

Introduction

Motivation: Inspired by the psychology research & empirical theory, we verify that **degree of emotion** may vary in different segment, thus introducing sentiment complementary and emotion intrinsic on temporal segments

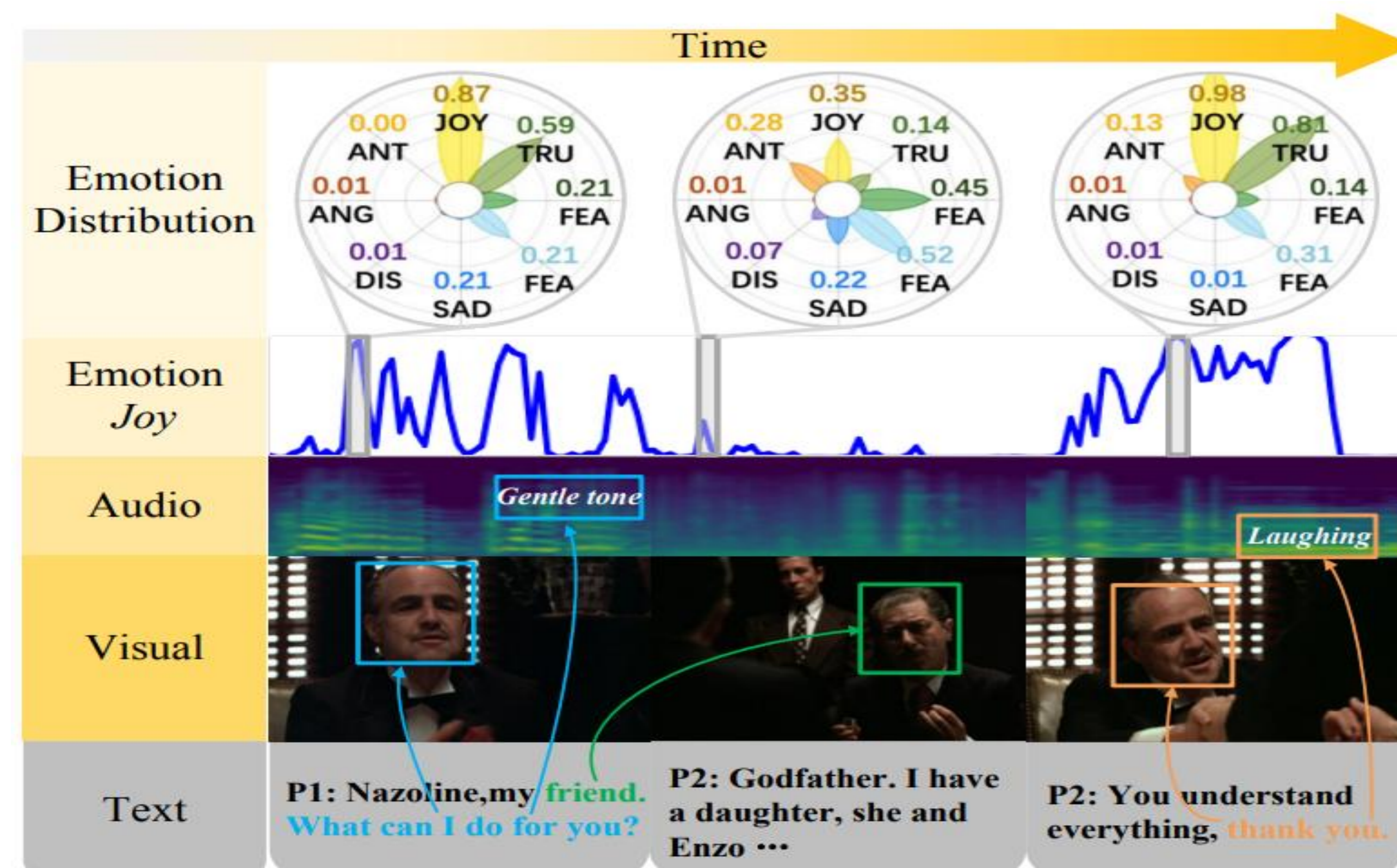
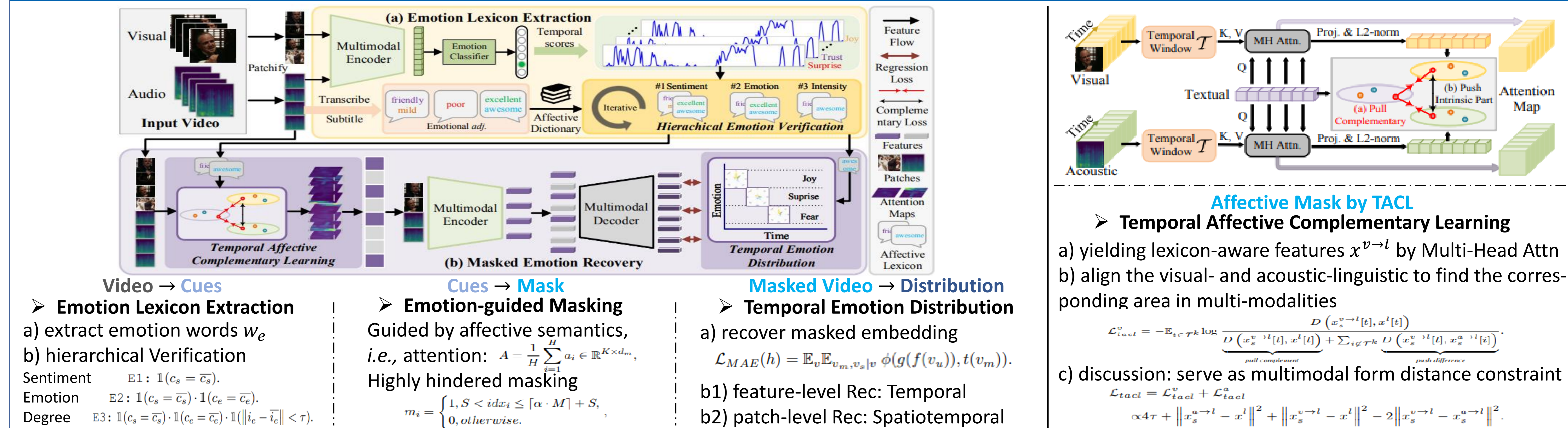


