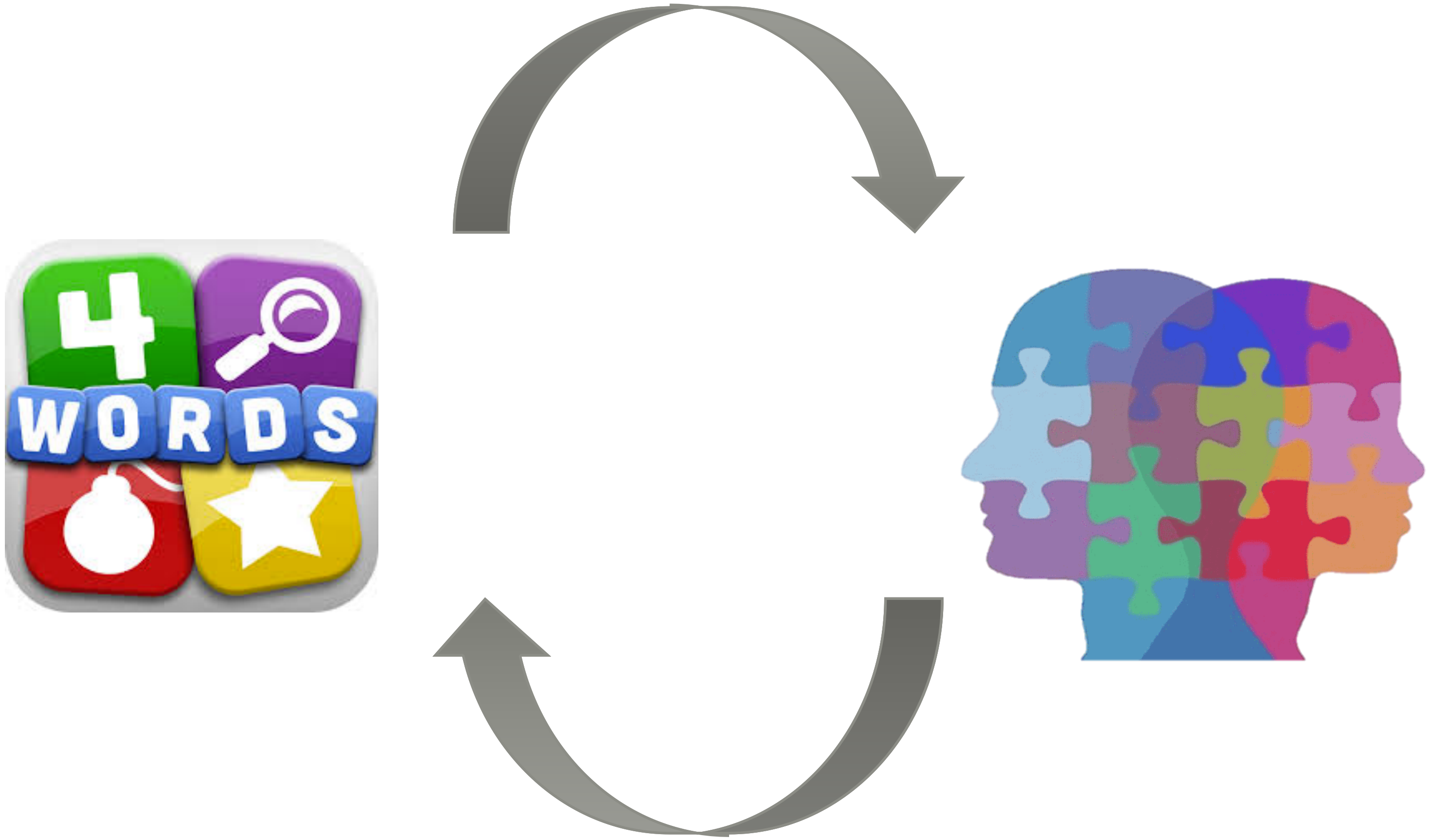
Language and social cognition



SERIAL TRANSMISSION PARADIGM (LYONS & KASHIMA, 2003)

describe more behaviors that are consistent, versus inconsistent, with stereotypes

CATE IS ITALIAN.
SHE IS LOVES SHARING FOOD WITH FRIENDS, SHE DOES NOT LIKE NOISE.

CATE IS ITALIAN.
SHE COOKS FOR HER FRIENDS, TYPICALLY PIZZA OR SPAGHETI.
SHE IS VERY WARM AND AFFECTIONATE.
SHE IS OUTGOING AND EXPRESSIVE.

