The Computer Science Program of CSU Channel Islands presents:

Engineering Sentiment in Online Conversations: An Evaluation of SAD Design
a minigrant presentation by:

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Tuesday, Sept. 26, at 6pm, in SIE 2411

Abstract: *In this minigrant presentation, I will present on the design and implementation of software designed to visualize user sentiment in online conversations. Adopting a design science research (DSR) methodology, the study aims to compare and contrast sentiment in online conversational software across three case studies. Case study 1 utilized traditional conversational software, adapted from existing online social networking software. Case Study 2 adapts this software to highlight textual sentiment conversational threads. Case Study 3 requires users to acknowledge this sentiment prior to submitting their post. Adhering to the rigor of design science research, each artifact was identified as purposeful and utilized a case study format to present its findings. Results were captured through content analysis of conversations, social network analysis of interactions and survey analysis of perceived levels of software satisfaction.*

Bio: Find out more about Dr. Thoms @ http://brianthoms.com.

Refreshments will be served