



**Change through Data**

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# About **Ei Amplified**

## Problems

Understanding of the diverse **need and challenges** faced by individuals are integral to providing community resource for everyone.

This research will **identify** the individual needs of **each** marginalized groups from **their own lens**.

Data will be **quantified objectively** to chart the best resource solution forward.

## Solutions

Understanding people's perception is integral to understanding their goals and **incentives**.

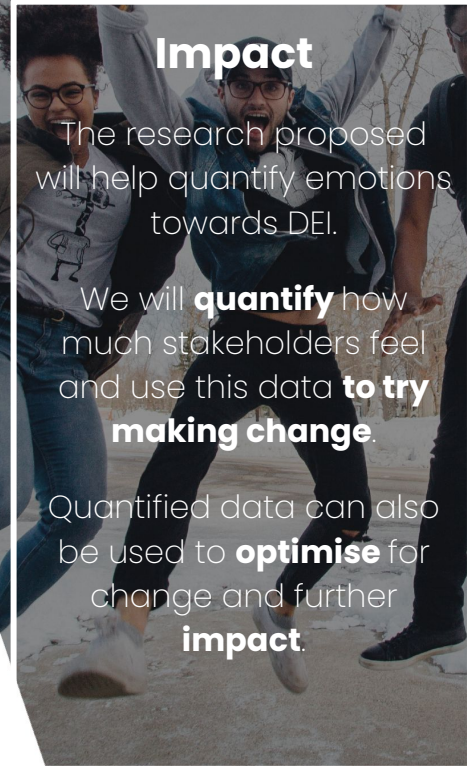
We will quantify emotional sentiment to **diagnose** how each group perceive their future, their fears, **their goals** and how **we can best help them** forward.

## Impact

The research proposed will help quantify emotions towards DEI.

We will **quantify** how much stakeholders feel and use this data **to try making change**.

Quantified data can also be used to **optimise** for change and further **impact**.



# What We **Provide**



**AI & Natural  
Language Processing**



**DEI diagnostic  
& impact  
quantification**



**Emotional Data  
Collection &  
Design**



**Report &  
Implementation of  
Solution**

**«Ei Amp»**



# Data Tool Case

**Ei Amplified** uses three distinct category of data tools to help us process research data and better analyze experimental result. Each will be specified on a later page.

<Data filtering> &  
<Meta filter>

**Return** ('reduce data bias  
and introduce weight')

<Artificial intelligence> &  
<Regression>

**Return** ('quantitative analysis  
of data trend')

<Human experience> &  
<Emotional sentiment>

**Return** ('introducing human  
factor to research')

# Data filter and Meta filter in research

**Meta-filters** determines the **grouping** of samples. We generally look at age, gender and ethnicity as meta filters. **Data filters** are **dependent variable** in the research. Its parameters like different emotional sentiment (happiness, sadness, etc.) we test for.

