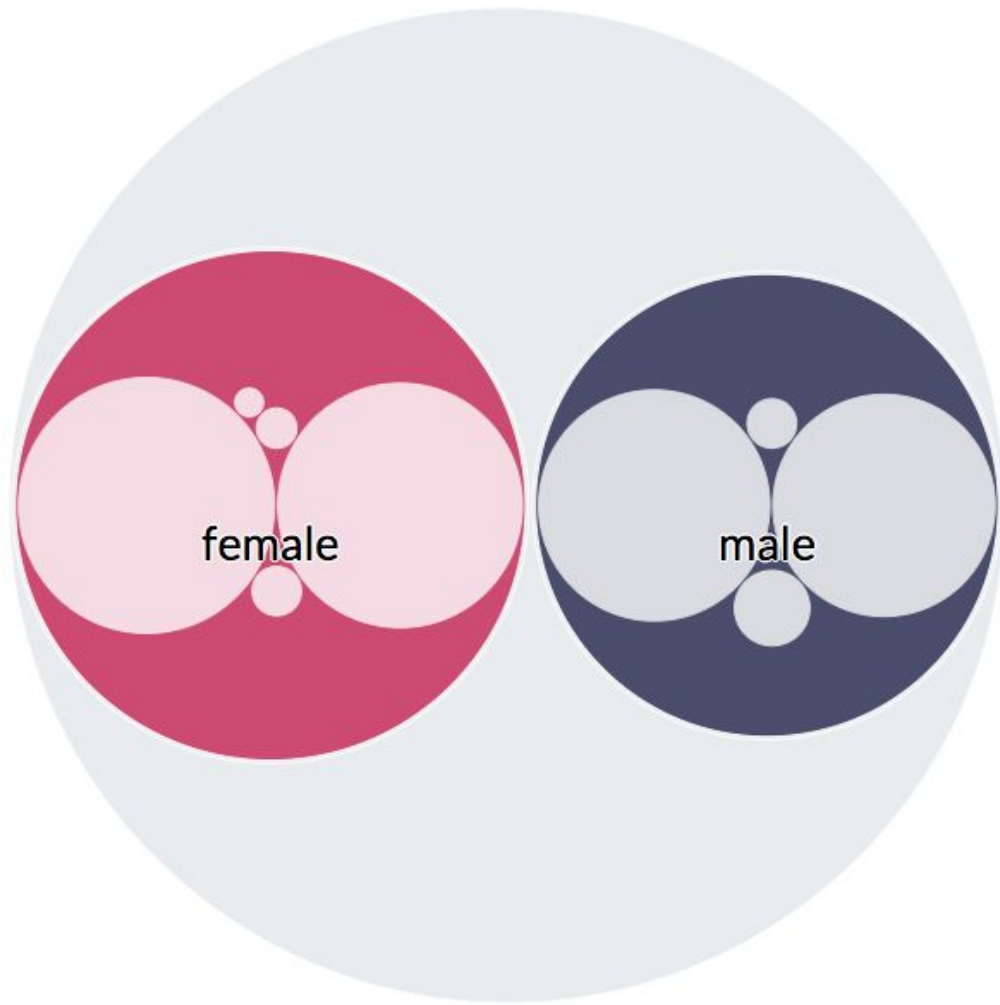
En respuesta a [@patogiacomino](#) [@bjork](#) y a 6 más

Has visto la exposición que hay en el **CCCB**? Björk Digital. Estará hasta el 24/9
Alucinante! [#bjorkdigitalbcn](#)



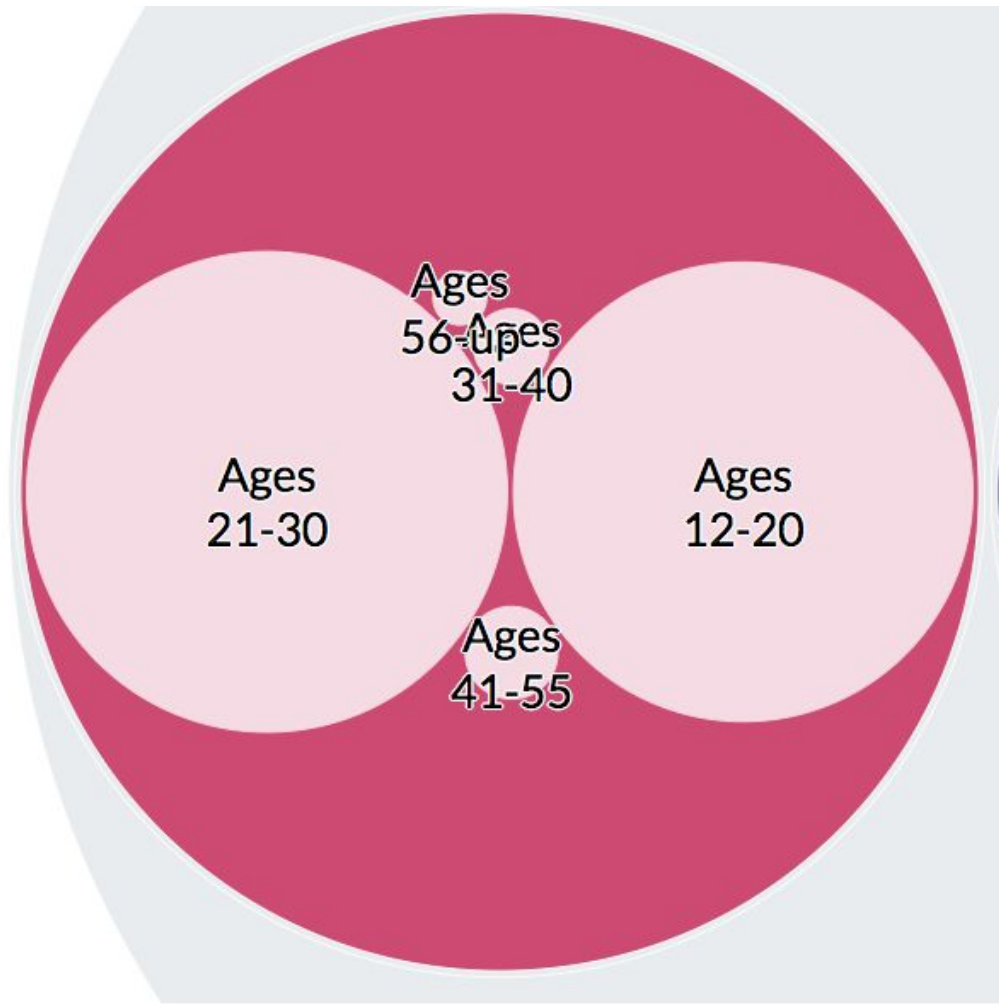


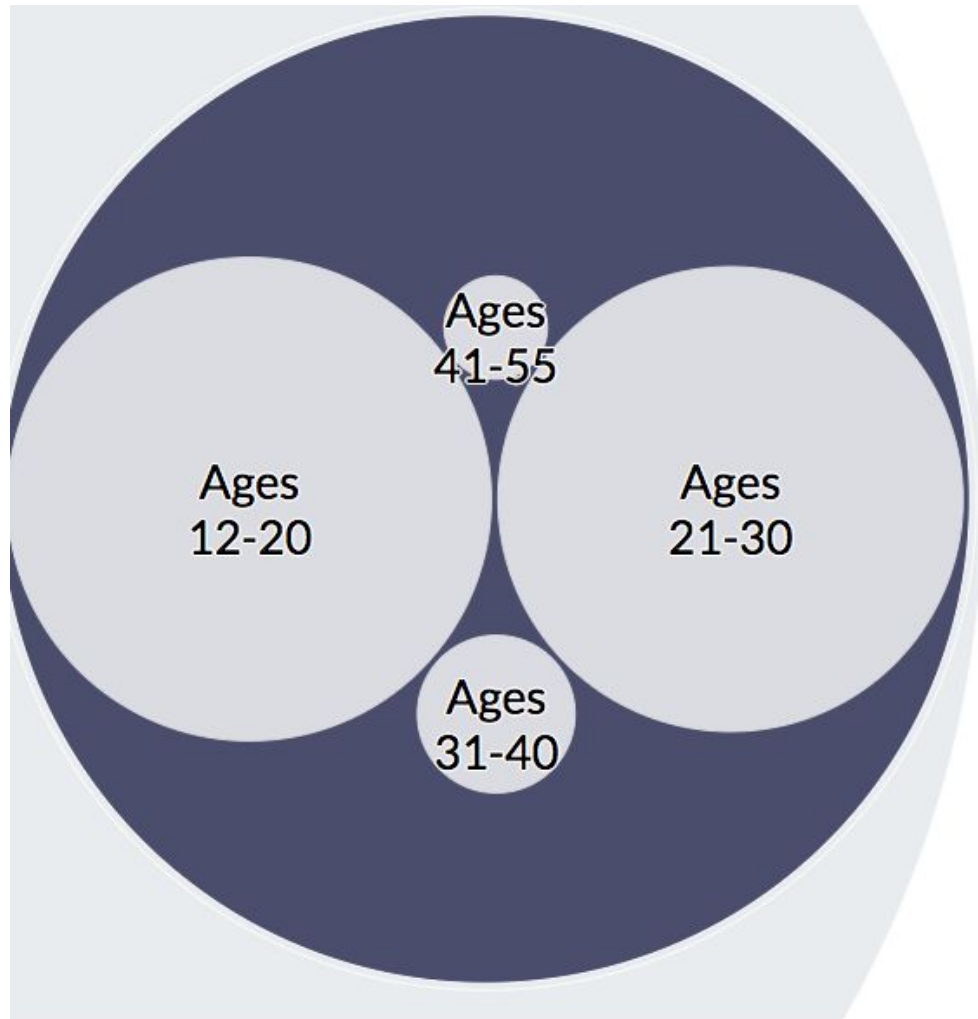
Tekstum



FEMALE: 54%
MALE: 46%

Tekstum





Tekstum

ANDY WARHOL. L'art mecànic

Museu: CaixaForum

Dates Exposició: 14 setembre 2017- 31 desembre 2017 (vigent)

