

# Emotional identification in online advertising. Interia Emotions Project

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# Interia Emotions' pioneering project

 interia

**INTERIA.PL** is a popular Internet medium, the third largest in Poland, and maintains more than 200 editorial services whose topics cover almost all aspects of modern life.

  
Sentimenti

**SENTIMENTI.PL** is the result of a collaboration of linguistic engineering, psychology and artificial intelligence using deep neural networks. The algorithms are based on the results of scientific research involving more than 20,000 Poles on about 30,000 words, phrases, texts and emoticons.



# Emotional support for advertising

## Interia Emotions:

An ad-supported project to increase the effectiveness of ads by matching the emotions contained in the editorial text and in the ad itself.

## SentiTool:

an application for the automatic study of the emotive meaning of words used in publications, but also of phrases and whole texts. Emotional analysis includes 8 basic emotions and additionally emotional overtones (sentiment).

# Interia Emotions

Interia's emotion language includes **eight basic emotions**.

Syntactic-semantic analysis in the Interia Emotions project makes it possible to determine the levels of emotion in Interia's editorial publications. The intensity of emotions is expressed numerically.



Eight basic emotions and their developments according to Robert Plutchik's theory of emotions



# Interia's map of emotions

Facts – news service: 14,956 texts

Automotive: 2,887 texts

MenWay – service for men: 899 teks.

Woman – thematic service: 9,145 texts

The analysis includes 8 basic emotions.

