



## Final project proposal

<b>Type</b>	Master
<b>Title</b>	<i>Predicting user personality based on lexical analysis of user's Facebook data</i>
<b>Supervisor</b>	Ass. Prof. DSc. Sonja Gievska
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<b>Department / Group</b>	
Institute of Intelligent Systems	
<b>Topic(s)</b>	
Intelligent systems, Social network analysis, Big data analysis	
<b>Project can start from</b>	15 Nov 2014 – 15 March 2015
<b>Project duration</b>	4 months
<b>Short description</b>	
<p>The aim of the project is continuation of our efforts in predictive personality modeling and the encouraging results of our initial study with a dataset consisting of 250 users and approx. 10,000 statuses <a href="http://elic.cimec.unitn.it/fabio/wcpr13/markovikj_wcpr13.pdf">http://elic.cimec.unitn.it/fabio/wcpr13/markovikj_wcpr13.pdf</a></p> <p>The focus will be given to exploring the feasibility of similar performance results for a larger dataset (millions of Facebook users) which may require consideration of additional features, more sophisticated data processing and classification techniques. The research efforts will also be directed toward augmenting the personality models with a more qualitative features previously only quantitatively accounted for (e.g., pages, groups, events, likes).</p> <p>The dataset will be acquired from the MyPersonality project, while the University High Performance Grid Computing Center will be available for more efficient parallel processing if needed.</p>	
<b>Results and assessment</b>	
<p>A documentation written in a manner of technical report will be needed for completion of the project. The assessment will give special importance to the quality and research contributions of the proposed methods for predictive modeling and the discussion and interpretation of the performance results.</p>	
<b>Other (additional) information</b>	
<p><a href="http://mypersonality.org/wiki/doku.php?id=publications">http://mypersonality.org/wiki/doku.php?id=publications</a> research collaborators of My Personality project</p>	