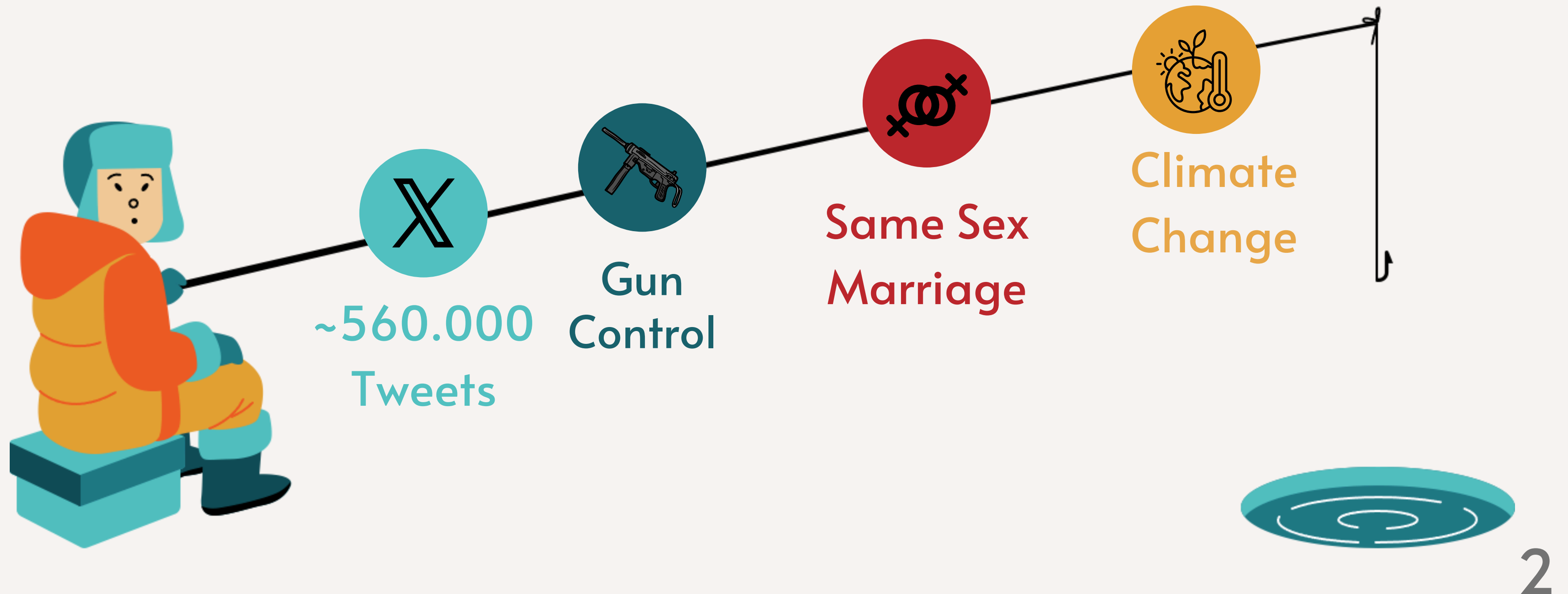


Brady et al. (2017)

➔ Presence of moral-emotional words in messages increases their diffusion by a factor of 20% for each additional word