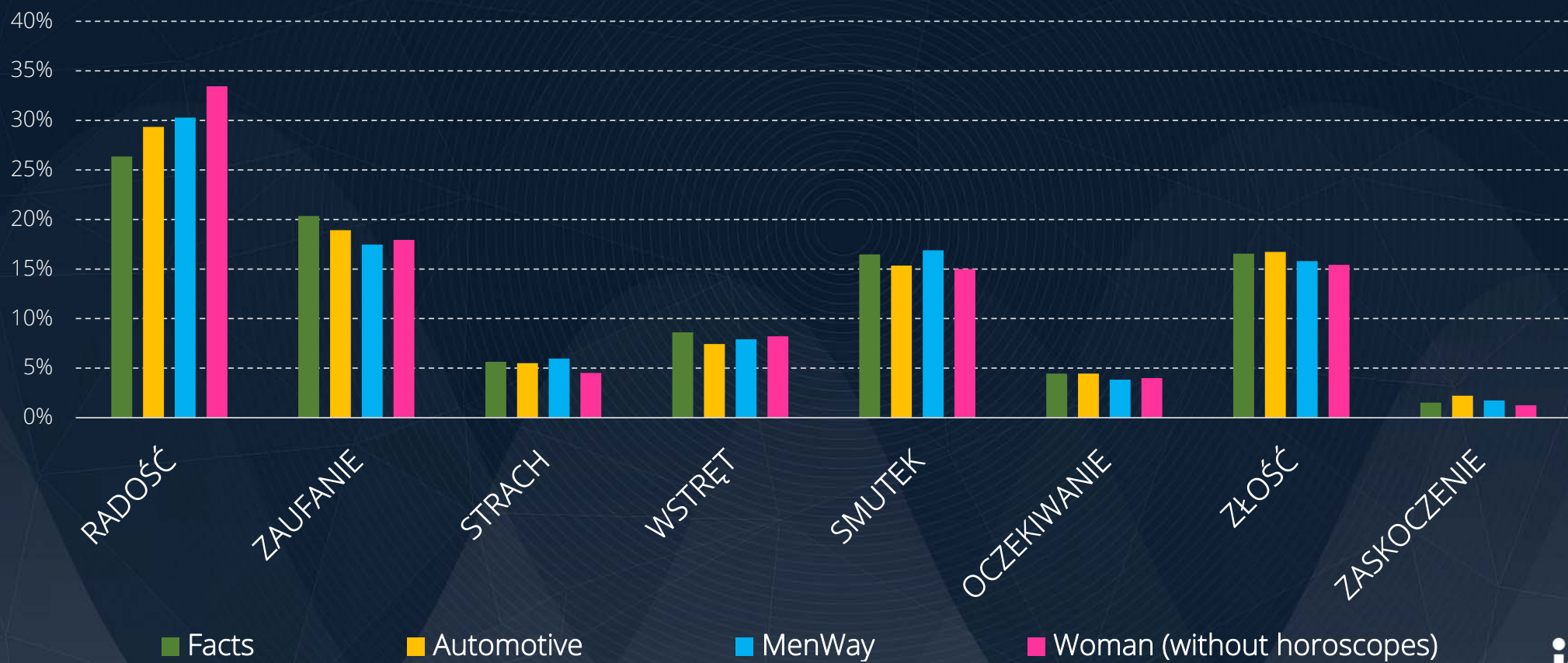
# Interia's map of emotions

## Stage 1:

Determining the emotional overtones of Interia by examining articles published on the Portal and measuring emotions in individual articles.



