gSPIN – Demo

The gSPIN system is a secure Gmail plugin that brings to its user the power of deep analytics of his/her own email interactions. The technology behind this tool is built over the past four years as part of the “Social Power in INteractions (SPIN)” project at the Center for Computational Learning Systems at Columbia University. The SPIN project uses advanced natural language processing and machine learning techniques to perform deep analytics on social interactions to understand the dialog patterns in them and reveal the underlying social power relations that exist between the interactants.

Current functionality

Currently the gSPIN plugin include the functionalities of assigning dialog act (communicative intention) labels to segments of text in emails, as well as detecting overt displays of power by participants. The technologies gSPIN uses to perform these tasks are listed in the References section below (#2 & #3). It also includes a functionality of building the social network of participants based on their power relations (Ref #3). The specific functionalities of current version of gSPIN are below:

• Automatically senses if the browser is displaying a Gmail thread and provides the user with an option to analyze the email thread using the SPIN system
• Assign **dialog act labels** to segments of text in the email thread (Ref#2). The labels are:
  o Requests for action (orders, commands etc., that require an action)
  o Requests for information (questions, queries etc., that require an answer)
  o Providing Information
  o Conventional (greetings, sign offs etc.)
• Detect the segments of text that denote **overt displays of power** based on its linguistic form and dialog intention (Ref#3).
• Predicts the **power relations** between participants and build their social network.
• Displays the output of the analysis in a pop-up window with the social network extracted on top and segments of interaction highlighted differently for different labels in the bottom.

References


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