Font: Twitter

caixaforum, warhol

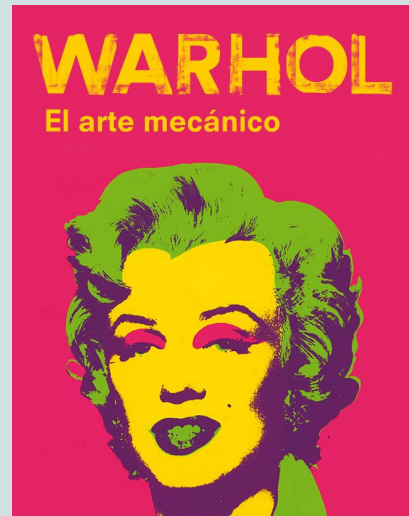
@caixaforum, warhol

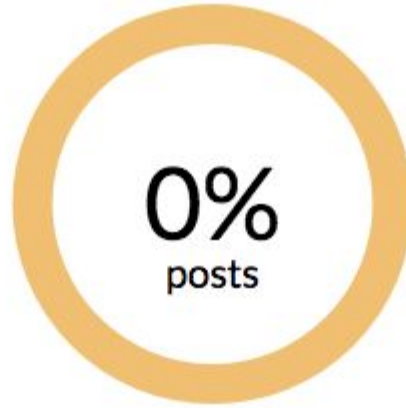
@caixaforum, #warhol

caixaforum, #warhol

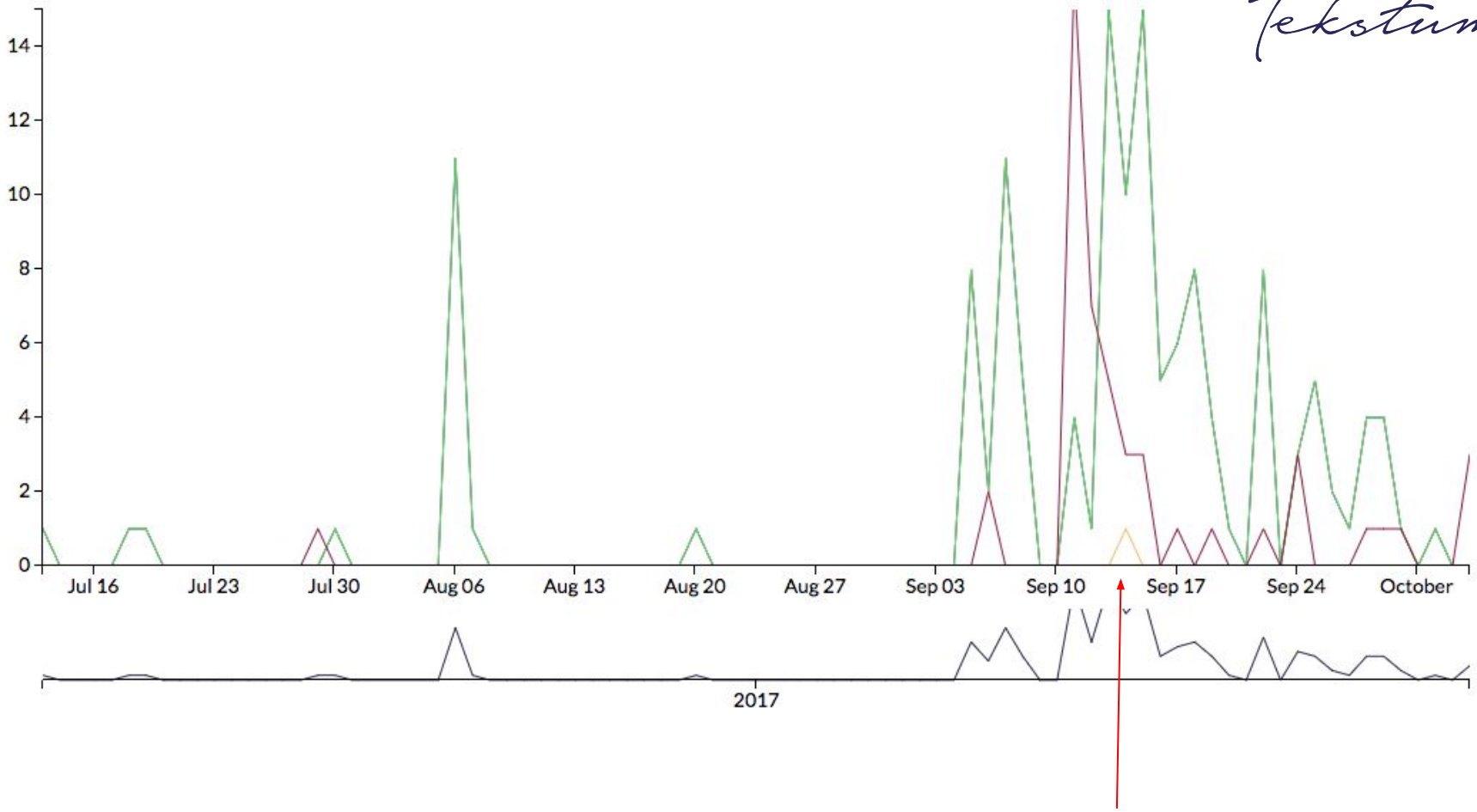
#caixaforum, #warhol

Comentaris analitzats: 5.307



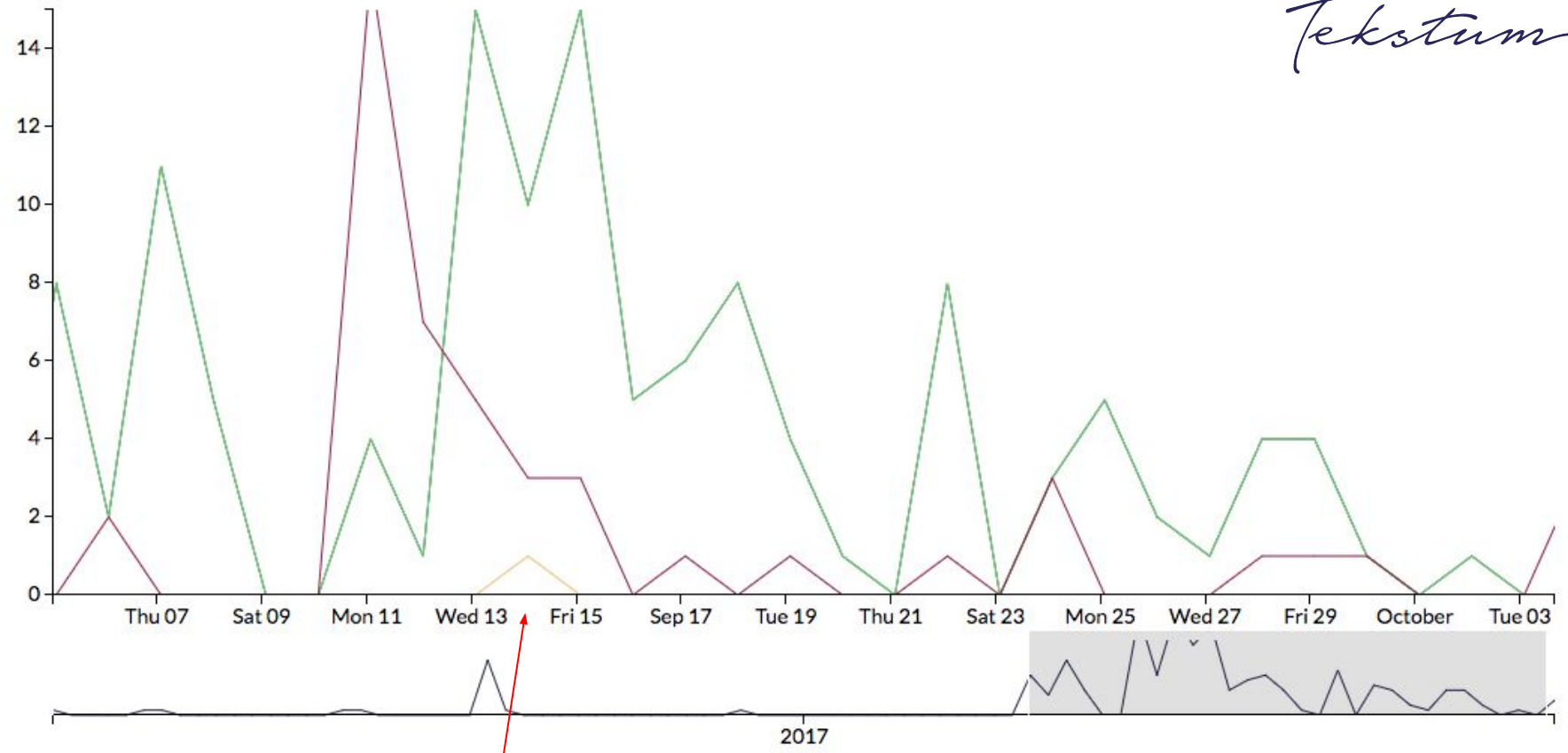


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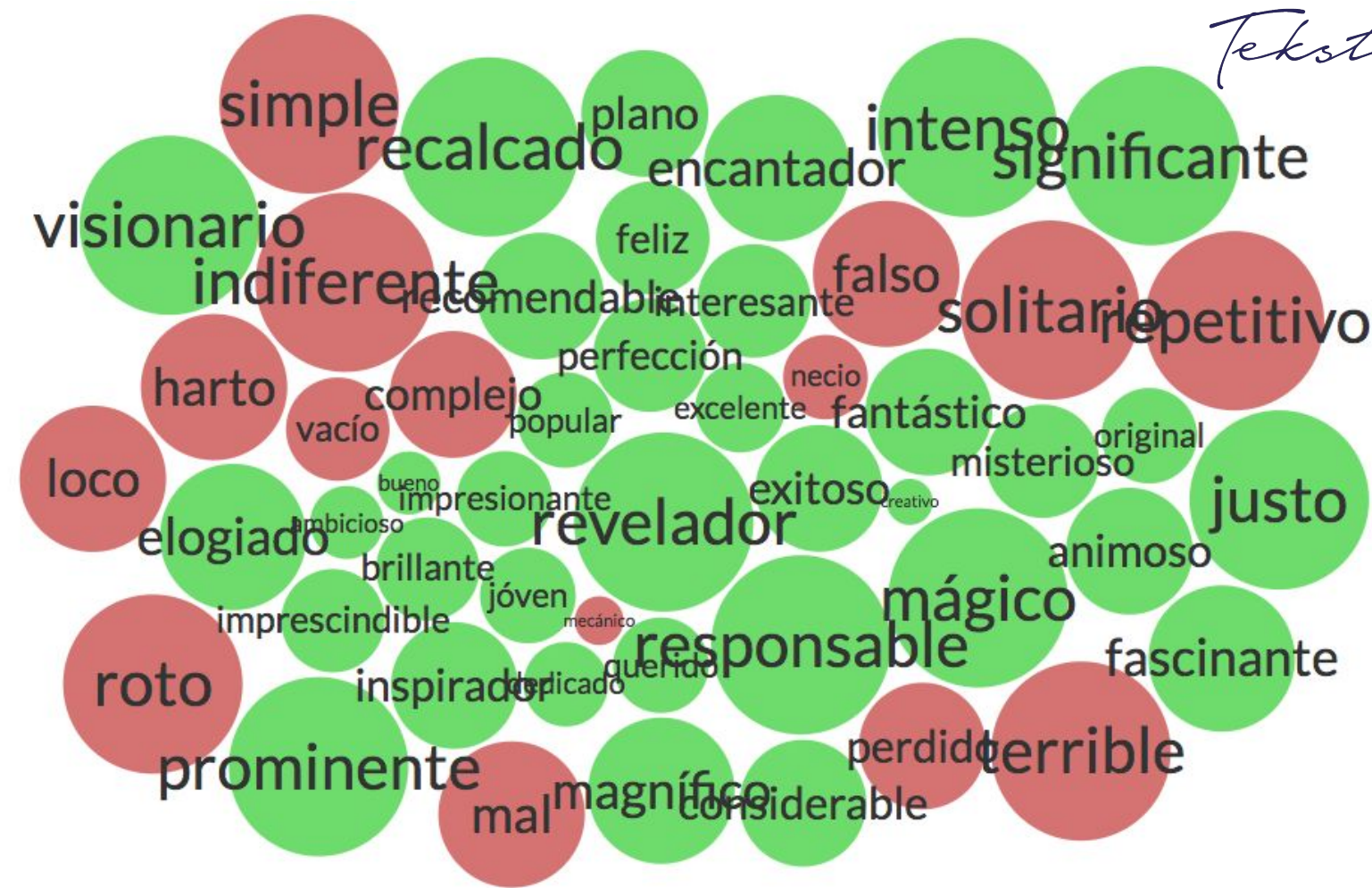


2017

Tekstum



Tekstum





RomanCJ @rcalvoj · 25 sept.

