Abstract
Word-of-mouth communications are a central feature of both consumer and human behavior. People recommend products, attempt to persuade one another, and draw inferences from everyday communications. Past efforts have used sentiment analysis as a common quantification tool to understand consumer behavior in these domains. The current research moves beyond valence to explore the emotionality of people’s language. The talk begins with a discussion of recent advances in how to impute emotionality from textual analysis. Based on this tool—the evaluative lexicon—applications to theory tests are considered. First, I share recent work on how the intent to persuade affects language. Second, I discuss ongoing efforts to explore the predictive power of emotionality. Finally, future directions in text analysis are discussed.

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All interested are welcome.