‘Uonevu’ enables organisations to automatically identify subtle, non-explicit forms of bullying language that is widespread online but which is typically difficult to detect.

**Market Opportunity**

Cyberbullying refers to the use of online communications such as social media, emails, and instant messages as a medium to threaten or publicly humiliate someone. According to a recent study by the National Association of Principals and Deputy Principals, 16% of Irish students admit to being a victim of cyberbullying (an increase of 33% compared to 2013), while only 12% of parents knew about this bullying. Instances of cyberbullying are often more severe than if bullying occurs in person, as victims are accessible outside the schoolyard and the school day. Traditional approaches based on ‘black list’ keyword filters are no longer enough as the fight against cyberbullying requires more sophisticated technology to identify implicit forms of bullying language.

**Technology Highlights**

The prototype system ‘Uonevu’ automatically detects non-literal forms of bullying and negative stereotyping.

Using a crowdsourcing data collection model, stereotype data is collected via an annotation client. The collected data is then used to train systems to automatically detect non-literal forms of online bullying and stereotyping across multiple languages and various social media channels.

The prototype builds on a set of linguistic features (e.g. the presence of phrases or trigger words), classification results (e.g. controversial topics), and stereotype detection. It uses a semantic knowledge base to associate concepts with each other, e.g. “fat people” and “pizza”, which in combination with other linguistic features indicates an instance of cyberbullying. Machine learning continually improves the identification and classification process, which is based on the collected stereotypes.

**Applications**

Uonevu is a tool for companies or organisations seeking to moderate or identify bullying language, harassment and negative stereotyping in a social and cultural context.

- **Cyberbully Prevention**: Identify inexplicit cyberbully activities across a variety of platforms.
- **Workplace Harassment**: Detect instances of harassment in the workplace.

**IP Status**

Currently under development, Uonevu is available to license from the CNGL Centre for Global Intelligent Content. Contact our commercial team for more information.

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