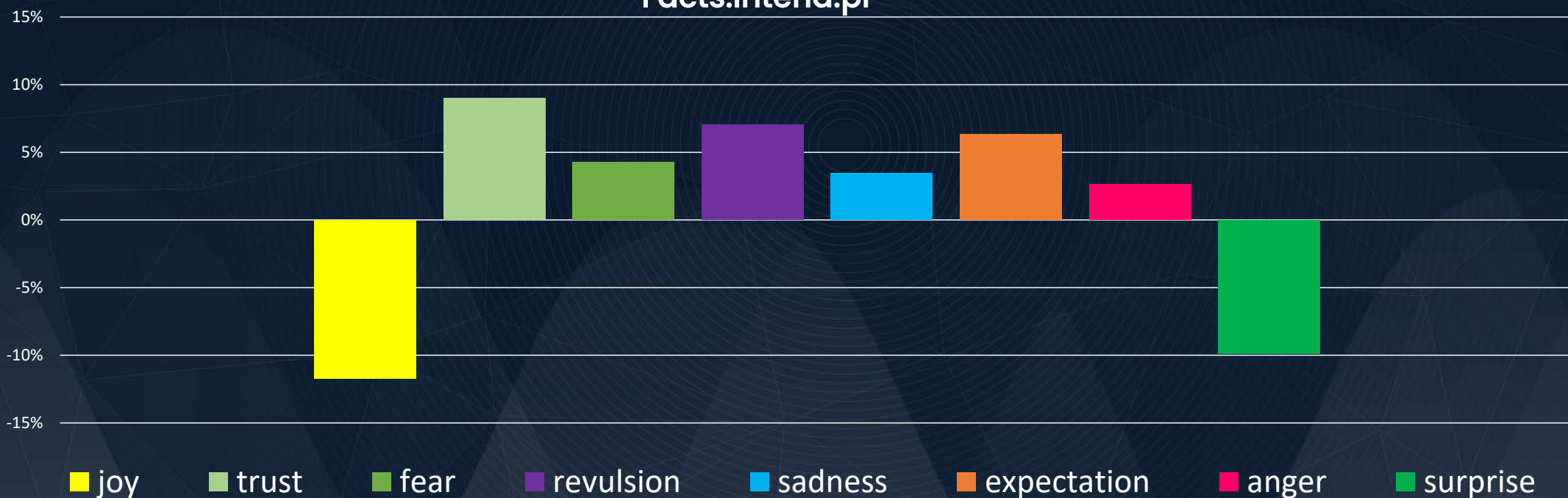
# The intensity of emotions at Interia





# Emotions in Interia's "Facts"

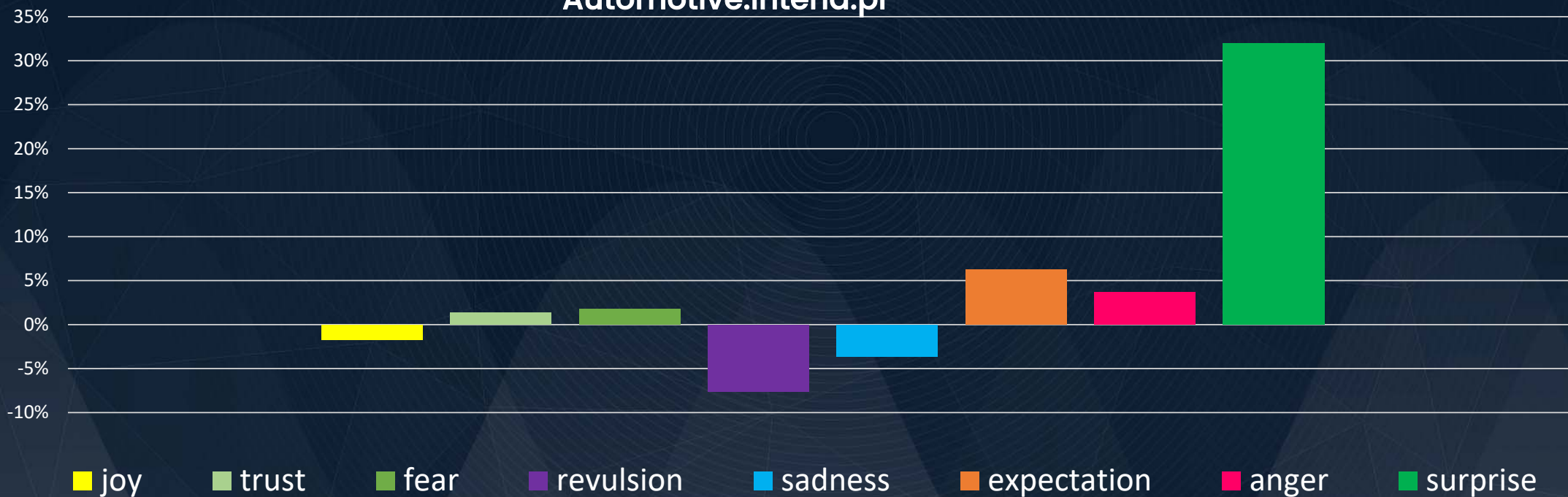
Average intensity of emotions compared to the average in the node  
Facts.interia.pl





# Emotions in Interia's "Automotive"

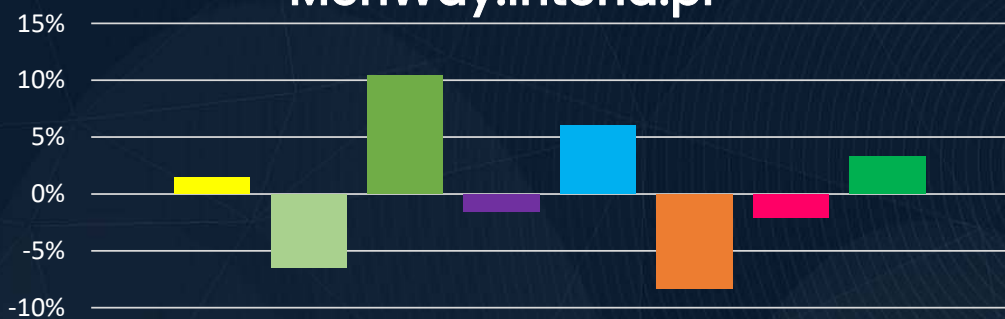
The average intensity of emotions compared to the average in the node  
Automotive.interia.pl