Fig.1. *Godfather* (1972) and its corresponding emotion. The colored texts indicate the emotional words given by affective lexicon and the rectangles show the related content towards emotional words.

Contributions

- **Masked affective modeling** to exploit temporal affective cues among modalities for discriminative representation, which can be integrated into existing video emotion analysis methods as a **plug-in** module.
- Extensive experiments demonstrate effectiveness of MART covering **four downstream areas** on emotion classification and sentiment analysis.

Methodology



Video → Cues

➤ **Emotion Lexicon Extraction**

- a) extract emotion words w_e
- b) hierarchical Verification
- Sentiment E1: $\mathbb{1}(c_s = \bar{c}_s)$.
- Emotion E2: $\mathbb{1}(c_s = \bar{c}_s) \cdot \mathbb{1}(c_e = \bar{c}_e)$.
- Degree E3: $\mathbb{1}(c_s = \bar{c}_s) \cdot \mathbb{1}(c_e = \bar{c}_e) \cdot \mathbb{1}(\|i_e - \bar{i}_e\| < \tau)$.

Cues → Mask

➤ **Emotion-guided Masking**

- Guided by affective semantics, *i.e.*, attention: $A = \frac{1}{H} \sum_{i=1}^H a_i \in \mathbb{R}^{K \times d_m}$.
- Highly hindered masking
- $$m_i = \begin{cases} 1, & S < id_{x_i} \leq [\alpha \cdot M] + S, \\ 0, & otherwise. \end{cases}$$