Fantásticas exposiciones de [#warhol](#) y [#chirico](#) en [@CaixaForum_CAT](#)
Altamente recomendables. Dos genios. Mucho color.



Glòria Rosique @glorosique · 25 sept.

El universo de Andy **Warhol** en [@CaixaForum](#) en [#Barcelona](#). Una [#expo](#)
¡imprescindible! [#planesBarcelona](#)



Guiomar Roglán @guio_roglan · 7 oct.

No os perdáis la expo de **Warhol** en Caixa Fòrum BCN. Imprescindible. La
mayor expo de **Warhol** que se ha hecho en España. [#WarholCaixaForum](#)



2



6



Adriana Pazos Ottón @auladeideas · 3 oct.

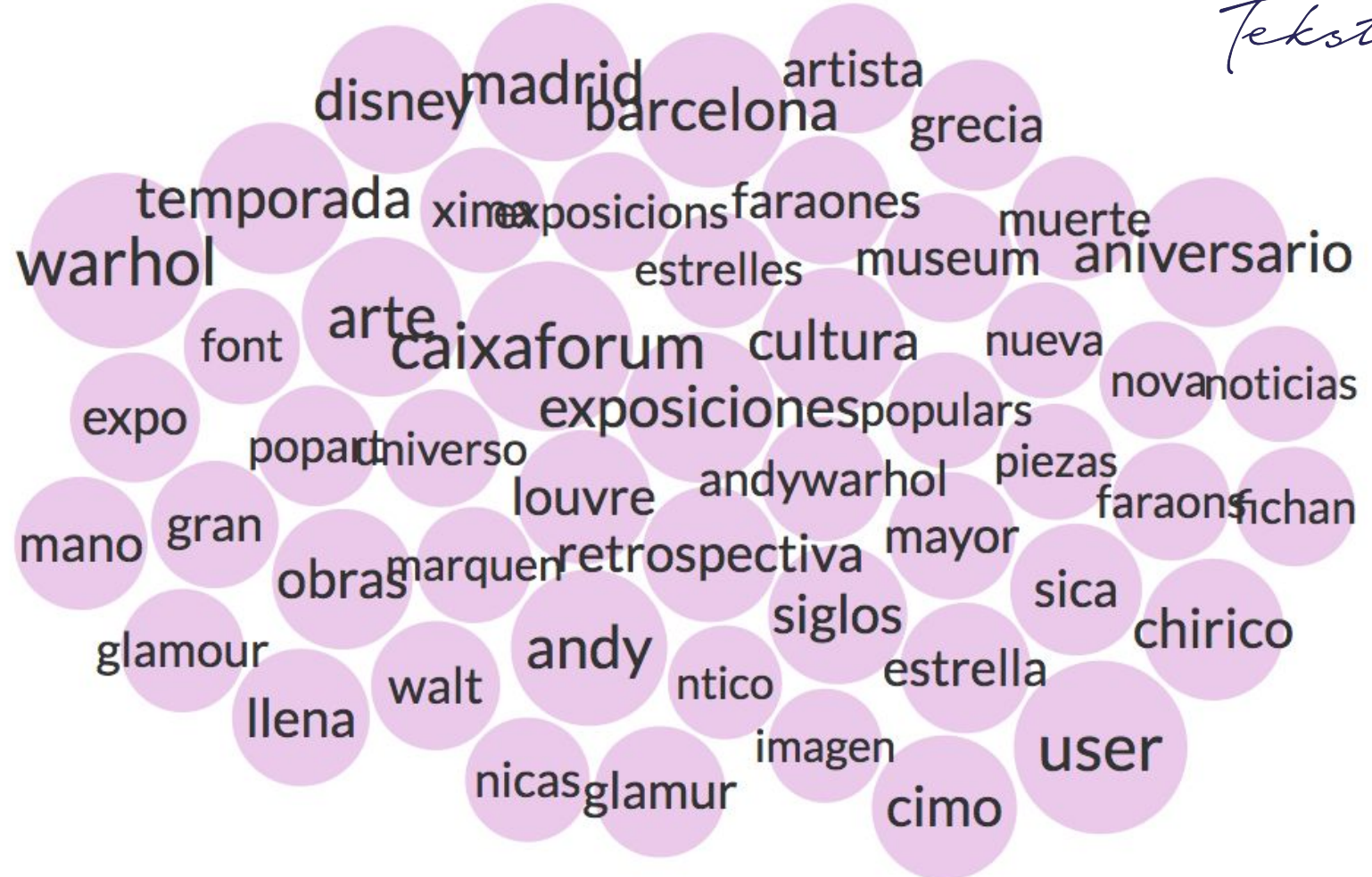
Escribiendo sobre la reveladora exposición Andy **Warhol**. <3
El arte mecánico en **CaixaForum** Barcelona se puede...



Julio Pastor @jpastorb · 8 oct.

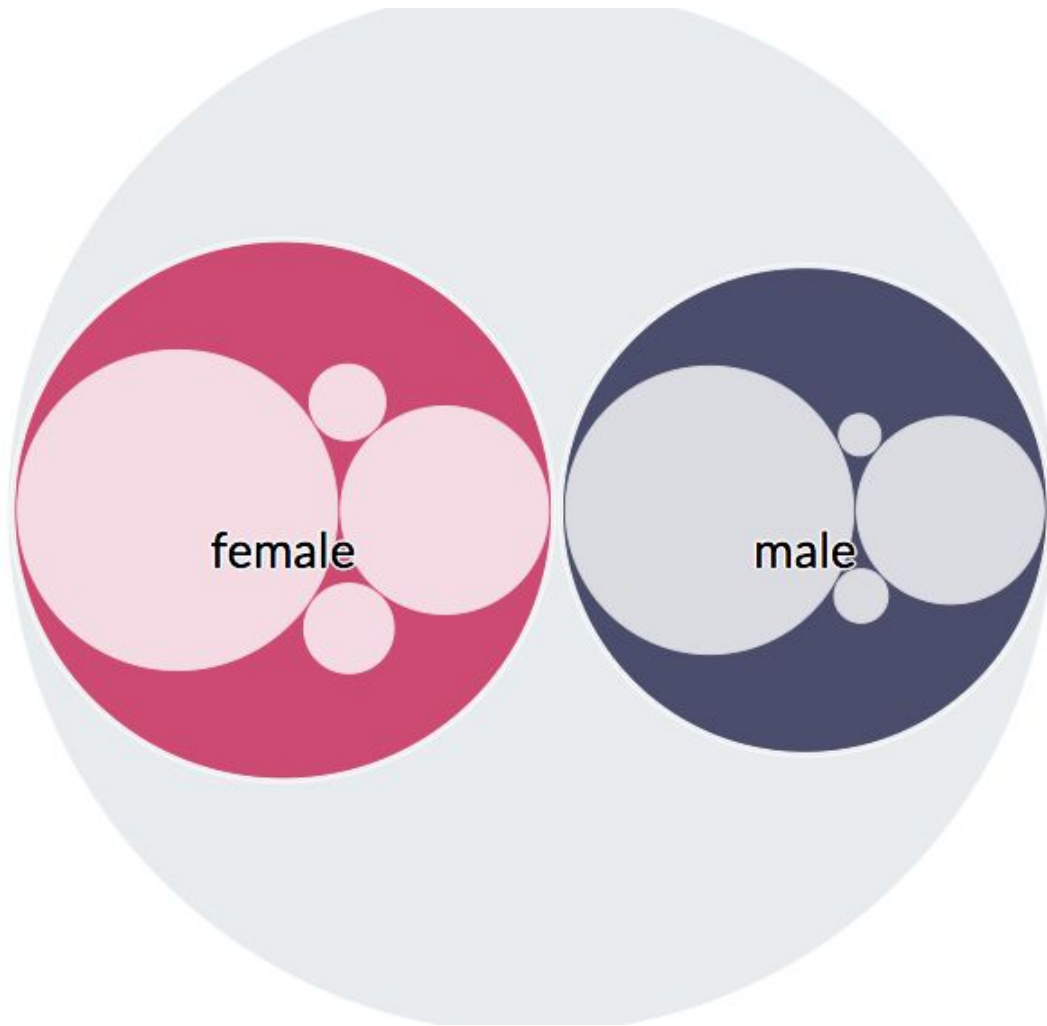
[#WarholCaixaForum](#) Magnífica exposición, incluso con espacio para que los
niños "emulen" al artista norteamericano 🌟🌟🌟





