CS 6742
Reminder: Al posted

Agenda: Topic: "to what extent is there social interaction on"
Research: Review sites? to data annotation issues
Pedagogy: get us to talking to each other comfortably discussing

issue: start late bc of room change?

Warm-up: 1st, tell everyone your name, what langs you speak

Then, go 'round again, you'll have to pick someone else, say their name, what langs they speak

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- cam on NLP: soc. interaction = need to go when people are exhibiting lang. together

Review sites are major source of user-generated content [UGC]

ex: Amazon-

- Tripadvisor, Case: [desist], Yelp, etc.

- already on screen - Straight Man - excellent academic source, lots of fun

- people dumping lot of lang there (350 reviews)

- always a good idea to browse around, look for research ideas.

- when find out about a new site

- for one thing, observe that it's got/has/has a lot of subsequent research

- as useful summary of opinion

- star statistics as summary of collective judgement

- [avg, histogram]

Research: one

- automatically chosen by our system 0/1: they are representative of what people are saying about them

- can also ask how to predict these summary quotes

- foreshadowing: user-generated labels may not always be "correct"

- if review entitled "free print highlight"

- quick aside: sometimes the star annotation seems to change from the text

- little caution: it's really easy:
Recall from last time:

Recall from last time: two types of settings where interaction via language made manifest:

1) conversation
2) broadcast: social effect

Conversation can happen: yellow highlight: open in new window
- people can comment on reviews
- people can reply

Don't know that there's lots of engaged conversation here.
(Span - not a good dataset for that)

What about an effect on the others?

Convenient to split the notion of others:

2a) on other authors: reviewers (authors)
2b) on non-author readers

Let's talk about 2a briefly:

2a) how could you tell if there is an effect such an effect?

1st q: do they even read other reviews?

* ask them: [Gilbert] +

[In discussions: people came up a lot of these! which is great]

(Made pt: + evidence can get - evidence but not = evidence)
Also what order the readers saw the reviews in...

[Pinch & Kessler '11]: 97% of toy reviews look before

combined 53% look after

(5% never look)

- look for correlations w/ other reviews.

[Win & Huberman '10]: later opinions more likely to disagree

- if effect we cost of expression is 'high',
  of Gilbert: +

[Michal & Othockner '14]: - 'herding effects'

-they want to do effects in the long-term (adaptation of style)

[Donner & Niwook '13]: - length effects;

(better reviews, not Anson)
so note: just asking this 1st q has led to a bunch of research, and a test page and
but lets now turn to the bigger audience

(2b): need to look for a "reaction"
in Amazon, comments too sparse.

but, helpfulness annotations as a reaction

< distribute "what constitutes a helpful review" survey? >
< take and shuffle and redistribute
where is yours? what langs? - reinforce knowing each other>

- show the 42/42 helpful review.
helpful according to their features?

helpful talky:
unhelpful talky:

mostly leaned towards helpful.
but more uncertainty than 42/42 would suggest.

Attacks:

Purpose: annotation labeling often an important part of NLP+SI research
but variation in interpretation is common
Write instructions to try to expose/controly variation
Test-run your annotation instr. first
- did everyone follow your directions?

- too long to see factors outside long that affect evens.