Masked Video → Distribution

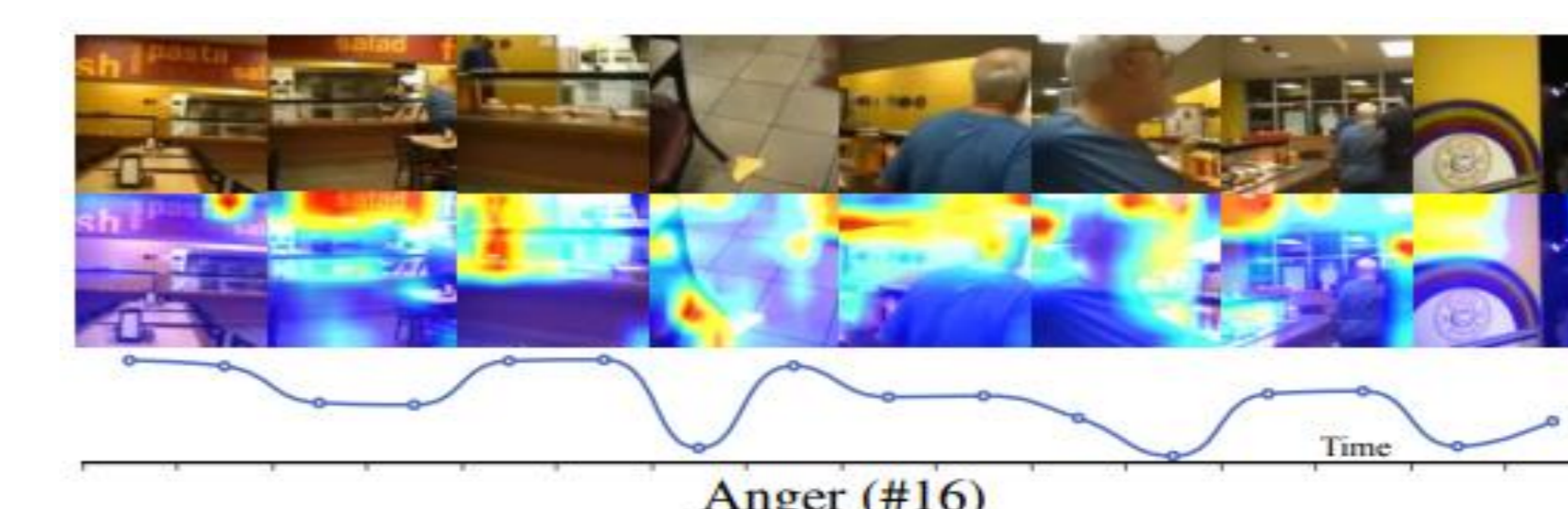
➤ **Temporal Emotion Distribution**

- a) recover masked embedding
- $$\mathcal{L}_{MAE}(h) = \mathbb{E}_v \mathbb{E}_{v_m, v_s | v} \phi(g(f(v_u)), t(v_m))$$
- b1) feature-level Rec: Temporal
- b2) patch-level Rec: Spatiotemporal

