Internal Meeting Minutes 1

Meeting called by:	Clara	**Note taker:**	Ling Yi

Attendees: Clara
Ling Yi
Sennett

Minutes

Agenda item:	Email Sponsor	**Presenter:**

Discussion:
- Check if Sponsor is okay to use SMU's NDA
- Arrange for first official meeting at Sgag office

Action by: Clara

Date: 7/1/2017

Minutes

Agenda item:	Update on Supervisor meeting and refine scope	**Presenter:**

Discussion:
- To improve project proposal
  - For sponsored content analysis to be based on the follow area
    - Genre: Pranks
    - Characters: Manual logging
    - Resolution: EXIF Tool
    - Cross Reference with other videos (Tried and Tested)
      - Look at other people comments of sponsored content
    - Compare Hard sell video vs not
      - Based on comments
  - Update project methodology
    - Data integration
      - Video Metadata
      - Video Metadata will be linked Facebook Video Data with title column
      - Fields interested: Width, Height, Video Time, Video Title
- Datasets which we want to work on
  - Video Data from Facebook
  - Post Data from Facebook
  - Video Metadata extracted from EXIF Tool
- Analysis areas
  - Sponsored
    - What do people like
    - What genre do people like
  - Original videos vs reposted videos
  - Comments analysis
  - Video Quality analysis
    - Hand Phone vs Professional Media
      - Needs to be reconsidered because experiments might not be fair

- Action Items
  - o Proposal: Sennett (Lead Editor)
  - o Wiki: Clara (Lead Editor)
  - o Meeting Minutes: Ling Yi

Other Information

Observers:

NA

Resources:

NA

Special notes:

NA