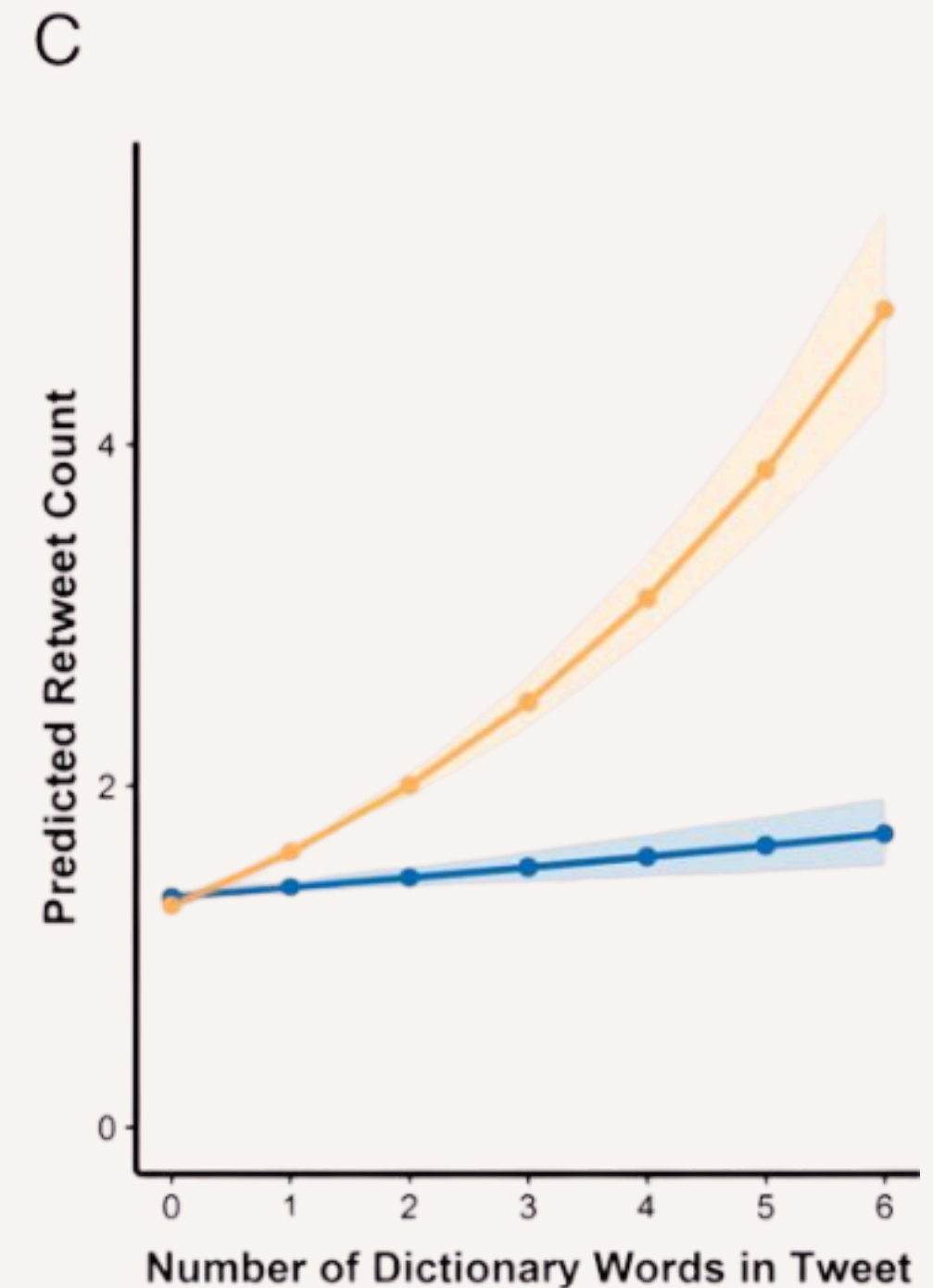
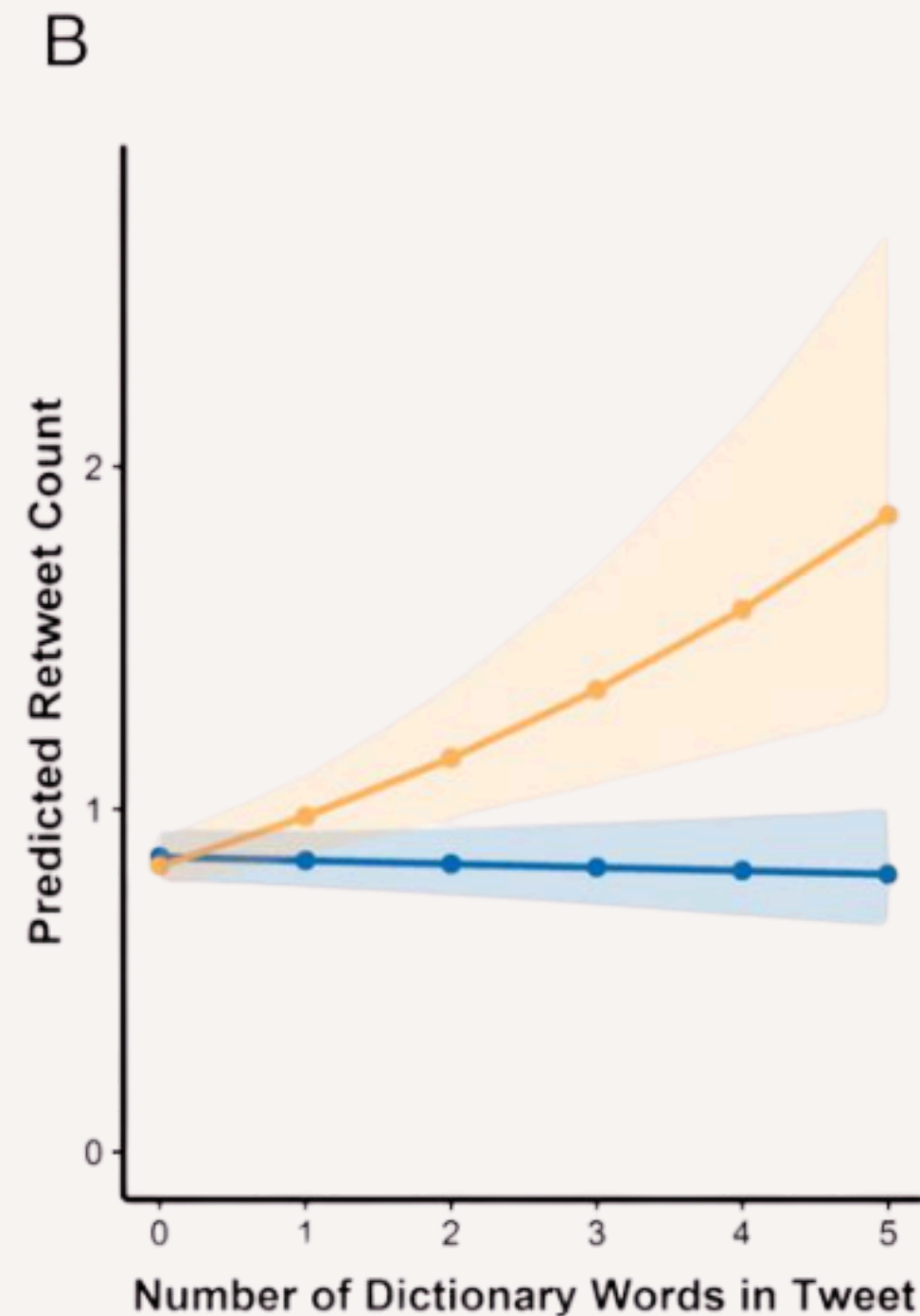