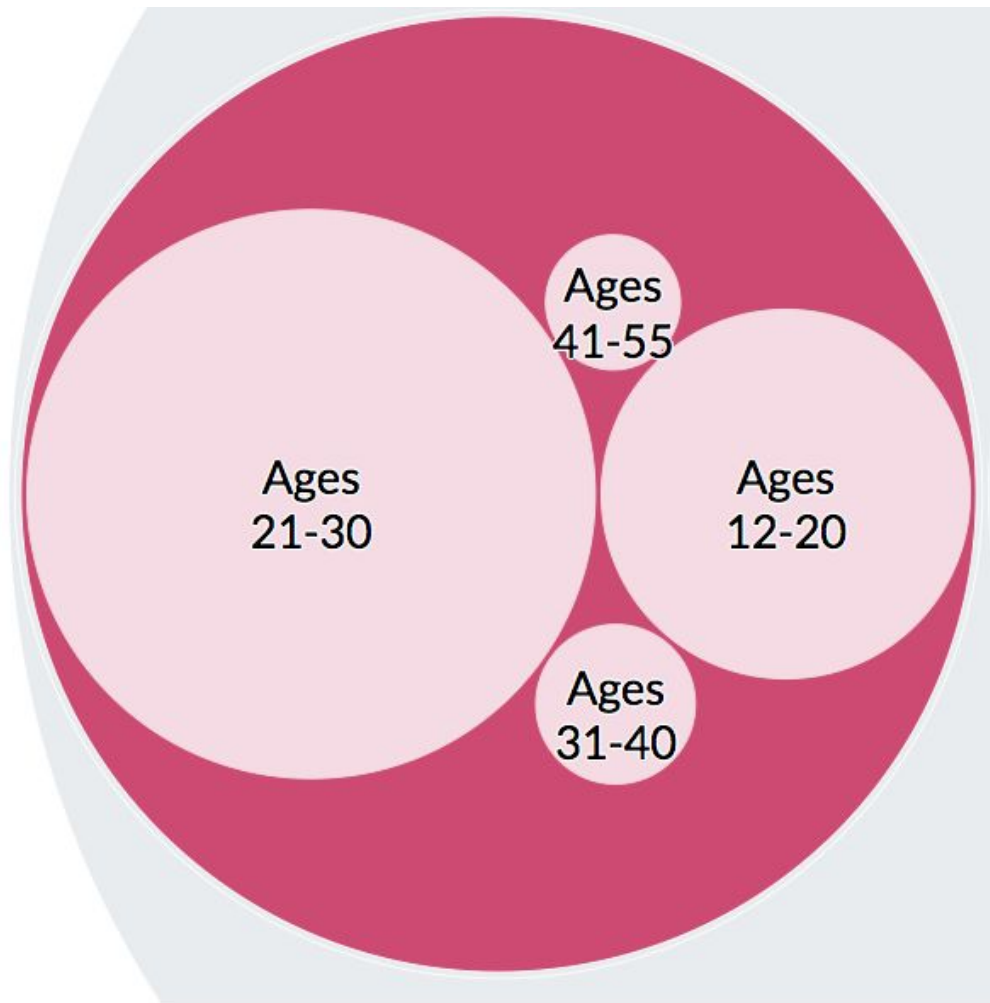


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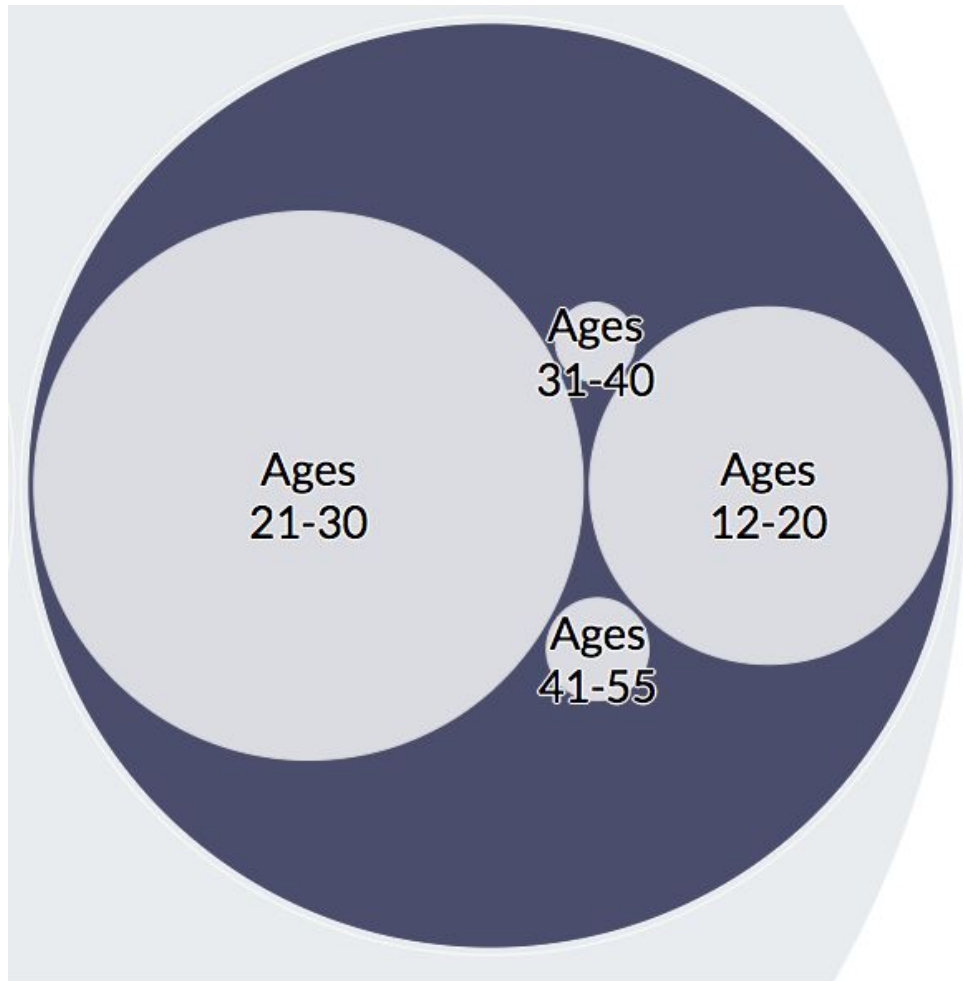


FEMALE: 56%
MALE: 44%

Tekstum



Tekstum



AKRAM ZAATARI

Contra la fotografia. Història anotada de l'Àrab Image Foundation



Museu: MACBA

Dates Exposició: 7 abril 2017- 25 desembre 2017 (vigent)

Font: Twitter

[macba, zaatari](#)

[macba, #zaatari](#)

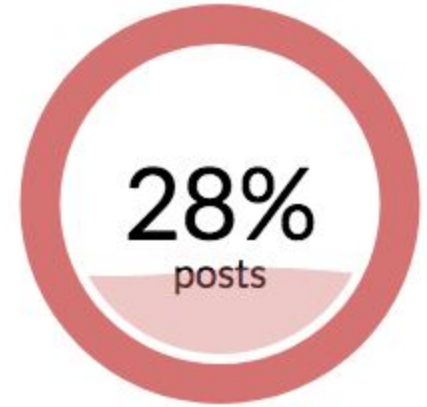
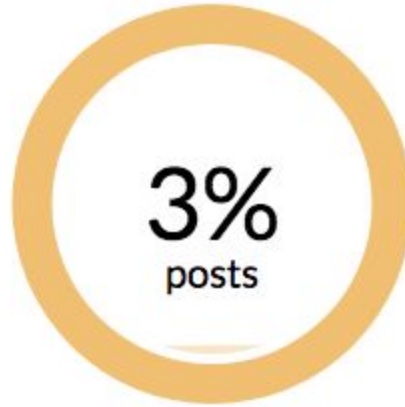
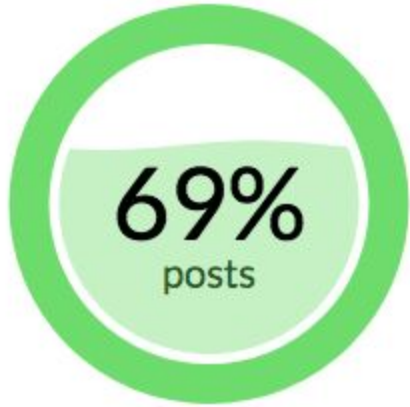
[#macba, zaatari](#)

[#macba, #zaatari](#)

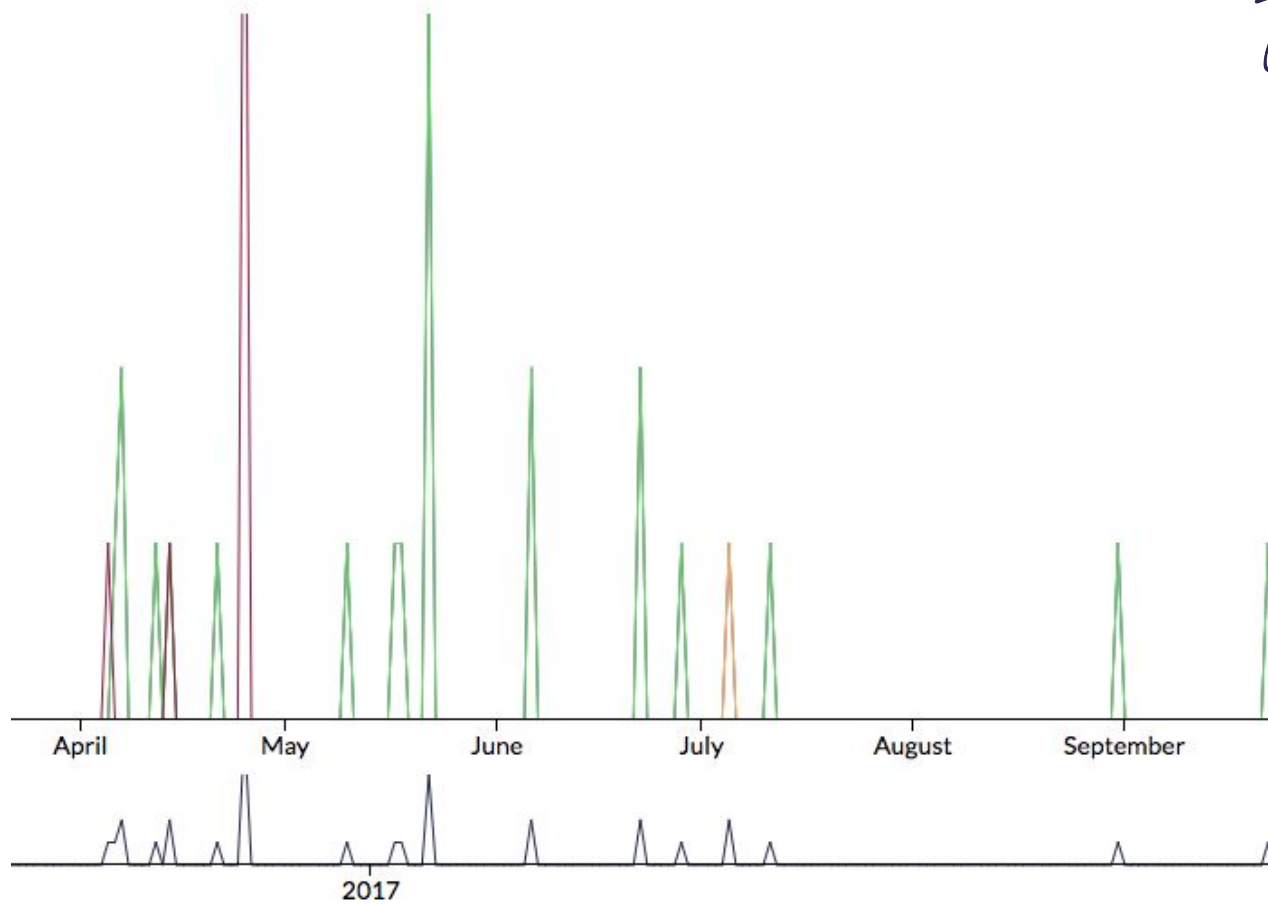
[@macba_barcelona, zaatari](#)