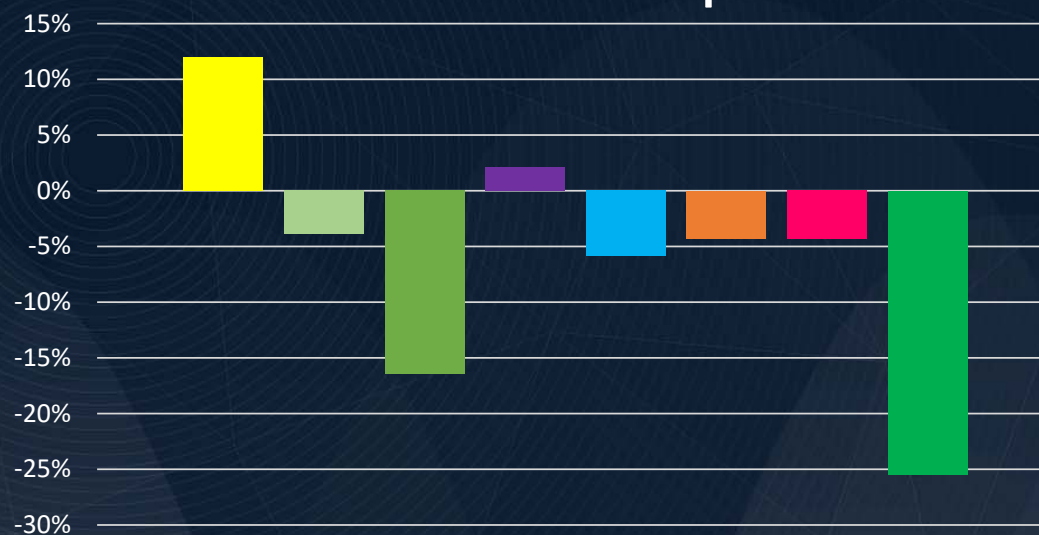
# Emotions: Woman and MenWay

Average intensity of emotions compared to average in nodes

MenWay.interia.pl

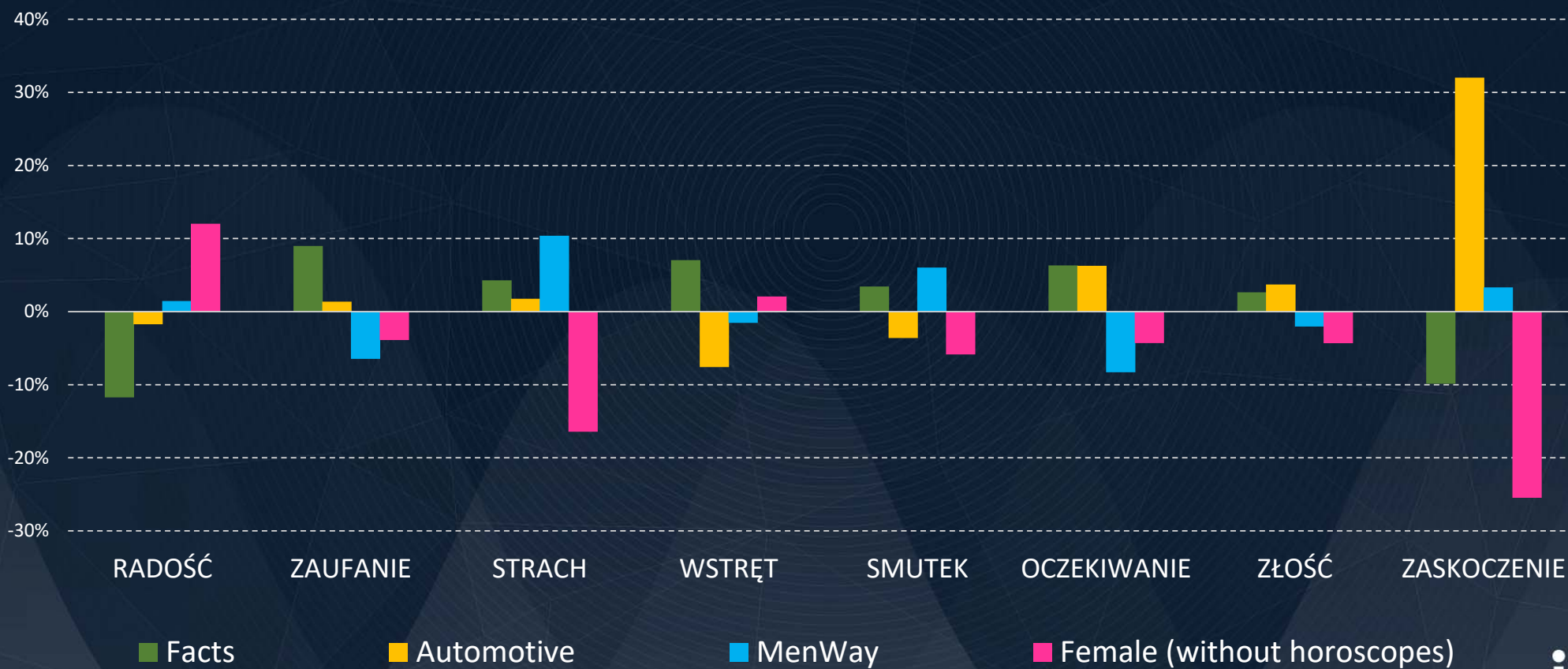


Woman.interia.pl



■ radość ■ zaufanie ■ strach ■ wstręt ■ smutek ■ oczekiwanie ■ złość ■ zaskoczenie