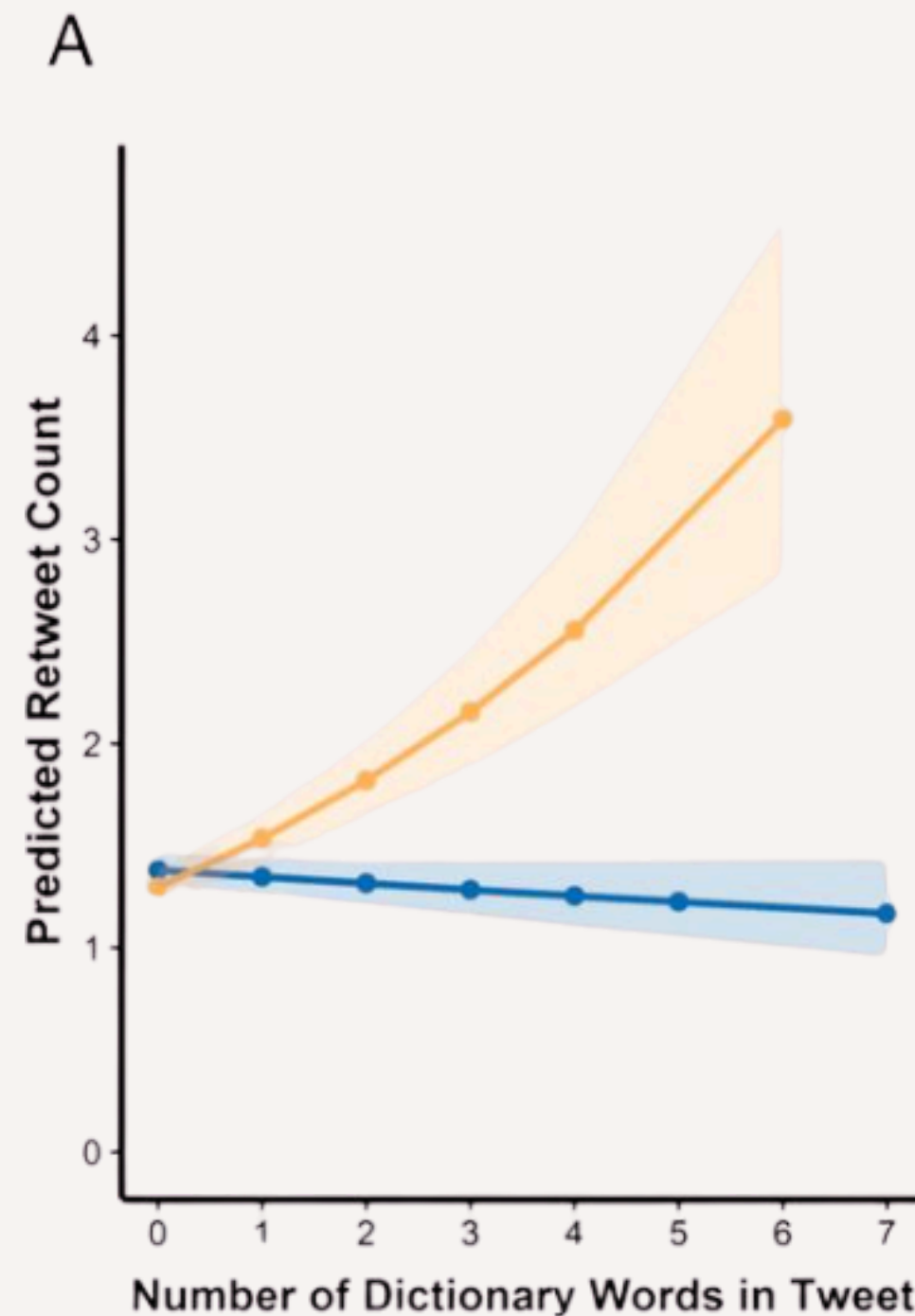


