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System And Method To Identify Social Posts Which Are Not Suitable For Users' Current State Or Interest And Suppresses The Same For That Time Being Or Permanent From The Users' Social Timeline

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I. Background: Problem Solved By Our Invention

Nowadays social media is truly a revolutionized platform and it has impacted people in many good ways .But it also suffers with some negative impacts as well.

For example: User has been rejected in an interview, at the same time one of her friends cracked the interview and posted the same on social media about her success. It is always important to know the information but may be this is not the perfect time/situation to see the post on users' timeline.

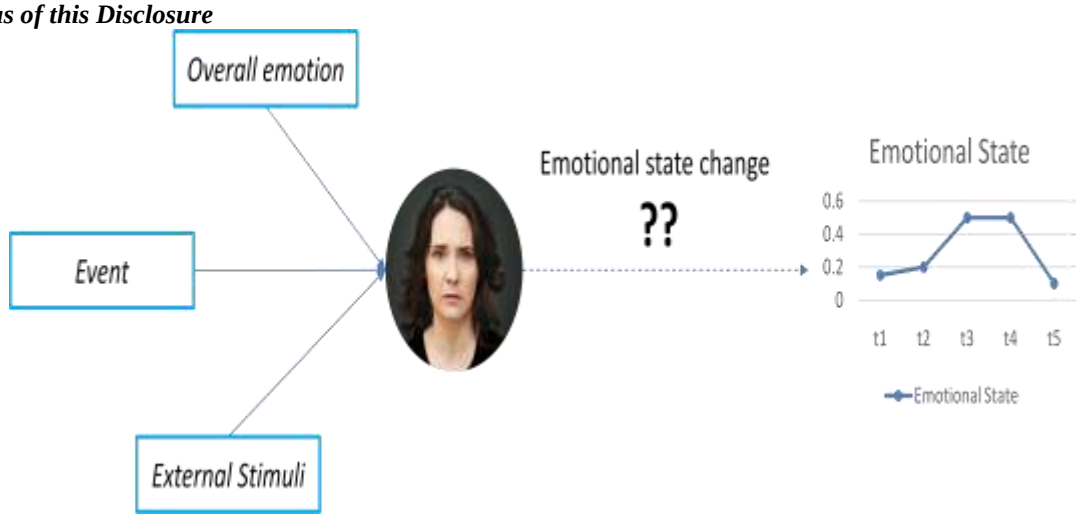
Problem with current System: All the current filtering methods are content based, they classify the post/status on its sentiment, availability of sexual/abusive content etc. but no system as of now available which identifies the situation/event the user is passing through and predict the change in emotional state before posting the photo/status on users' timeline and also if it finds the post would affect negatively then suppresses the post for a specific time until the situation permits.

Prior Art:

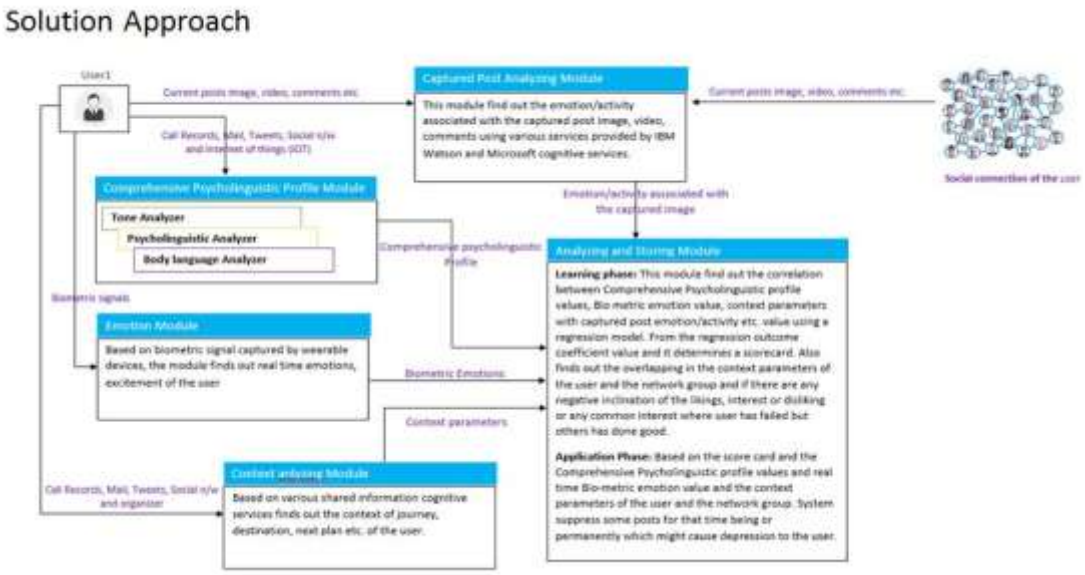
Prior Art	Comment
https://arxiv.org/pdf/1604.01833.pdf	This paper defines a *Content based filtering*, whether the content is sexual, abusive etc.
https://www.google.com/patents/US9569986	Eliminate the "like" button and replace it with a continuous stream of emotional responses across all experiences.
https://security-informatics.springeropen.com/articles/10.1186/s13388-014-0007-3	This paper also defines a *Content based filtering*, whether the content is sexual, abusive etc.
https://www.google.com/patents/US7120880	Content filtering based on facial gesture using gazing technology.

