



WWW



Cognitive Surplus Artificial Intelligence Sentiment Analysis

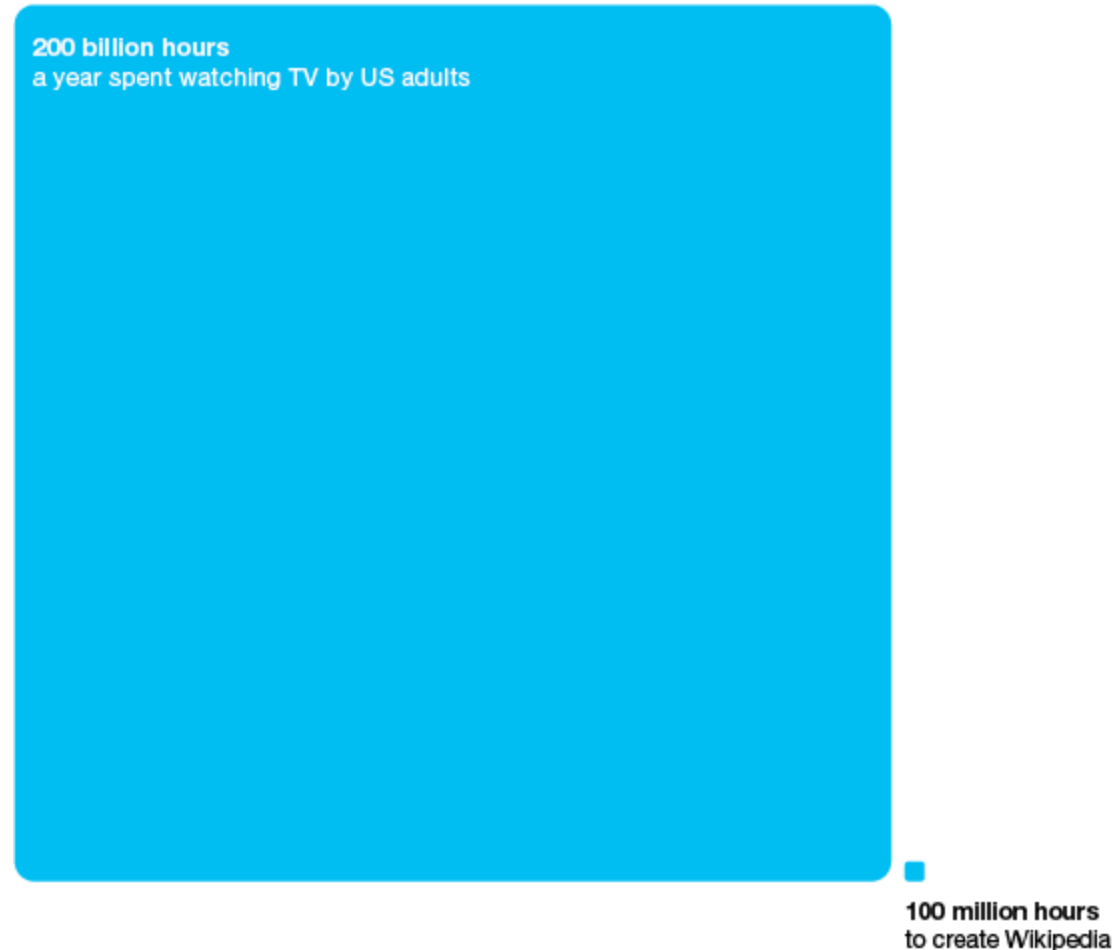
May 8th, 2012

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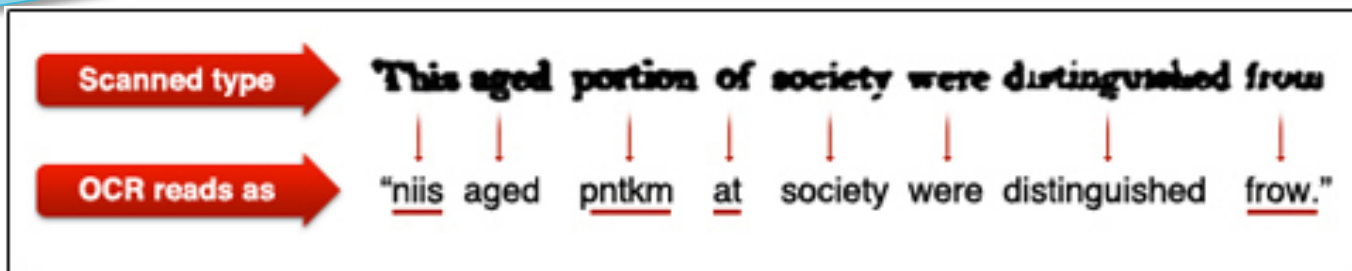
COGNITIVE SURPLUS & CROWDSOURCING

