displaying, on an electronic display, by the mood detection system, a graphical representation of the aggregated numerical values.

2. The machine-readable medium of claim **1**, wherein the operations further comprise aggregating groups of numerical indicators to determine aggregated group indicators, and generating a chart that includes each of the aggregated group indicators.

3. The machine readable medium of claim **2**, wherein the operations further comprise grouping the numerical values based on demographic properties of the attendees, and generating the chart based on the aggregated groups.

4. The machine-readable medium of claim **1**, wherein each message includes an image of a face; and determining the numerical values by performing facial recognition of each image based on a distribution of points of the face within the image, wherein the aggregating of the numerical values includes the second numerical values, wherein each image is captured by a camera operating as part of an attendee's mobile computing device.

5. The machine-readable medium of claim **1**, wherein the operations further comprise transmitting the aggregate mood to a host for the event.

6. A method comprising:

receiving, by a mood detection system comprising processing circuitry, a request from a computer network to monitor attendee sentiment at an event, the event including two or more attendees;

receiving, by the mood detection system, from a plurality of client devices over the computer network, a corresponding plurality of messages from respective social network members to a corresponding second plurality of social network members, each message including an indication of a position of the client device of the social network member and an indicator comprising at least one of an image of a face of an attendee or a description representing an emotion of an attendee;

assembling, by the mood detection system and based on the respective position indications, from the plurality of messages a set of messages that were received from social network members at the event;

determining, by the mood detection system, a numerical value for each of the indicators in the assembled set of messages, numerical values for each of the images of a face determined by defining points for one or more regions of the respective faces and comparing a distribution of the points with points defined in an electronic database of facial expressions;

aggregating the numerical values to determine an aggregate mood of the attendees of the event; and

displaying, on an electronic display, by the mood detection system, a graphical representation of the aggregated numerical values.

7. The method of claim **6**, further comprising aggregating groups of numerical indicators to determine aggregated group indicators, and generating a chart that includes each of the aggregated group indicators.

8. The method of claim **7**, further comprising grouping the numerical values based on demographic properties of the attendees, and generating the chart based on the aggregated groups.

9. The method of claim **6**, wherein each message includes an image of a face; and determining the numerical values by performing facial recognition of each image based on a distribution of points of the face within the image, wherein the aggregating of the numerical values includes the second numerical values, wherein each image is captured by a camera operating as part of an attendee's mobile computing device.

10. The method of claim **6**, further comprising transmitting the aggregate mood to a host for the event.

11. A mood detection system, comprising:

processing circuitry;

an electronic memory storing instructions that when executed configure the processing circuitry to perform one or more operations comprising:

receiving a request from a computer network to monitor attendee sentiment at an event, the event including two or more attendees,

receiving from a plurality of client devices over the computer network, a corresponding plurality of messages from respective social network members to a corresponding second plurality of social network members, each message including an indication of a position of the client device of the social network member and an indicator comprising at least one of an image of a face of an attendee or a description representing an emotion of an attendee,

assembling based on the respective position indications, from the plurality of messages a set of messages that were received from social network members at the event,

determining a numerical value for each of the indicators in the assembled set of messages, numerical values for each of the images of a face determined by defining points for one or more regions of the respective faces and comparing a distribution of the points with points defined in an electronic database of facial expressions,

aggregating the numerical values to determine an aggregate mood of the attendees of the event, and

displaying, on an electronic display a graphical representation of the aggregated numerical values.

12. The mood detection system of claim **11**, the operations further comprising aggregating groups of numerical indicators to determine aggregated group indicators, and generating a chart that includes each of the aggregated group indicators.

13. The mood detection system of claim **12**, the operations further comprising grouping the numerical values based on demographic properties of the attendees, and generating the chart based on the aggregated groups.

14. The mood detection system of claim **11**, wherein each message includes an image of a face; and the operations further comprising determining the numerical values by performing facial recognition of each image based on a distribution of points of the face within the image, wherein the aggregating of the numerical values includes the second numerical values, wherein each image is captured by a camera operating as part of an attendee's mobile computing device.

15. The mood detection system of claim **11**, the operations further comprising transmitting the aggregate mood to a host for the event.

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