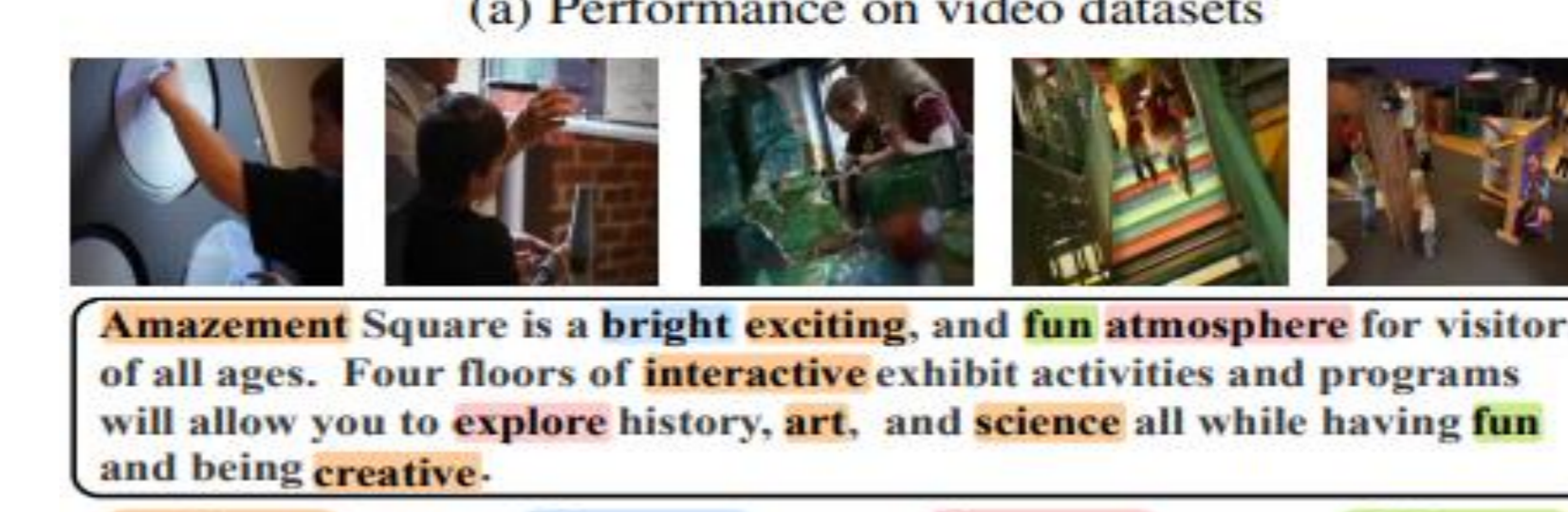
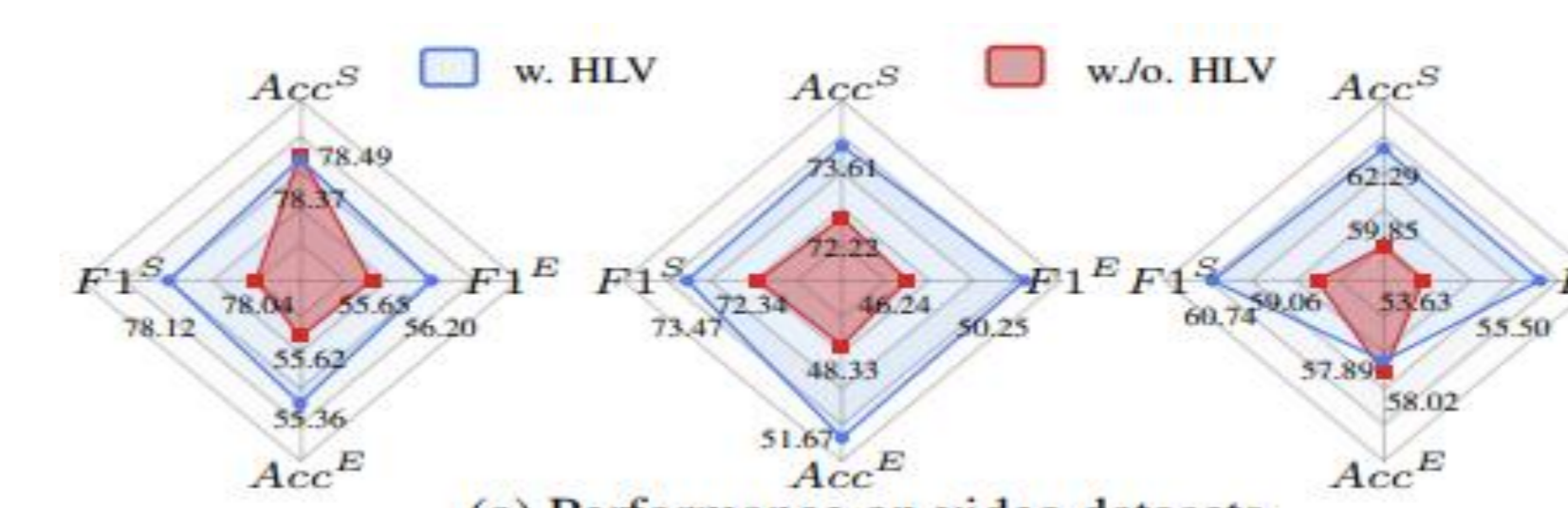
Performance



