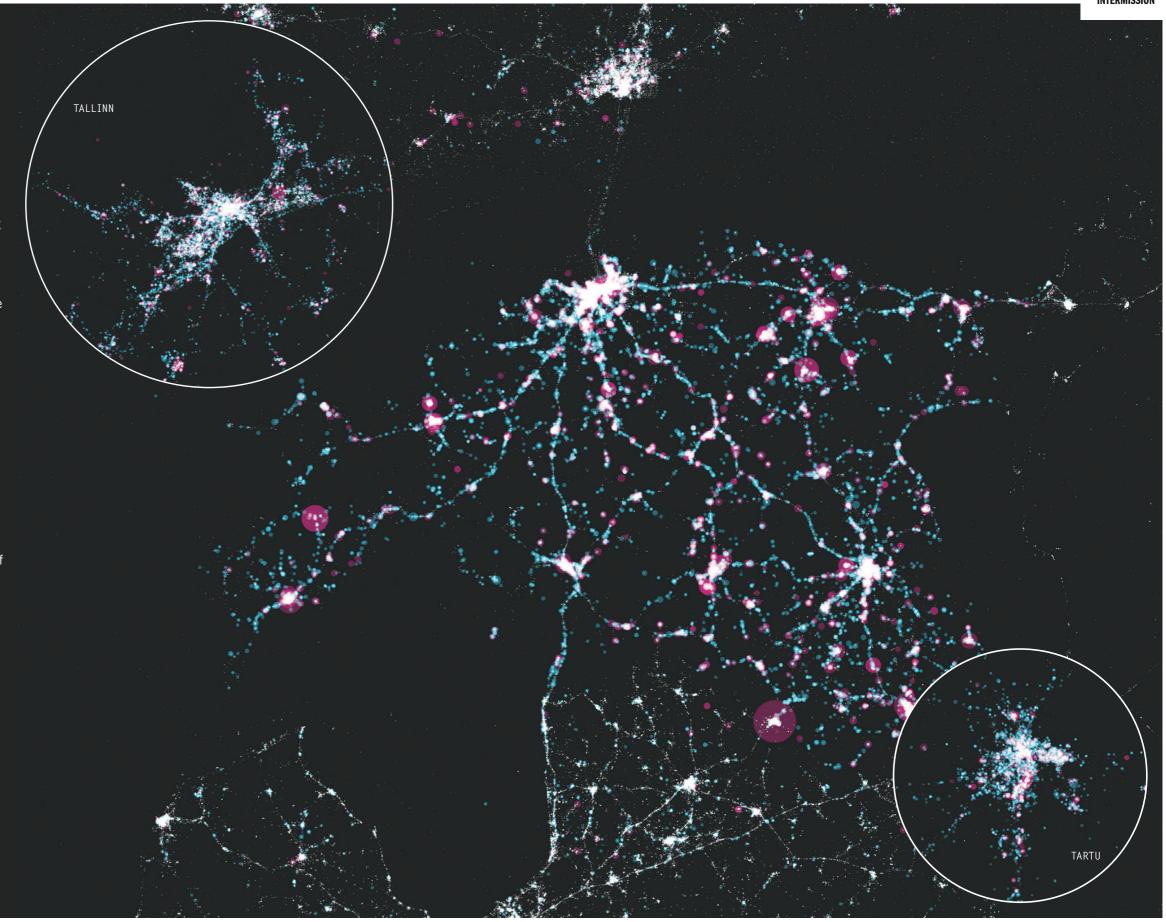# EMOTIONS ON A MAP

MIKK MEELAK, *architect*

What happens in one spot in space both physically as well as digitally is a fascinating research subject for me. Looking at these relations and making what is happening perceptible is another interesting subject. Working with the vast data flows of the digital layers accumulating with each second is particularly charming because when analysed even with rather simple methods, new patterns form and pose various questions. If the tweets in the cities are considerably more angry, does that mean that life in the country is better? Why are people more positive when waiting in line for the ferry at the Rohuküla harbour than they are returning from Hiiumaa? Are there some particularly social kite surfers around Kuramaa or just some bored seamen taking shelter from the storm?

THE MAP visualizes around 1.5 million tweets from 2014–2015. The tweets have been analysed with the algorithm of the emotion detector of the Institute of the Estonian Language, which is available on the website eki.ee. The emotion detector looks for words with a positive and negative tone and accordingly, provides them with a value. For example, the word 'to understand' is positive, while 'to exaggerate' is negative. Also, so-called extreme words are found – according to the algorithm used they are, for example, 'idiot', 'gob' and 'snot'. The frequency of the words is used to determine the dominant emotion of the tweet and its strength.

On the map, blue spots mark positive and pink spots mark negative emotions. White denotes so-called neutral tweets that lack emotions according to the algorithm and the areas where emotions mix are also white.

MIKK MEELAK is an architect who is interested in meshing physical and digital space. He is the founder of PLATVORM, a studio developing concepts and building innovative digital platforms with a focus on real-time data and dynamic user-generated content. He has been leading the research group of the Estonian Pavilion at the Venice Biennale of Architecture in 2014 and teaching in the Estonian Academy of Arts, currently is working on the Estonian National Museum's new permanent exhibition.

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