Brady et al. (2017) - DGP



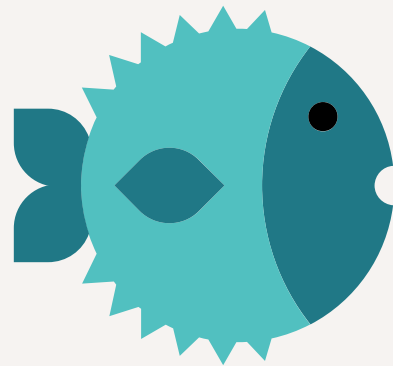
Brady et al. (2017) - Results

Moral-Emotional
Moral



Replication Ideas

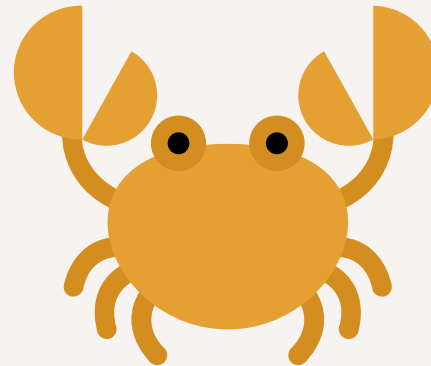
Same Same But Different



Reddit Data

Subreddits based on
morally/politically polarized
topics

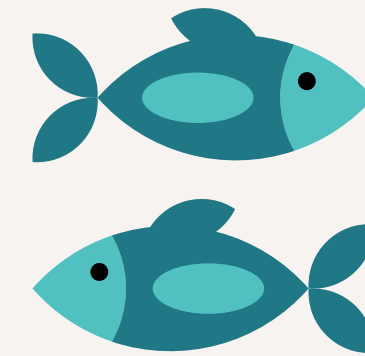
e.g. Abortion,
Vaccination (Covid),
Israel/Gaza



LIWC Dictionaries

use dictionaries to form
three word categories

moral
emotional
moral-emotional



Method

Reddit API (PRAW) to access the
Subreddits (and Comments ?)

