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| Date/Time | 17th Feb 2017, 10:30am to 12:15pm |
| Venue | SMU SISS Meeting Room 4.3 |
| Attendees | Prof Kam, Albert, Jun Liang, Russell |
| Agenda | 1. Share materials to be presented to sponsor in upcoming sponsor meeting
2. Determine areas to work on
3. Signing of revised version of NDA
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Consultation Meeting Minutes:

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|  | Task/Description | Person in Charge | Due Date |
| 1. | Video-level AnalysisFollowing our sponsor’s requests to see more of the break down by percentiles, we split video-level analysis to show the different performance in terms of 10-second views, 30-second views and 95% views. Professor Kam commented that there was no need to show 100th-percentile and 99.5th-percentile videos. Showing the top or bottom 10th-percentile or 25th-percentile videos was sufficient. He also suggested removing tables as they were visually confusing. He further suggested that graphs should be removed as they did not provide more insights, and proposed that we used a funnel plot instead. Group would have to read up on funnel plots and its usage, and churn out analysis before the next sponsor meeting.  | All | 22 Feb 2017 |
| 2. | Text Analysis of Posts with Post ContentUsing some readability indices like the Flesch-Kincaid Grade Level test and the Gunning Fog Index, the group intended to assess how readable the articles by our sponsor are, and as further analysis, relate this to the performance of the posts to determine if there is an optimal level of readability. Professor Kam commented that use of these readability indices is not recommended because they are not built based on the Singapore context and hence is not necessarily universal. He suggested that we benchmark readability on local textbooks at each level of education to get a better idea. The group also proposed comparing readability to other related websites – namely BuzzFeed, The Straits Times and mothership.sg. Professor Kam commented that this was possible, but the textbooks benchmark was preferable.  | All | 22 Feb 2017 |
| 3. | Further DevelopmentThe group presented on its ideas for further development – (1) text classification, (2) Facebook reactions analysis, (3) regression of readability to performance, (4) readability index benchmarks and (5) ‘recipe’ for organic virality.For (1): The group proposed training an unsupervised model based on post contents for each post to come up with categories and then comparing these categories with current categories to see if they matched the content. Professor Kam commented that this was not useful as the sponsor would have had categories in mind while writing their posts. He suggested alternatively doing Latent Class Analysis using JMP Pro to determine topics or terms that are correlated to viewership, amongst other functions of the Text Explorer in JMP Pro.  | All  | 22 Feb 2017 |
| 4. | Signing of NDAAll members signed the NDA. The version of the NDA used was the original NDA without the extra clause as introduced by Professor Kam. This NDA would have to be signed by the sponsor in the upcoming sponsor meeting.  | All | 22 Feb 2017 |