Problem Statement: Design a system which will predict the change in emotional state when the user is having an overall emotional state, experienced a specific situation/event and gets a specific post as anexternal stimuli on his/her social timeline. And also if the system premonitorily finds the post would affect the user negatively then it suppresses the post for a specific time until the situation permits.

Focus of this Disclosure



Solution Approach:



Novelty

Below are the novelclaims:

1.Systemwhichwillpredictthechangeinemotionalstatewhentheuserishavingaoverall emotion(psycholinguistic profile) andexperiencedaspecificsituation/event andgetsaspecificpostas anexternalstimulionhis/hersocialtimeline.Andalsoifthesystempremonitorilyfindsthepostwould affect the user negativelythen it suppressesthe post for aspecific time untilthe situation permits.

1.Systembyanalyzingandcorrelatingthecomprehensivepsycholinguisticprofile,realtimebiometric signals,variouscontextparametersfromvariousformsofcommunicationoftheuserandidentifies socialpostswhicharenotsuitableforhiscurrentstateorinterestandsuppressthesameforthattime being or permanent fromthe users' timeline.

1.Systemmapsusersliking,dislikingonaspecificcontext,fromthecorrelationofthecomprehensive psycholinguisticprofile,realtimebiometricsignals,variouscontextparametersfromvariousformsof communication of the user.

II. Description Of The System:

1. System and method captures user's real time and historic verbal, written and body language communication and find out the comprehensive psycholinguistic profile of the user[**Ref:1**]. This uses various Watson services.
2. System and method captures user's biometric signals using various wearbles **[Ref:2]** and find out the emotions of the user.
3. System and method captures various organizer information, real time and historic verbal, written communication and find out the context parameters like context of journey, destination, and next plan etc. using cognitive services.
4. System and method find out the emotion/activity etc. associated with the captured post using various services provided by IBM Watson and Microsoft cognitive services [**Ref:4,7**]
5. **Learningphase:**This system find out the correlation between Comprehensive Psycholinguistic profile values, Bio metric emotion value, context parameters with captured post emotion/activity etc. value using a **regression model**. From the regression outcome coefficient value andit determines a scorecard. Also finds out the overlapping in the context parameters of the user and the network group and if there are any negative inclination of the likings, interest or disliking or any common interest where user has failed but others has done good.
6. **Application Phase:** Based on the score card and the Comprehensive Psycholinguistic profile values and real time Bio-metric emotion value and the context parameters of the user and the network group. System suppress some posts for that time be ignore permanently which might cause depression to the user.

Add on to the description: We will also analyze the pattern of change in psyche in respect to time due to a specific external stimulus. For example: we will store the data where a stimuli s1makes an abrupt psychic change to the user from Ps1 to Ps2 int1 seconds and the user continues to stay in that state Ps2for t2 time. We will store all this kind of information and associated context as well. Now from those data we can see the correlation and find out how the stimuli or the combination of the stimuli affects the users psychic state in association with the context. This analysis will provide the detain intensity and acceleration of the user energy level in respect to the external stimuli in associated with the context.

s1 belongs to set of stimuli S={s1,s2,s3...sn}
Ps1 belongs to set of psychic state Ps={Ps1,Ps2,Ps3...sm}
t1 belongs to set of time T={t1,t2,t3...tk}

III. Mathematical Model:

1. To select the events we will run a subjective classification algorithm such as **Artificial neural networks (ANNs)**.
2. To build the model we will run **regression algorithm** and the dependent and Independent variables are as mentioned in the table T1.

Table T1	Independent Variable					Dependent Variable
Time	Event	External Stimuli Emotion score	External Stimuli Activity/event	social connection score with posting person	Emotion	Delta Emotion
t1	Rejected in interview	0	NIL	NIL	P1	P1-P0
t2	NIL	3	Friend having party, got job	-2	P2	P2-P1
t3	NIL	NIL	NIL	NIL	P2	P2-P1
t4	NIL	8	Sister holding baby girl	6	P3	P3-P2

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