

NLP Paper Summary 1

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For this summary I read the paper called "The effect of wording on message propagation: Topic- and author-controlled natural experiments on Twitter" by C. Tan et al [1].

1 Content Summary

The **motivation** behind the paper is to find out how the wording of an online message affects its success. Clearly, knowing how to craft more successful messages is a valuable skill to a variety of entities. The paper **contributes** multiple different "features" that affect the success of a message; Asking people to share the message helps, for example. There has been prior **related work** that has focused on how the wording of descriptions or texts affect their success, but no large-scale studies on the topic exist. **Support** for their hypothesis is given by examining the Twitter data; From there it is easy to see which features improve a message's success.

2 Analysis

I think the **writing** in this paper is exceptional. Contrary to most scientific papers, it is easy to read even for someone not fully versed in the subject, while still being informative. The **motivation** for the paper is also valid in my opinion; Knowing how the wording of messages helps or hinders their propagation is in my mind clearly valuable. According to this paper at least, there hasn't been too much research into the topic either. The team's **contributions** seem interesting, although not terribly surprising. However, because there hasn't been a similar study on a large scale, even non-surprising results are important. **Evaluating** their contributions, their dataset seems to be good enough, and the features they pick out as important seem so according to the data and my intuition as well. The author's have made a version of their message classifier available for testing. They also mention possible **future work** in their paper: Generalizing of the mentioned features, and the psychological and cultural mechanisms that make these features important.

References

- [1] C. Tan, L. Lee, and B. Pang, "The effect of wording on message propagation: Topic- and author-controlled natural experiments on twitter," *CoRR*, vol. abs/1405.1438, 2014. arXiv: 1405.1438. [Online]. Available: <http://arxiv.org/abs/1405.1438>.