## Meta-filter: Age

### Meta-filter: 20-40

Date filter 1 (happiness) : +0.123

Date filter 2 (anxiety) : +0.092

Date filter 3 (sadness) : +0.101

Date filter 4 (excitement) : -0.001

### Meta-filter: 40-50

Date filter 1 (happiness) : -0.007

Date filter 2 (anxiety) : -0.094

Date filter 3 (sadness) : +0.191

Date filter 4 (excitement) : +0.101

### Meta-filter: 50-60

Date filter 1 (happiness) : +0.107

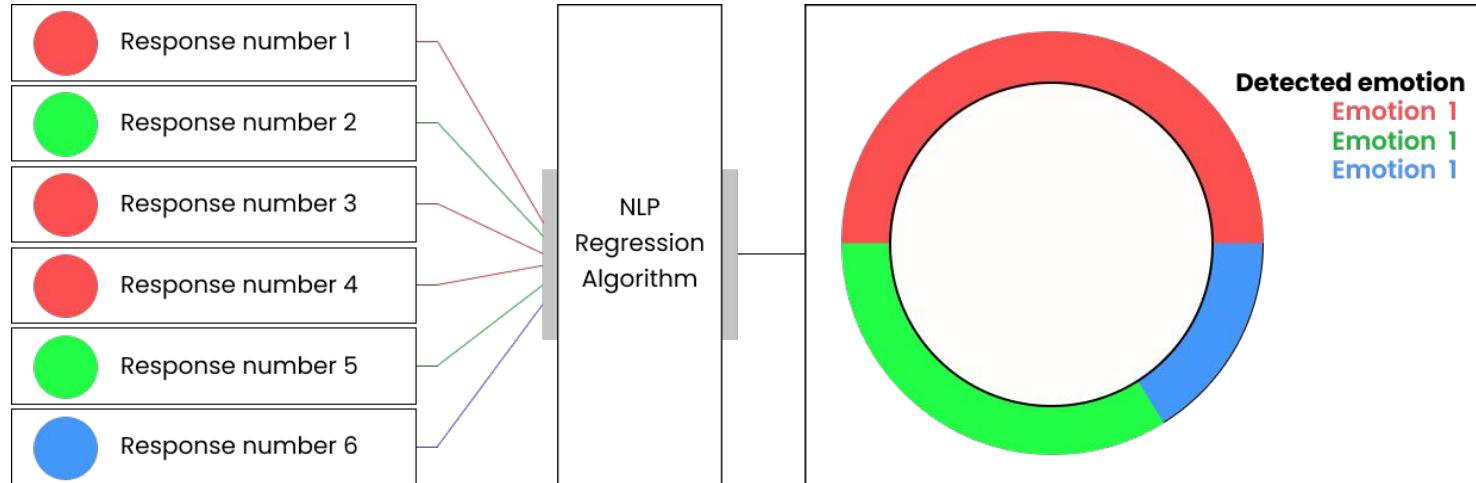
Date filter 2 (anxiety) : -0.055

Date filter 3 (sadness) : +0.083

Date filter 4 (excitement) : +0.204

# NLP and Quantitative Analysis

Our results are generated through **Natural language processing (NLP)** algorithms, which quantify **levels of each emotional sentiment** (data filters) and generate a percentage result for each sample group.