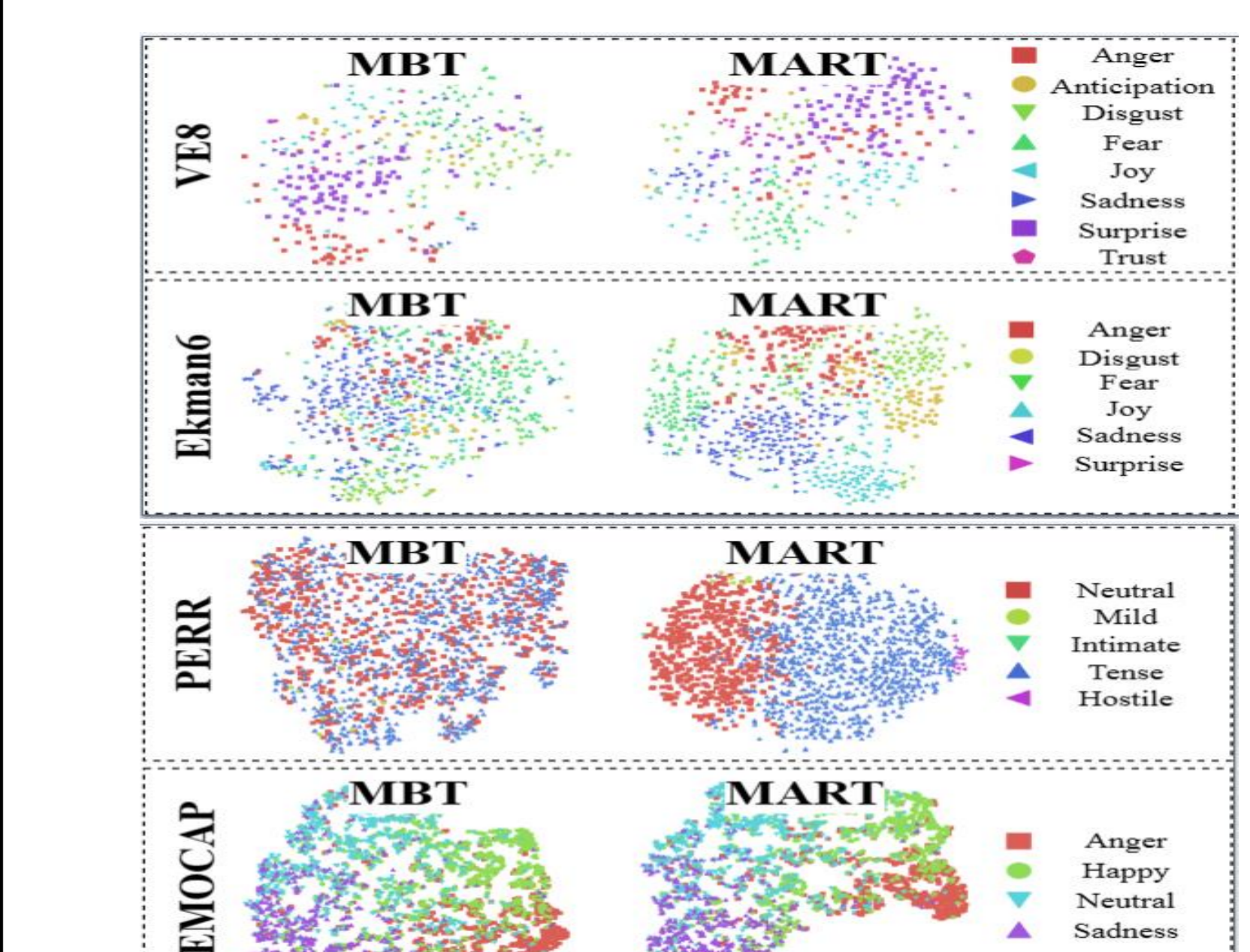
- ✓ **MART** encourages video emotion analysis models to focus on affective area, unlike common mask strategy which randomly select masking area.
- ✓ **TAEL** guides the recovery, where highly attentive areas in yellow boxes are reserved for providing affective cues to be recovered.



✓ **MART** recovers temporal distribution.



✓ **MART** shows tolerance to noisy text.



✓ **MART** extracts robust affective embedding across datasets.

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Website Project Code