[@macba_barcelona, #zaatari](#)

Comentaris analitzats: 414



Tekstum

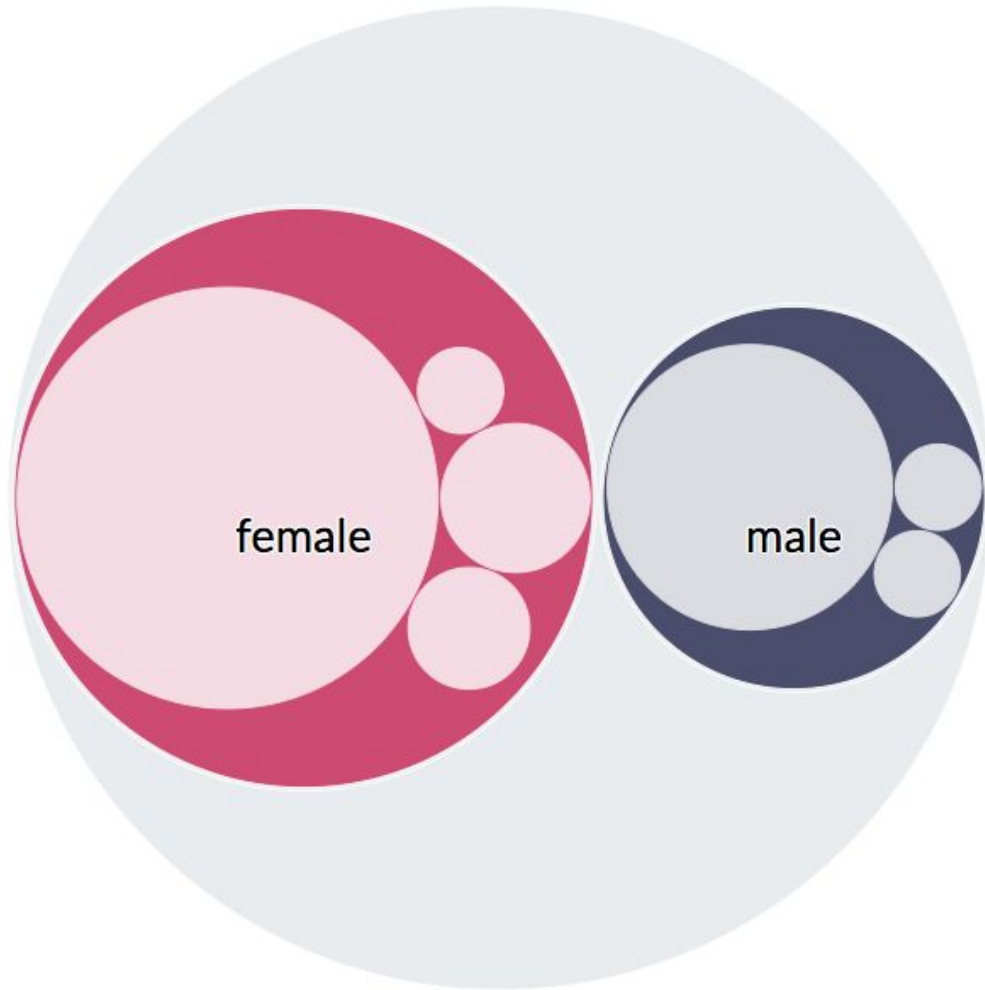


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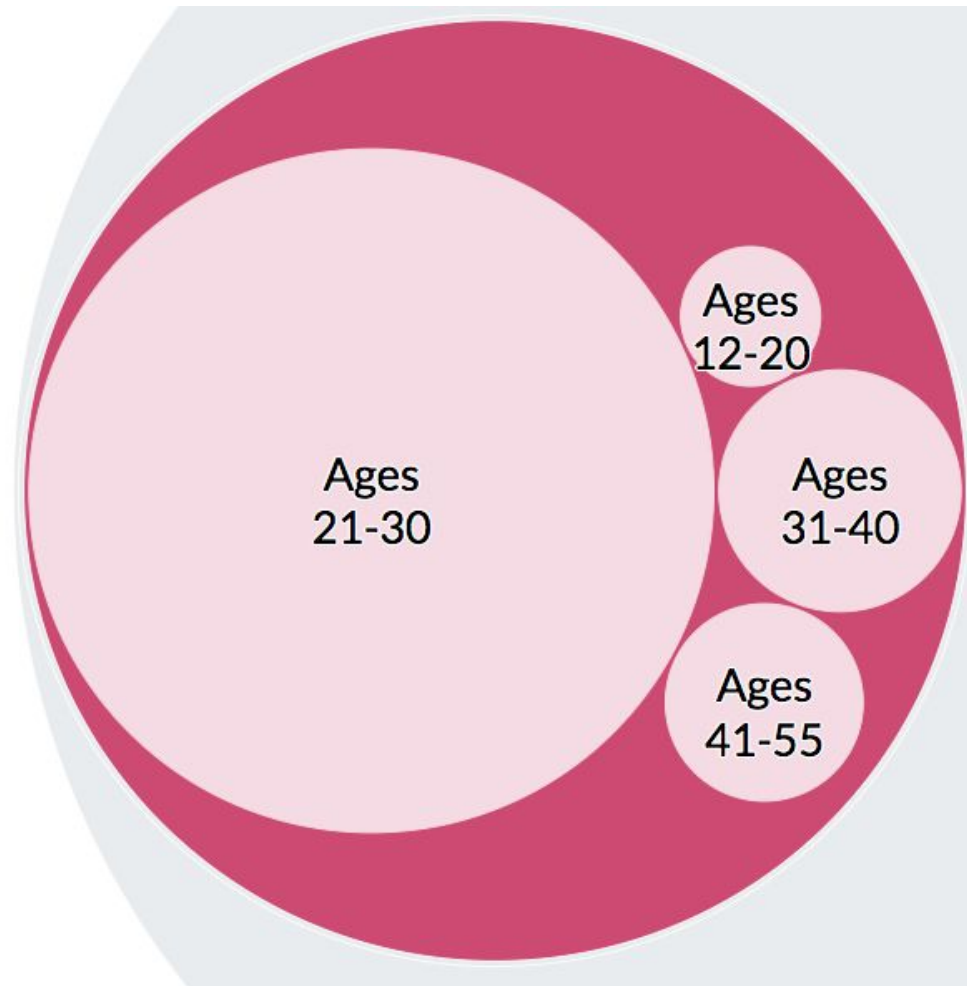


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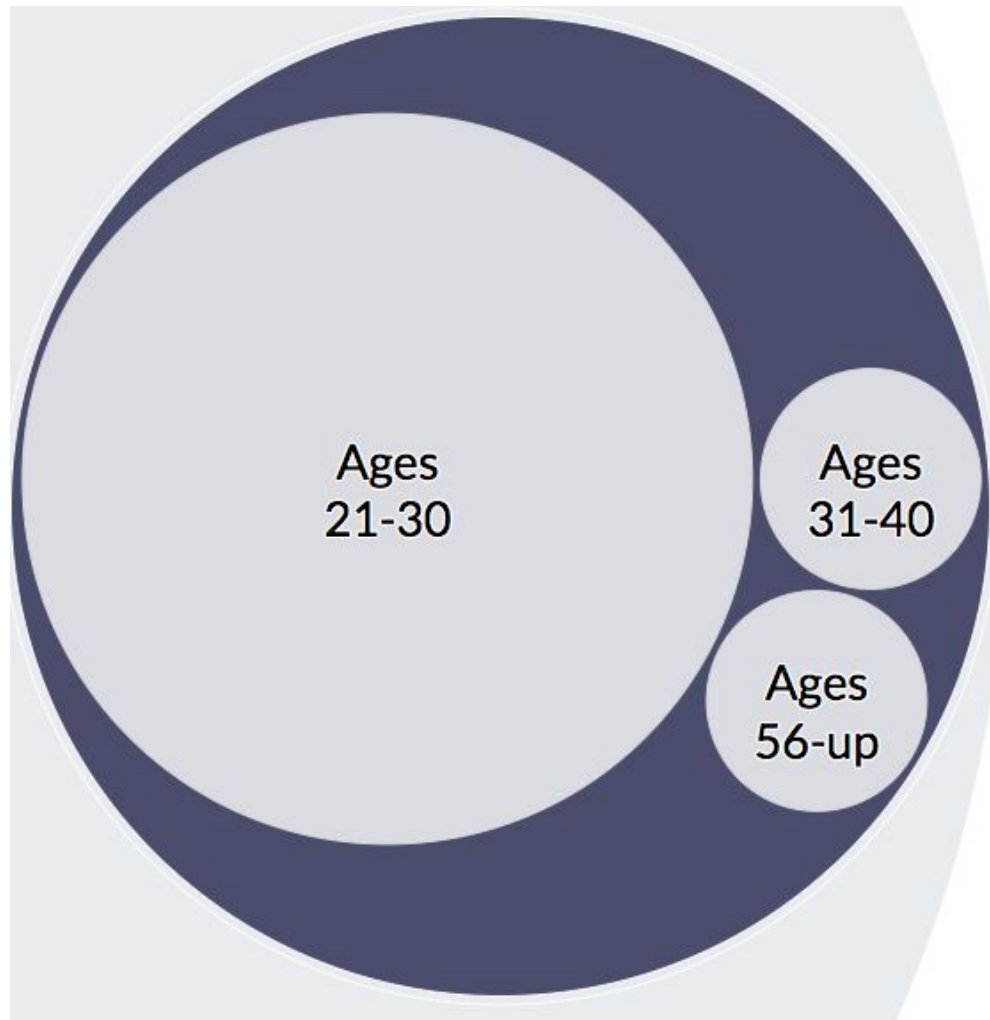