Goggle Boxes

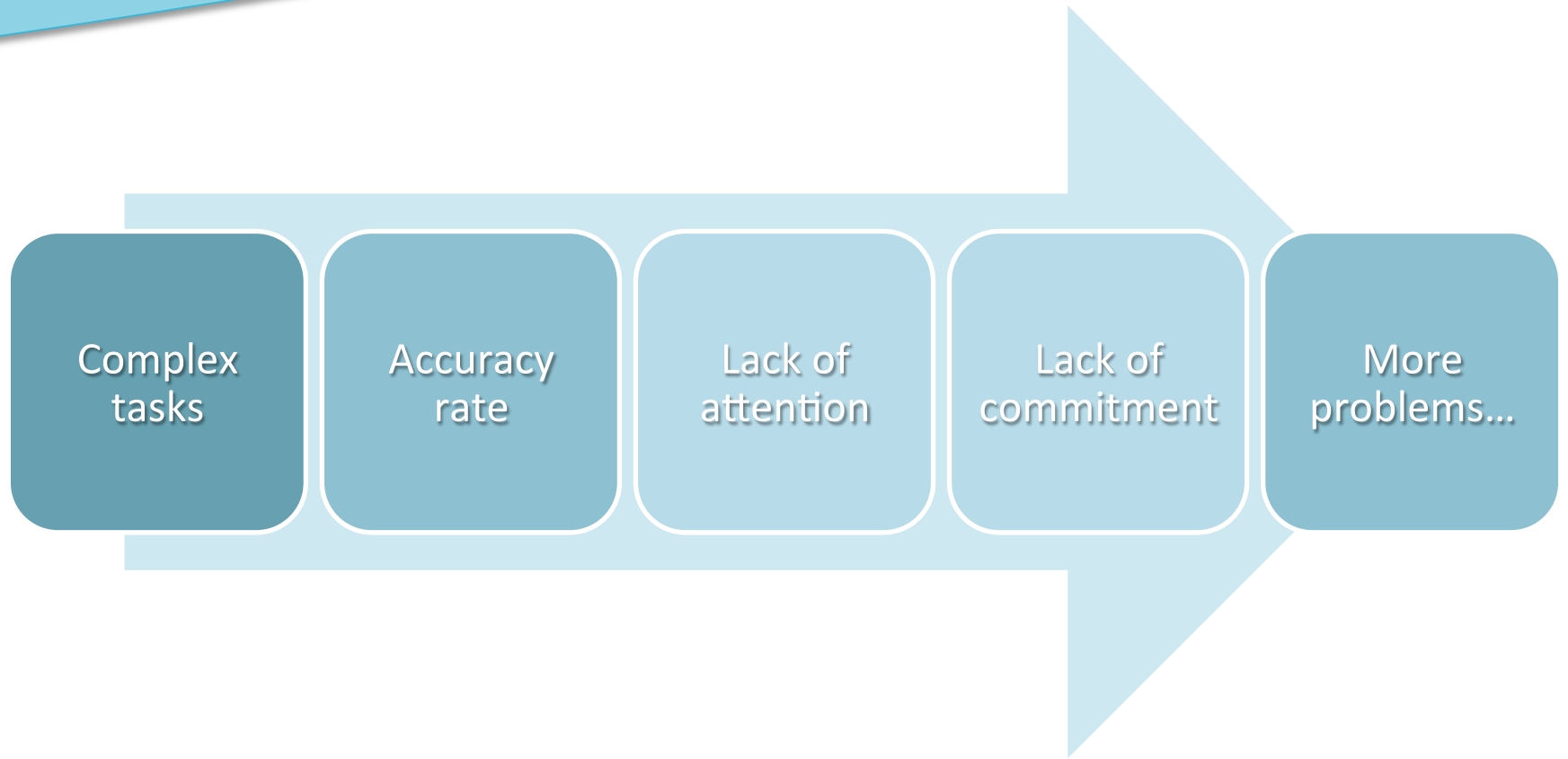
Hours spent...



The only standing thing between you and your porn



Challenges with Getting Real Work Done Using Cognitive Surplus



AI & Crowdsourcing , So Happy Together



MY BOSS IS A ROBOT

Current State of Sentiment Analysis

SOCIAL MEDIA



Can't keep finger on the pulse of Consumer sentiment – Nearly impossible to gain insight into:

- Tone of Feedback
- Cause of Shifts in Attitude
- Collective rationale for responding to brand

Natural Language Processing (NLP)

The current solution for Social Media data

Advantages

- 1 Gives aggregate view for any topic in near real – time
- 2 Can go places humans can't in timeframe – through veins of social media
- 3 Cost – effective VS. human – based analysis



Disadvantages

- 1 Not accurate - Liability
- 2 Respond Based on “Speculation” of their target market.

Crowdsourcing

Sentiment Best Analyzed by Humans

- Detect Sarcasm
- Evaluate / Give Context around Subjects
- Analyze Quality of Content
- Draw Parallels between subjects

Problems → Not Viable Business Solution

- Too Expensive
- Social Media Universe is too Large
- Slow Reaction Time

SENTIMENT ANALYSIS EVOLVED

**Current Status of Sentiment
Analysis in SOCIAL MEDIA
using NLP**



**CrowdControl Capabilities for
combining Crowdsourcing and
NLP through use of AI**



**Evolution of Crowdsourcing
through
CrowdControl SOFTWARE**

THANK YOU!



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