THREE METAPHORS OF LANGAUGE

- VESSEL in which thoughts are encapsulated and transmitted from one mind to another

- LENS which focuses cognition on certain aspects of the world and away from others

- BAROMETER reveals a communicator’s cognition to the audience

LINGUISTIC ABSTRACTION

Linguistic Category Model (Semin & Fiedler, 1988); Nouns (Carnaghi et al. 2008)

ABSTRACT

Nouns

Adjectives

State Verbs

Interpretative action Verbs

Descriptive Action Verbs

CONCRETE

LINGUISTIC ABSTRACTION

Linguistic Category Model (Semin & Fiedler, 1988); Nouns (Carnaghi et al. 2008)

Nouns → Category a person belong to → Eg: a genious, a criminal

Adjectives → characteristics of a person → Eg: intelligent, aggressive

State Verbs → cognitive or emotional states, perduring in time, without specific beginning and end → Eg: admire, hate, appreaciate, ecc..

Interpretative action Verbs → verbs referring to a set of actions with a specific beginning and end → Eg: help, provoce, avoid, ecc..

Descriptive Action Verbs → verbs referring to a single action with a specific beginning and end → Eg: hit, scream, walk, ecc..

LINGUISTIC INTERGROUP BIAS (Maass, 1999)

Abstraction -> focus to stability

+ve ingroup behaviors & –ve outgroup behaviors

If communicators use abstract language to describe a person‟s negative behavior and concrete language for their positive behavior, they are also seen as having negative attitudes and intentions (Douglas & Sutton, 2006)

generalization of positive behaviors to the enitire ingroup

generalization of negative behaviors to the enitire outgroup

Nouns (vs. adjectives) (Carnaghi et al. 2008)

- Promote essentialization
- facilitate stereotype-congruent inferences

- inhibit incongruent ones
- Inihibit alternative classifications.
- Transmit prejudice

Reynaert and Gelman (2007)

he has baxtermia", "he is baxtermic", "he is a baxtermic"

Illness permanence-----------------------------------→

Verbs as carriers of AGENCY

(Formanowicz et al. 2017, 2021)

- Pseudo-Verbs are perceived as more agentic

- Verbs appears more often in association to agentic social targets (male, young etc)

- Verbs enhance persuasiveness of a message

Generic masculine

- linguistic convention in English has long had it that masculine terms such as “man”, “his”, and the collective noun “Man”, can be used without reference to gender.
- *fireman*
- *native language* rather than *mother tongue*, *police officers* rather than *policemen, humans* rather than *men* to refer to human beings)

Generic masculine

masculine generic inhibits the availabilty of female examplars (Stahlberg et al., 2007).

- the ratio of male to female pronouns reflected the status of women in the United States (1.2 million U.S. books, 1900–2008; Google Books database; Twenge et al., 2012)

- Countries with grammatical gender languages had lower levels of social gender equality than countries with natural gender languages or genderless languages (Prewitt-Freilino et al., 2012)

- participants with modern sexist beliefs were found to use more traditional, gender-unfair language (Swim et al., 2004).

DEROGATORY LABELS: *FAG IS NOT A SYNONYMOUS OF GAY*

"the overhearing of derogatory labels would automatically activate negative feelings and beliefs associated with the group in question" (Greenberg and Pyszczynski, 1985, p.156)

REAPPROPRIATION OF DEROGATORY LABELS

Galinsky, Hugenberg, Groom, & Bodenhausen, 2003
a stigmatized group has the possibility to renegotiate the connotation of that word, transforming it from a negative expression to an empowering one.

Order and comparison asymmetry

Primacy effect: first mentioned target is more likely to capture the attention, is better remebered, is more likely to be perceived as the cause (e.g., Bettinsoli et al.)

the partner possessing more stereotypically masculine traits is mentioned first (Hegarty et al. 2001)

when were linguistically framed proposing men as referent group (e.g., Compared to males, females are ...), gender differences in status were perceived as larger and more legitimate (Bruckmüller et al. 2012) people may infer that prejudice is normative when they hear others using hate terms.

-> self-perpetuating cycle of prejudice

Semantic Networks: a definition

- WHA T — graphical representations of knowledge based on meaningful relationships of written text, structured as a network of labeled nodes cognitively related to one another
- WHY — GOAL: extract meanings
- HOW — semantic networks connect words to words/hashtags/phrases, based on their co-occurrence
- WHO — human and computerized methods, dealing with challenges such as co-reference resolution, synonym resolution, and ambiguity

How good are the retrieved docs?

- *Precision* : "purity" Fraction of retrieved docs that are relevant to the user's information need (reject irrelevant)
- *Recall* : "completeness" Fraction of relevant docs in collection that are retrieved (select relevant)

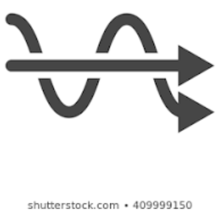
CLEAN DATA

Pre-processing starts the text preparation into a more structured representation.