FEMALE: 71%
MALE: 29%

Tekstum



Tekstum



GIACOMETTI

Museu: Tate Modern

Dates Exposició: 10 maig 2017- 10 setembre 2017

Font: Twitter



giacometti, tate modern

giacometti, @tatemodern

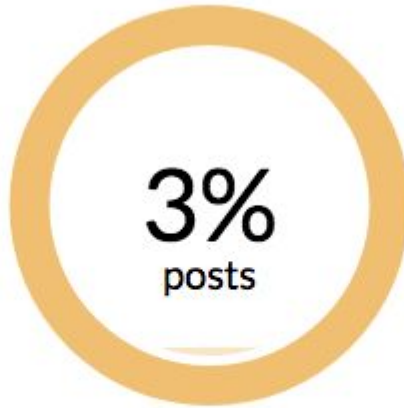
giacometti, #tatemodern

#giacometti, tate modern

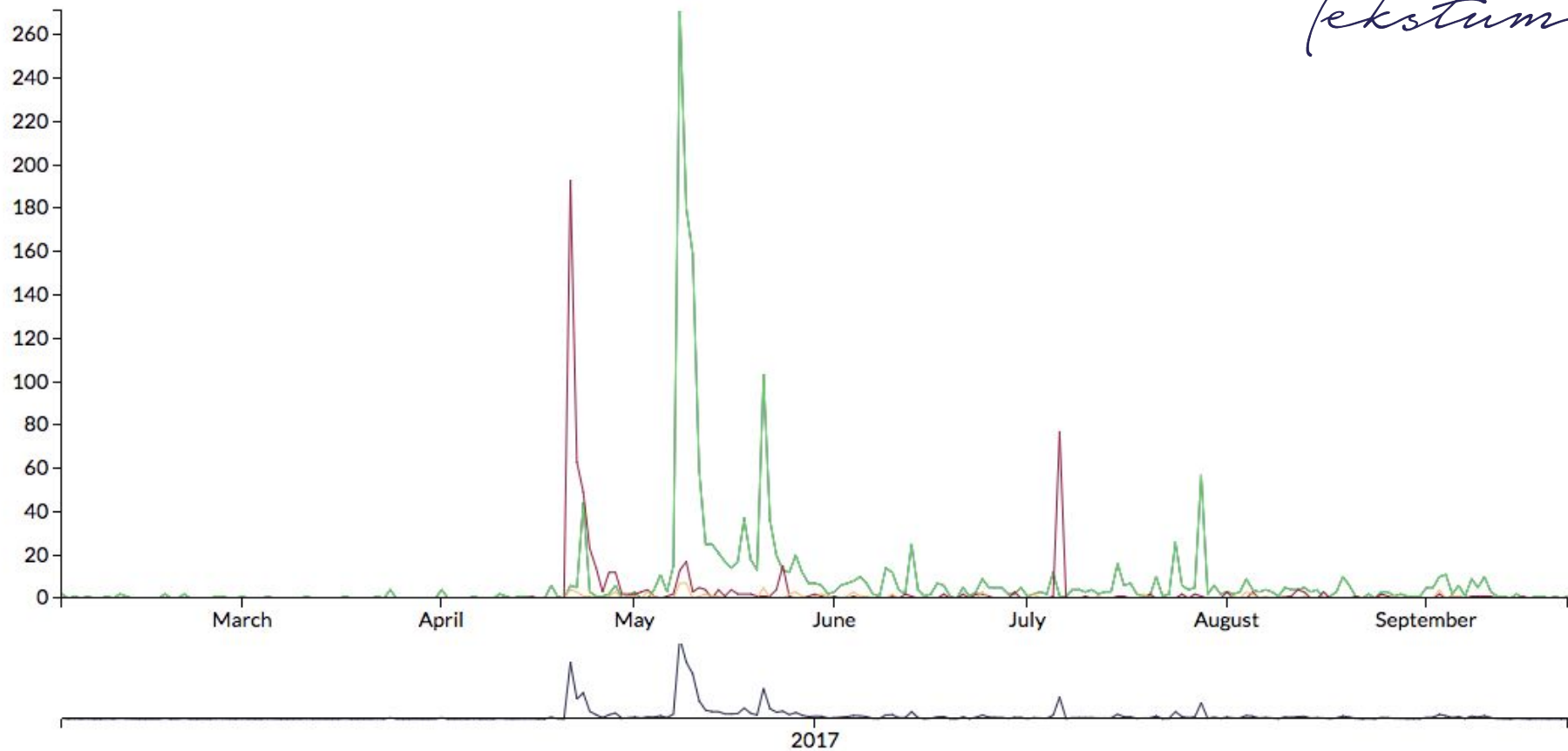
#giacometti, @tatemodern

#giacometti, #tatemodern

Comentaris analitzats: 4.868

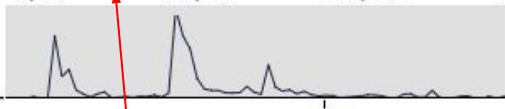
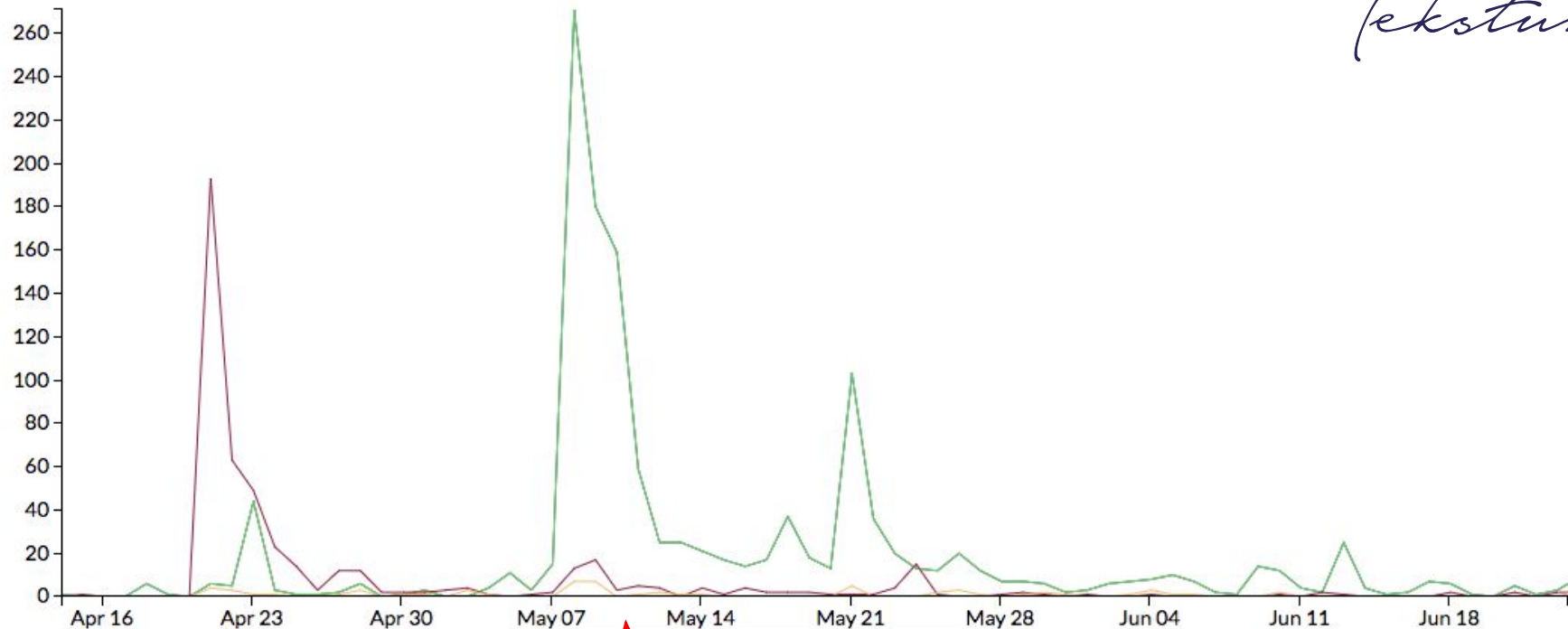


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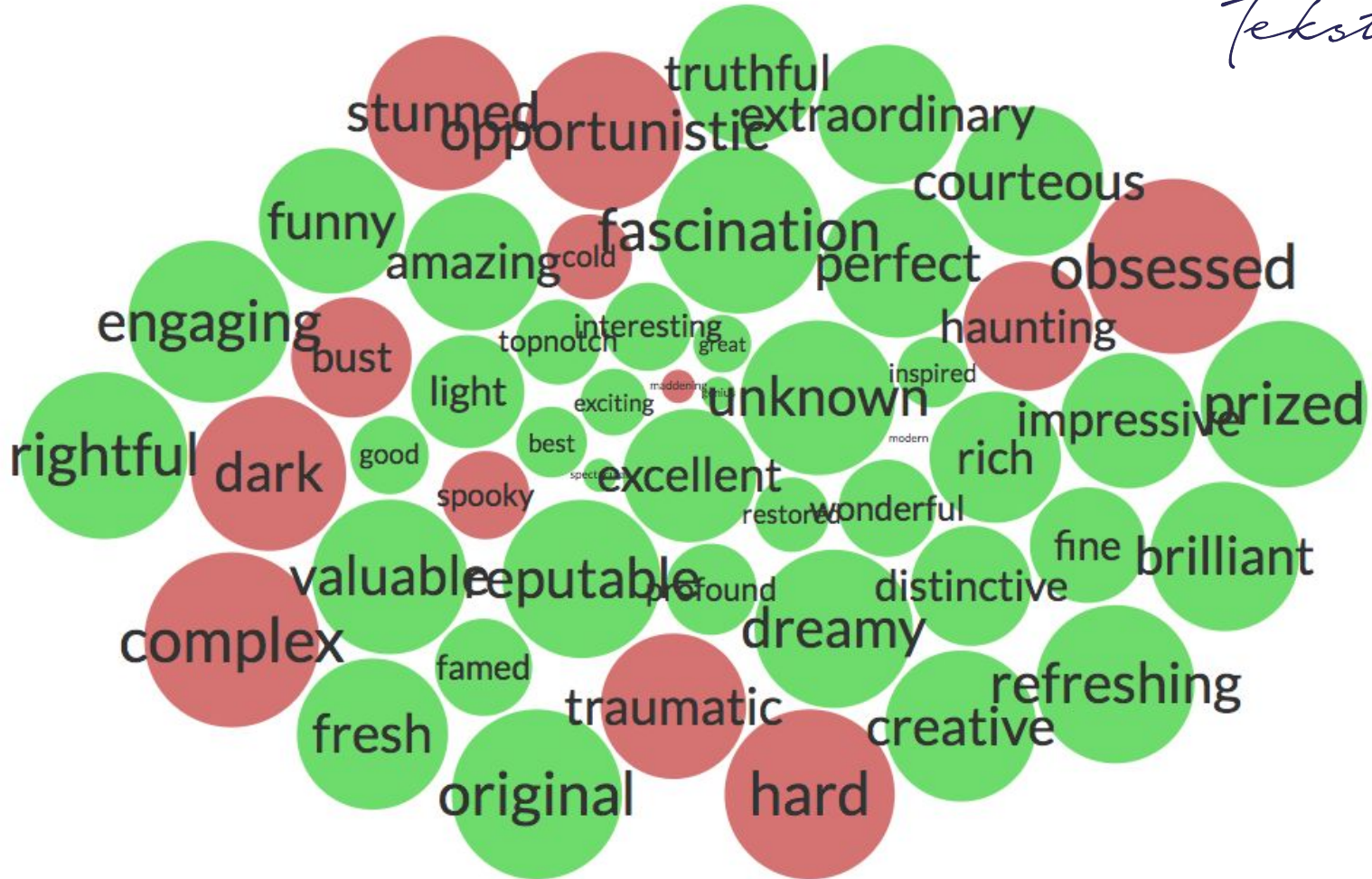
2017

