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 Article in Press
Title: Resonance Elicits Diffusion: Modeling Subjectivity for Retweeting Behavior Analysis
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Abstract: Retweeting is the core mechanism of information diffusion on Twitter, few studies have investigated the subjective motivation of a user to retweet a message. In this paper, in light of psychological theory, we assume that a tweet is more likely to be retweeted by a user because of similar subjectivity and propose a subjectivity model to combine both the topics and opinions to model subjectivity. With state-of-the-art topic model and sentiment analysis techniques, we establish subjectivity model by finding topics and determining opinions toward these topics from user-generated content simultaneously. We evaluate our model in the retweeting analysis problem to verify its impact on retweeting and effectiveness in the retweeting prediction performance. © 2014 Springer Science+Business Media New York.

Number of 45
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Controlled terms: Cognitive systems - Psychology computing

Uncontrolled Analysis problems - Behavior analysis - Core
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