

Departmental Research Seminar



Emotionality in Language:
Measurement, Theory Development, and Findings
By

Prof. Derek D. Rucker
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Date : 11 Dec 2018 (TUE)
Time : 10:30 am – 12:00 nn
Venue : M802

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.

Prof. Derek D. Rucker is the Sandy & Morton Goldman Professorship of Entrepreneurial Studies in Marketing at the Kellogg School of Management. His primary research focuses broadly on the topics of power, compensatory consumption, persuasion, and consumer behavior. His work asks, and seeks answers to, what makes for effective advertising and what motives underlies consumer consumption. His work has appeared in numerous leading journals in psychology and marketing such as the *Journal of Personality and Social Psychology*, the *Journal of Consumer Research*, the *Journal of Marketing Research*, and the *Journal of Consumer Psychology*. In addition, his research has been covered in major media outlets such as *The New York Times*, *Time Magazine*, and *ABC News*.

All interested are welcome.

