# MM6761: Take-home Assignment 2

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## 1 Packard and Berger (JCR 2021) and Wang et al. (JCR 2021)

In Study 1 of Packard and Berger (2021), they show that concrete language helps improve customer satisfaction, without controlling for vocal patterns. Study 2 further shows that when vocal information is not present, concrete language still helps improve customer satisfaction.

On the contrary, Wang et al. (2021) demonstrates in various studies that vocal tones play an important role in persuading listeners to take actions.

Do you feel that the results in the two papers are consistent, or not? If so, why? If not, why?

## 2 Jedidi et al. (JM 2021) and Ryoo et al. (JM 2021)

Both Jedidi et al. (2021) and Ryoo et al. (JM 2021) measure the correlation or relevance between two text corpus. Please specify the main models in both papers, and discuss the main differences (two to three aspects).

Notes on submission:

- Please keep your answer to each section to be within 1 page.

- Please submit your answer to Learn at PolyU before due.

- When asked to "specify" a model, usually you need to write down the key mathematical formulas of that model.