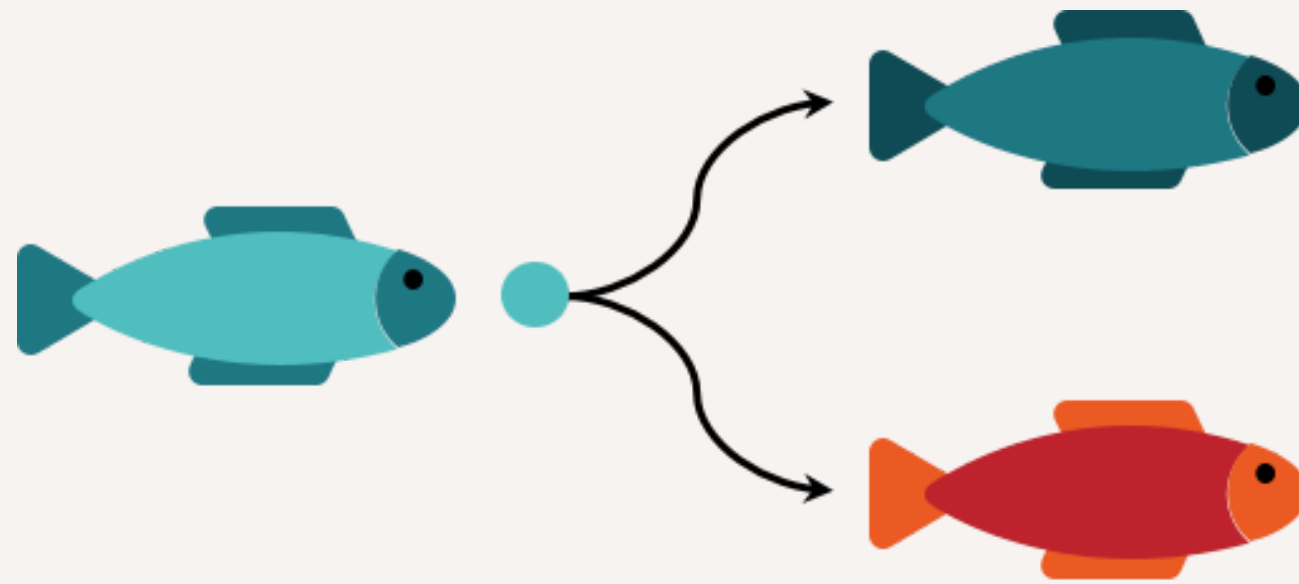
Negative Binomial Model with
Maximum Likelihood Estimation

Questions - Scope of Analysis



Further Questions

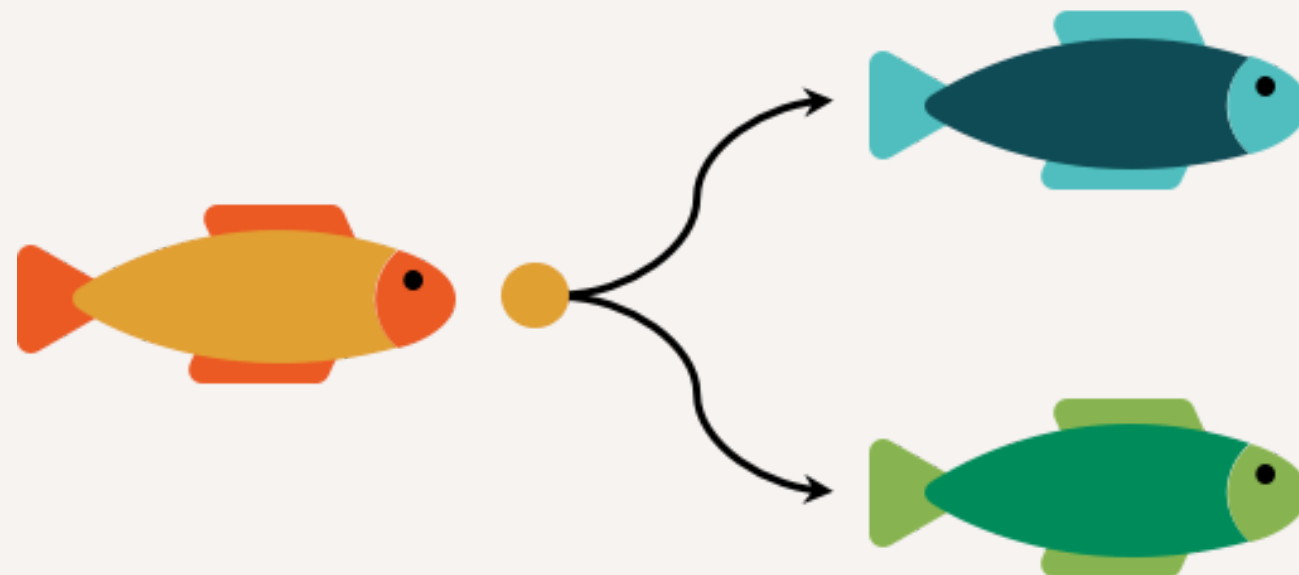
Reddit



Which metrics should I choose to
replace retweet_count?
→ score, upvote_ratio, comments?

Include neutral subreddits?

LIWC



How do I get access to the LIWC
dictionaries?