Tekstum

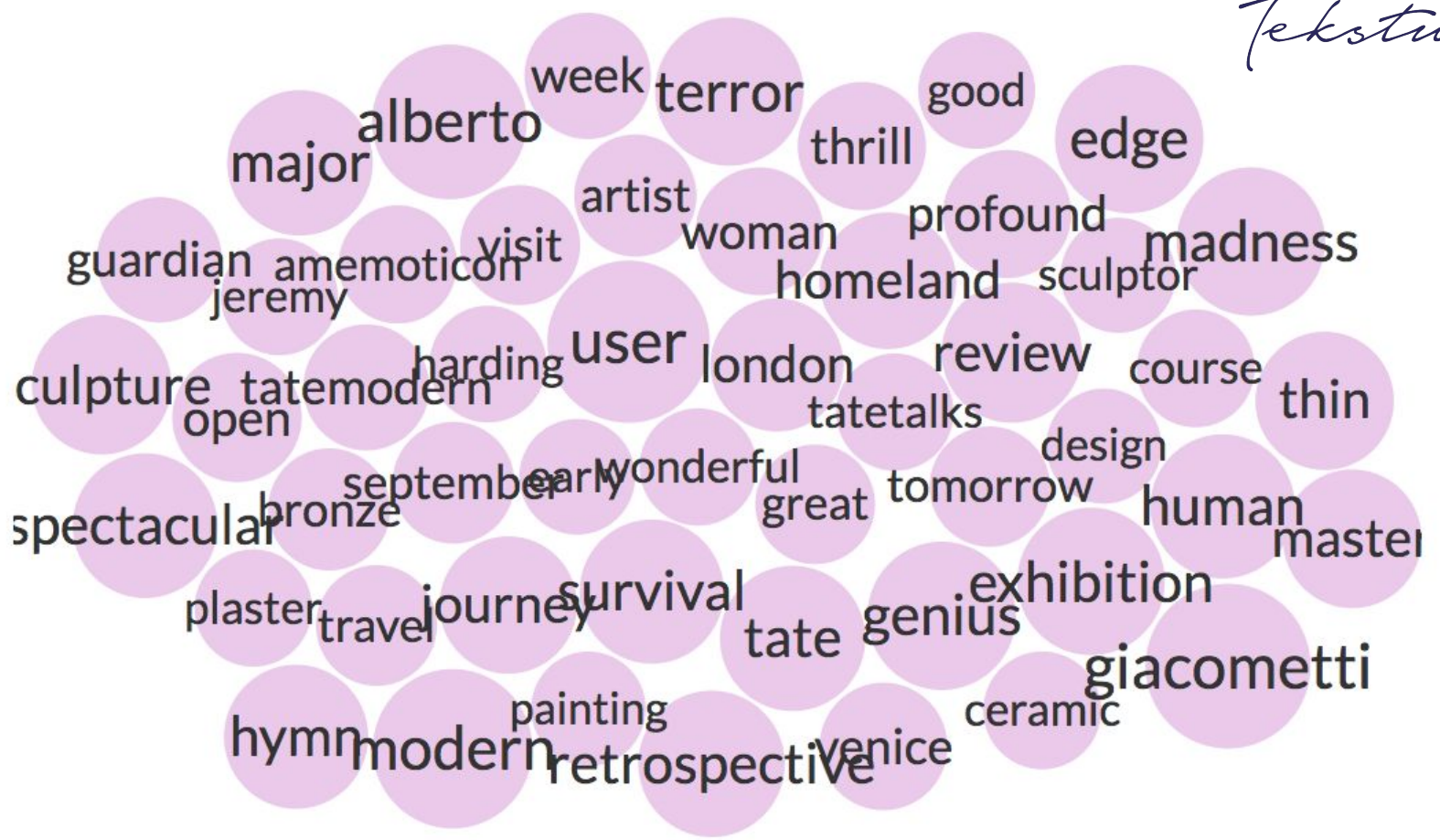


2017

Tekstum

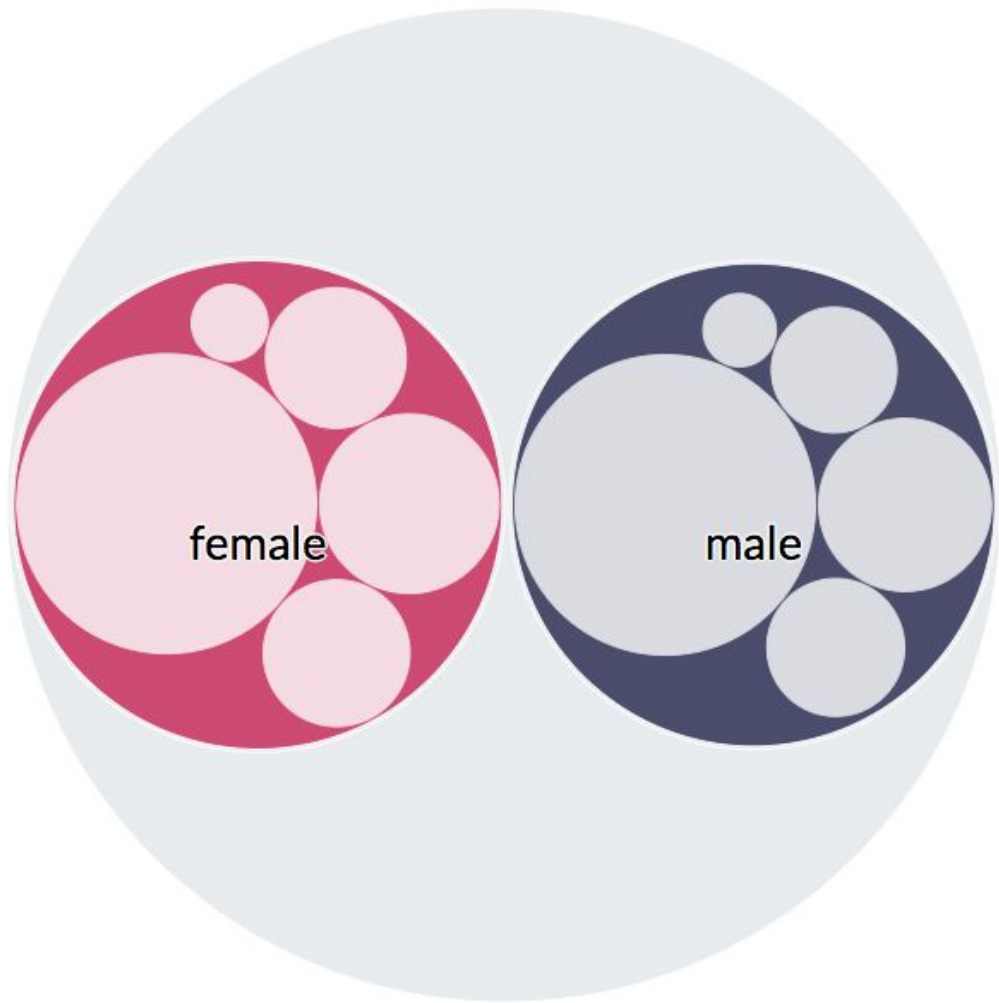


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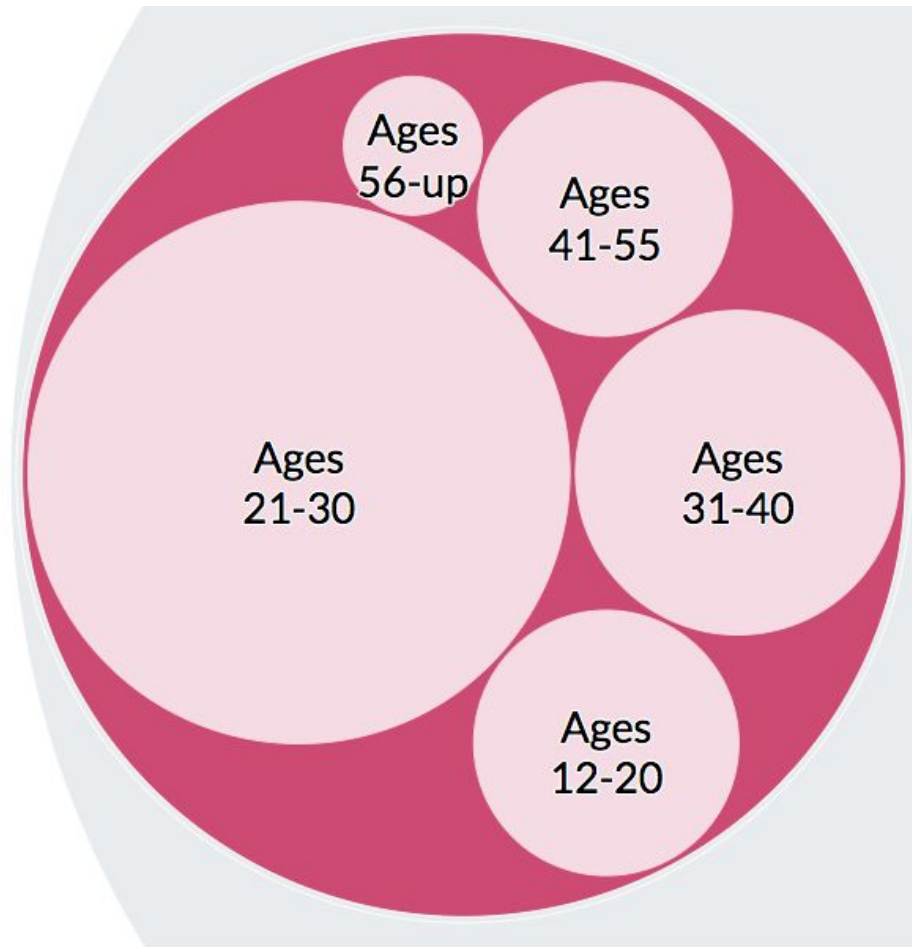




