

(LIWC-22)

↳ Linguistic Inquiry + Word Count } Analyze the words people use to uncover insights on:

① Social processes → social behavior
social referents

- a) Psychological states
- b) Personality traits
- c) Social connections

② Drives → affiliation
power
achievement.

⑤ Affect → +ve tone
-ve tone
emotion
swear words

⑦ Time → past/present/future focus

③ Cognition → all-or-none
cognitive processes
memory

⑧ Conversational → metaspoke
assent
nonfluencies
fillers

④ Motives → reward
risk
curiosity
allure

⑥ States → need
want
acquire
fulfilled
lack
fatigue

examined relationship b/w social media, mood, behavior, psychology.

validated circadian rhythms in humans:

→ Positive affect spike in morning

→ Negative affect increases as day progresses

PA not mirror of NA.

} +ve + -ve affects
measured w/ LIWC

Modelling Public Mood + Emotion - Bollen, Pepe, Mao

↳ How twitter moods affect social, political, economic events.

method

PROFILE OF MOOD STATES (POMS)

Tension ↓ Anger ↓ Fatigue ↓
Depression ↓ Vigor ↓ Confusion ↓

} vector of these six differs during impt. events.

Disinformation + Social Media Content

If I have to spread disinfo, here's how:

① Don't be descriptive

② Distance it from yourself

③ Be hellu negative

④ Remember: ? uncertainty
! Emphasis + surprise

- ⑦ In source tweet: be tentative
↳ In replies: causal + thinking words] Together = perfect rumor soup.
↓
get an echo chamber.