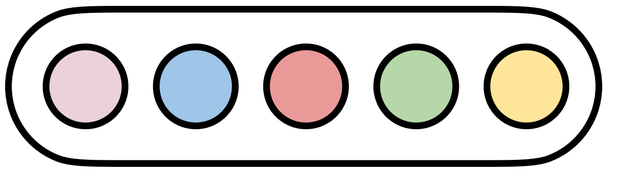
Methodology
Publisher Emotion

- Given the input sequence of the textual content with length L, $\mathcal{T} = [t_1, t_2, \ldots, t_L]$, where t_i is the i^{th} word in the text, the goal is to extract emotion features $emo_{\mathcal{T}}$ from $\mathcal{T}$.
- To comprehensively represent the Publisher Emotion, use variety of features extracted from news contents.
  - Emotion category
  - Emotion lexicon
  - Emotion intensity
  - Sentiment score
  - Other auxiliary features

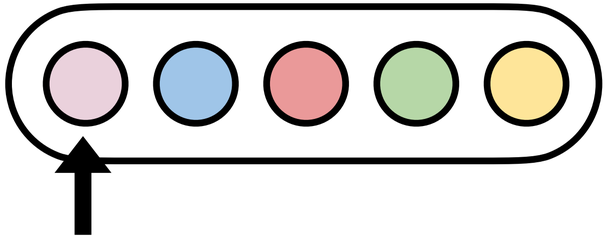


$emo_{\mathcal{T}}$

$$emo_{\mathcal{T}} = emo_{\mathcal{T}}^{cate} \oplus emo_{\mathcal{T}}^{lex} \oplus emo_{\mathcal{T}}^{int} \oplus emo_{\mathcal{T}}{}^{senti} \oplus emo_{\mathcal{T}}^{aux}$$

Methodology

Emotion Category



- Use public emotion classifiers (will intro later) to get emotion category features.
- Usually, the output of an emotion classifier is the probabilities that the given text contains certain emotions.
- So obtain the emotion category features $emo_{\mathcal{T}}^{cate} = f(\mathcal{T})$.