

# Supervisor Meeting Minutes 1

7/1/2017

12:00 to 15:30 SGT

SIS Group Study Room

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**Meeting called by:** Clara

**Note taker:** Ling Yi

**Attendees:** Clara  
Ling Yi  
Sennett

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## *Minutes*

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**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

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## *Minutes*

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

**Presenter:**

Discussion:

- To improve project proposal
  - o 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
  - o 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
  - o Video Data from Facebook
  - o Post Data from Facebook
  - o Video Metadata extracted from EXIF Tool
- Analysis areas
  - o Sponsored
    - What do people like
    - What genre do people like
  - o Original videos vs reposted videos
  - o Comments analysis
  - o 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***

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**Observers:**

NA

**Resources:**

NA

**Special notes:**

NA