

On Predicting Personal Values of Social Media Users using Community-Specific Language Features and Personal Value Correlation

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Research Highlights

- **Automates the prediction of Singaporeans' personal values using their social media content**
- **The geographical differences in word usage and profile information are the issues to be addressed when designing such a value prediction model**
- **The proposed Stack model exploits LIWC word categories that are adapted to non-English word use in Singapore**
- **Stack model also incorporates significant correlations among personal value dimensions**
- **The proposed model outperforms general value prediction models by as much as 71% in AUC of ROC**
- **The predicted values from the proposed model explain a set of interesting behaviour of Singaporean users on Twitter**