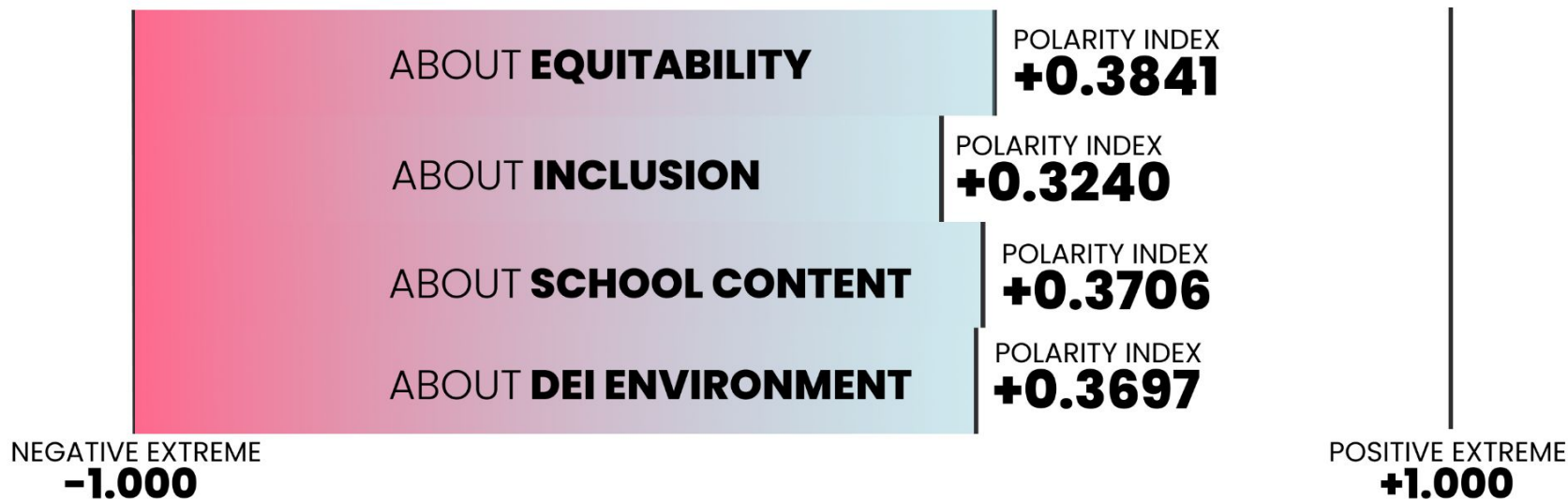


**Show Case**



# Polarity Index

## Student Sentiment By Subject



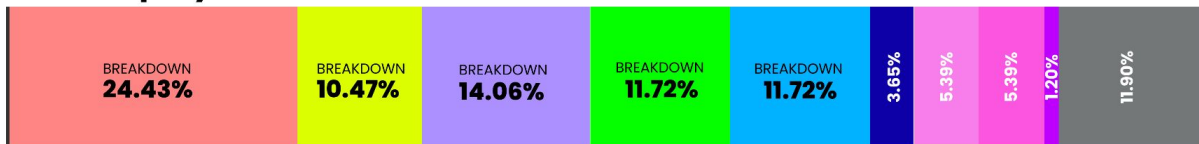
## Student Dataset by Question Subject

### Emotional Breakdown

SADNESS CONTENT JOY EXCITED OTHER



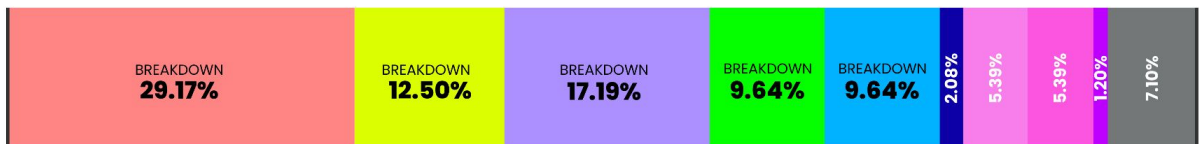
#### About **Equity**



#### About **School Content**



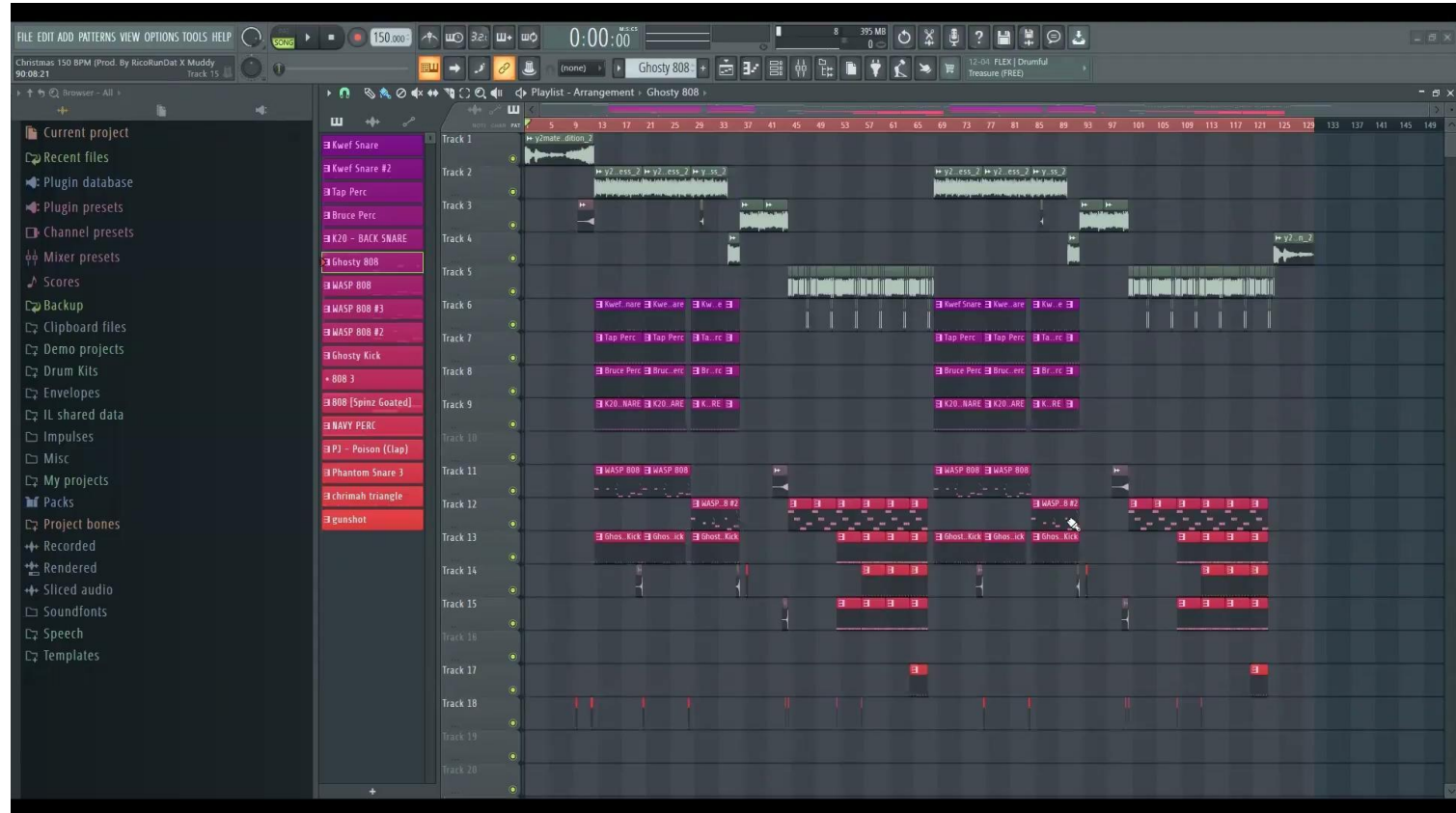
#### About **Inclusion**



#### About **School Environment**



# Diversity in Programs



# Who we work and collaborate with



**Brampton  
Entrepreneur  
Centre**

**ICUBE**  
UTM



**ERIN MILLS  
CONNECTS**



**eduTechnoZ.**



**Winner of  
startup  
challenge**





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