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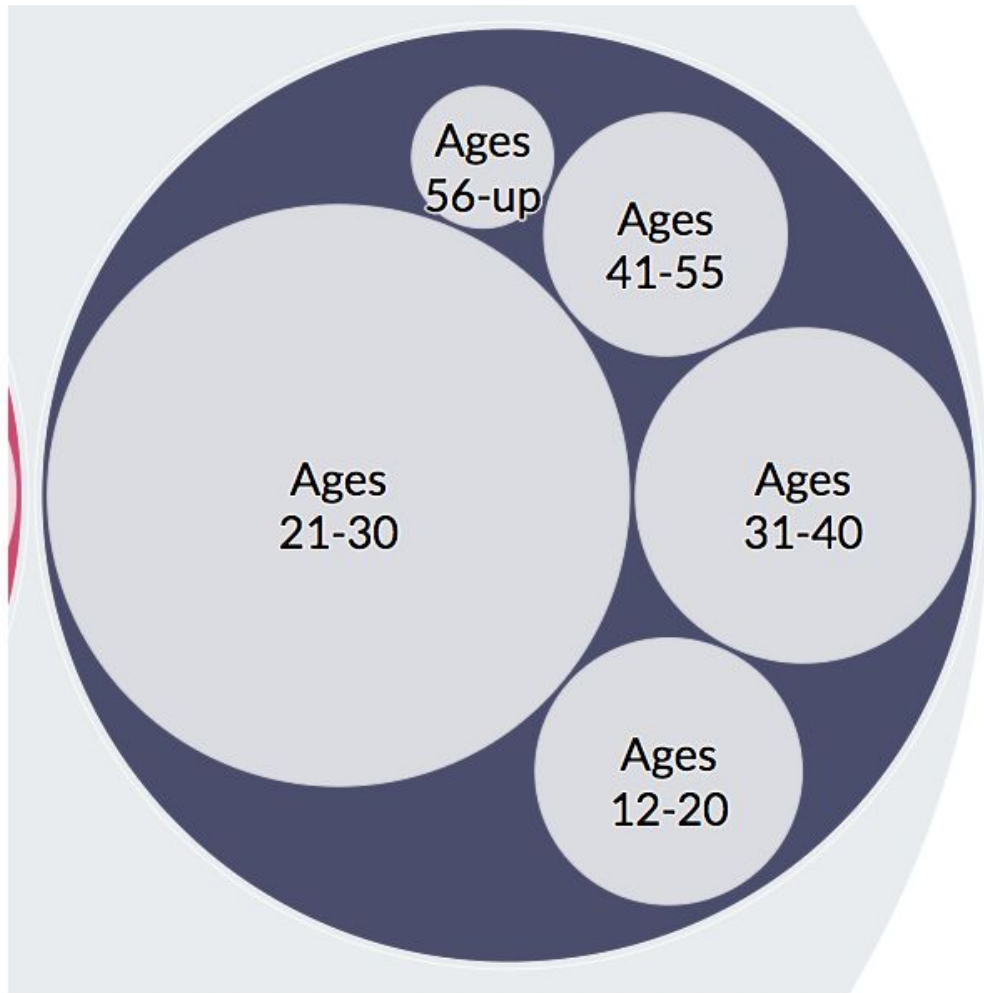


FEMALE: 53%
MALE: 47%



Tekstum

Tekstum





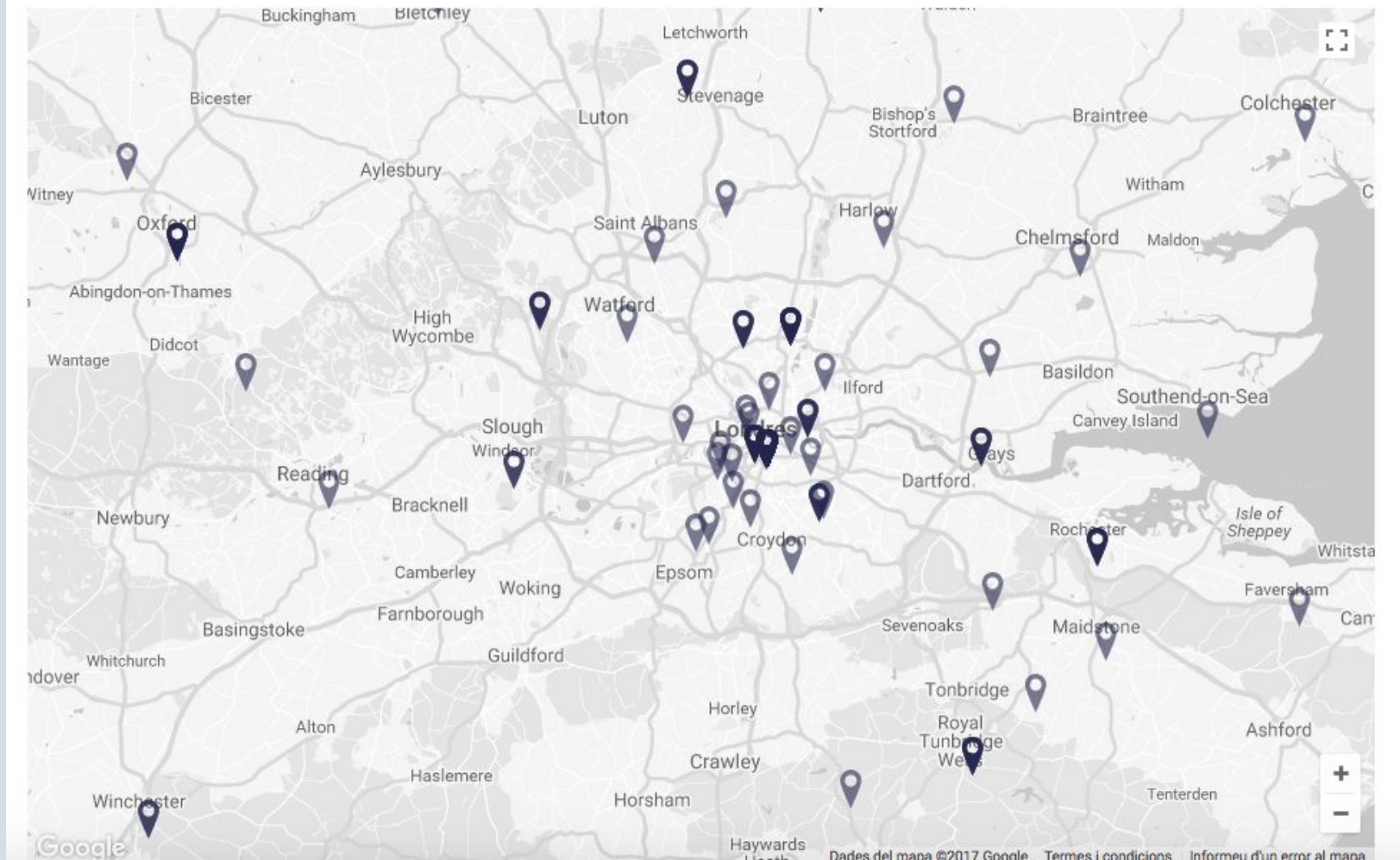


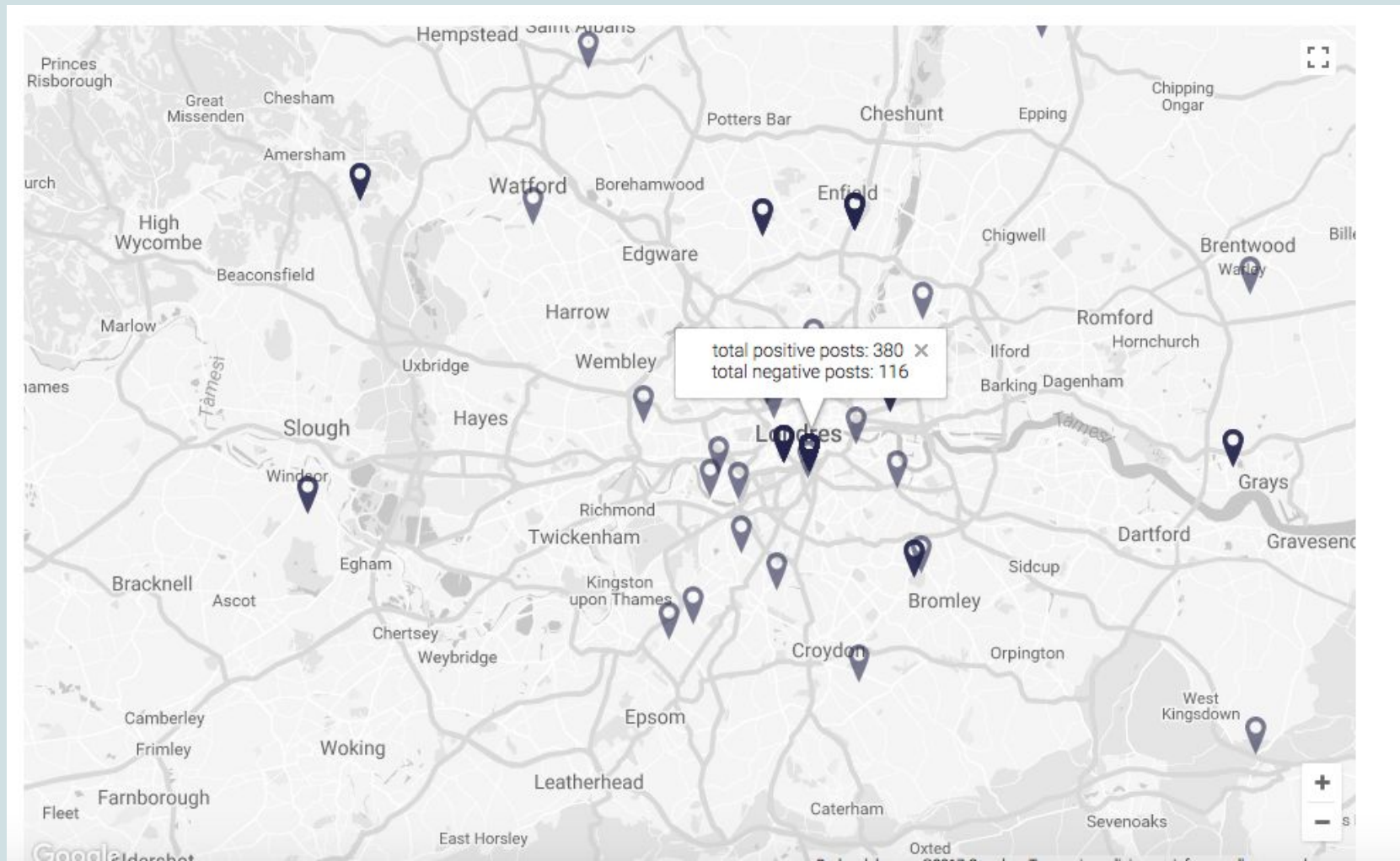
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**ANALITZAR DE MANERA QUALITATIVA LES
XARXES SOCIALS ENS DÓNA
L'OPORTUNITAT DE DESCOBRIR
INFORMACIÓ EMOCIONAL SOBRE ELS
VISITANTS QUE ENS AJUDARÀ A CREAR
NOVES EXPERIÈNCIES PER A ELLS**

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MOLTES GRÀCIES!

marc.santandreu@tekstum.com