

## Beyond words: multi-modal sentiment analysis from an industrial perspective

**Abstract:** Sentiment analysis together with opinion mining traditionally refer to the analysis of people's opinions, sentiments, evaluations, attitudes, and emotions from written language. Starting from the 90's the increasing volume of available digital content lead to the development of very efficient automated text mining tools which in turn helped to modernize diverse fields from political science to health care. Now we witness another big jump as multimedia content is quickly becoming dominant. In addition, we spend an increasing amount of time online, audio-visually connected to the web (thus contributing to the increase of the data volume). We are in search for new tools and approaches that can help analyze multi-modal data in fast and robust fashion. The demand for such tools is clearly visible, but there are complex challenges to address first. I present an application oriented view on some outstanding issues and argue that stronger interaction between industry and science (in particular, social psychology) is needed if we want to create truly useful tools and do not want to always rely on a "Like" button.

**Bio:** Gabor Szirtes studied chemistry and physics then received his PhD in computer science at Eotvos University, Hungary. In his academic years he was affiliated with several neuroscience institutes like University of Tuebingen and Columbia University where he applied machine learning approaches to functional modeling of memory and vision. In 2012 he joined Realeyes where he helped build one of the largest facial expression database and created a commercial grade facial expression recognition system which is the core technology behind the company's services. Currently he is leading the research and development team. He is father to 3 girls so he does have a personal view on sentiments!