# Interia's emotion map:





# Emotional support for ads on Interia

## TRUDNA SYTUACJA POGODOWA. ZWOŁANO SZTAB KRYZYSOWY



1852

POLSKA | Dzisiaj, 23 maja (10:03) Aktualizacja: 2 minuty temu

"Było już ponad 700 interwencji, zgłoszenia mamy w każdym powiecie; w nocy zwiększyła się liczba interwencji w powiecie wielickim" - przekazał komendant małopolskiej PSP st. bryg. Marek Bębenek na posiedzeniu sztabu kryzysowego w Krakowie z udziałem m.in. premiera Mateusza Morawieckiego. W Małopolsce jest najtrudniejsza sytuacja pogodowa, jednak niepokojące sygnały docierają także z innych województw - w szczególności śląskiego i podkarpackiego. Zapraszamy do śledzenia relacji na żywo.

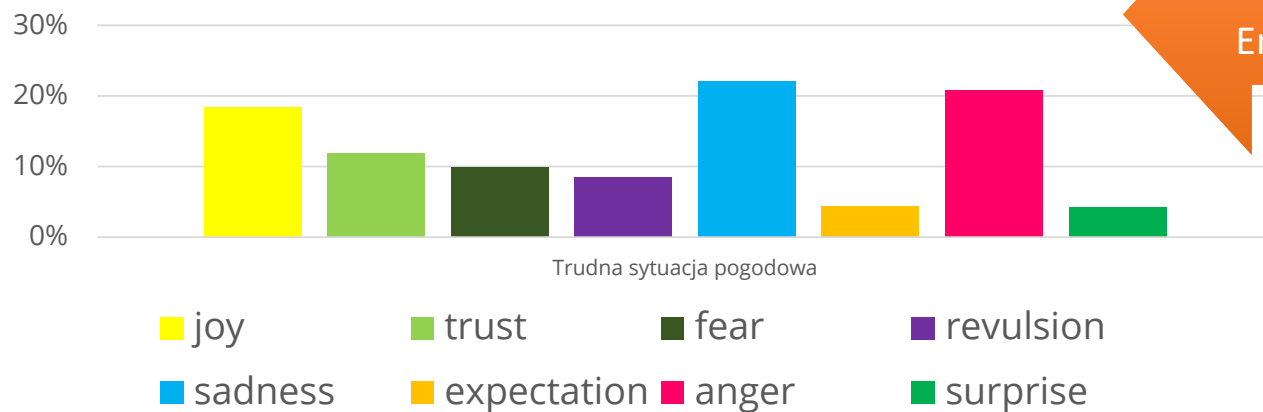


**ADVERTIS  
EMENT**

# Emotional support for ads on Interia

## TRUDNA SYTUACJA POGODOWA. ZWOŁANO SZTAB KRYZYSOWY

Emotions in the text "Difficult weather situation".



**ADVERTIS  
EMENT**

# Emotional support for ads on Interia

## The New York Times sells premium ads based on how an article makes you feel

The New York Times

### Cher Has Never Been a Huge Cher Fan. But She Loves Being Cher.

With a new album of Abba covers, a Broadway musical about her life and a no-holds-barred take on her career, the 72-year-old pop icon is as outspoken as ever.



Paul Ryding

By Philip Galanes

Sept. 4, 2018



"Can we do it in bed?" Cher asked, smiling slyly as she emerged from a knot of corridors in her sprawling hotel suite in Midtown Manhattan at about 9 p.m. on a sultry August night. Who would say no?

"I'm freezing in here!" she said. The rooms were meat-locker cold. So I trailed her back to the much warmer bedroom where she reclined on a

Courtesy New York Times.

April 10, 2019 | Rick Edmonds



\*units based on 100th percentile

## NYT SCORES THESE EMOTIONS AND SELLS TO ADVERTISERS



OPTIMISTIC  
INSPIRED  
SELF-CONFIDENT  
AMUSED  
ADVENTUROUS  
IN THE MOOD TO SPEND  
LOVE  
SADNESS  
BOREDOM



INTEREST  
FEAR  
HATE  
HOPE  
HAPPINESS  
NOSTALGIC  
INDULGENT  
COMPETITIVE  
INFORMED





# Interia Emotions: empathy marketing

## Stage 2:

Measuring emotion in ads.

Emotional model in ad positioning.

Subliminal reinforcement of the sales message.

Interia Emotions: an automated ad impression system.

**Thank you for your attention**

Michal Rosiak, Interia Group  
Damian Grimling, Sentimenti