

The emotional content of large-scale texts: Measuring the happiness of bloggers, song lyrics, and presidents.

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007 Kemeny Hall, 4:00 pm
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Abstract

The importance of quantifying the nature and intensity of emotional states at the level of populations is evident: we would like to know how, when, and why individuals feel as they do if we wish, for example, to better construct public policy, build more successful organizations, and, from a scientific perspective, more fully understand economic and social phenomena. By incorporating direct human assessment of words, we quantify the psychological valence (or pleasantness) of a diverse set of large-scale texts which reflect human experience: song titles and lyrics, weblogs, and State of the Union addresses. Our method is transparent, fast, and improvable, and moves beyond approaches based on coarse categorization.