1) **Tokenization:** Tokenization is used to identify all words in a given text.

2) **Data Filtering:** People use a lot of casual language on twitter. To improve this and make words more similar to generic words, such sets of repeated letters are replaced by two occurrences.
haaaaappy -> haappy.

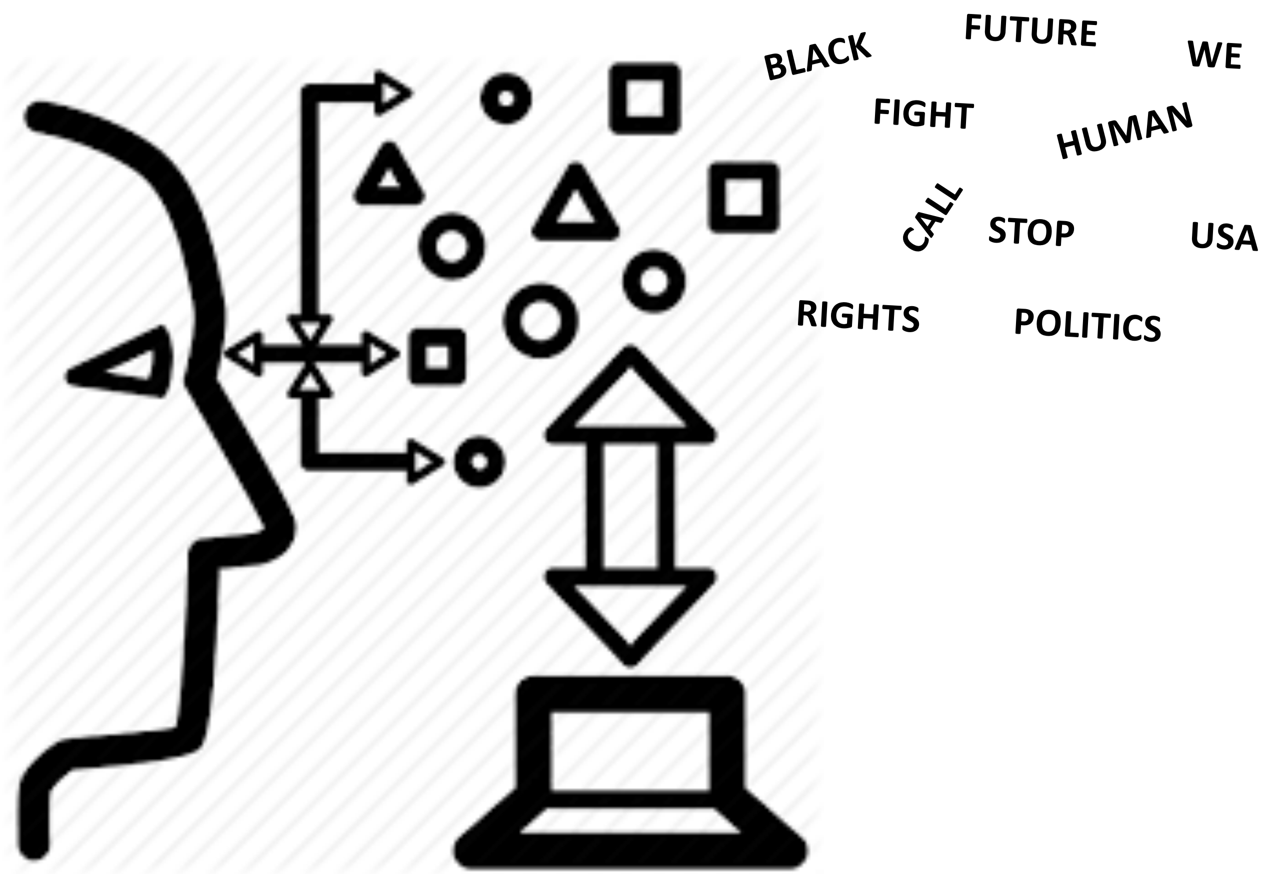
3) **Stop Word Removal**: Is used to eliminate that words that occurs frequently such as article, prepositions, conjunction and adverbs. These stop words depends on language of the text in questions. For example, words like the, and, before, while, and so on do not contribute to the sentiment.

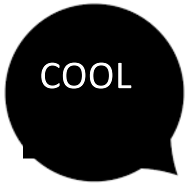


4) **Stemming:** In information retrieval, stemming is the process of reducing a word to its root form.
walking, walker, walked ->walk

PROCESS DATA

Dealing with textual data: from text to numbers



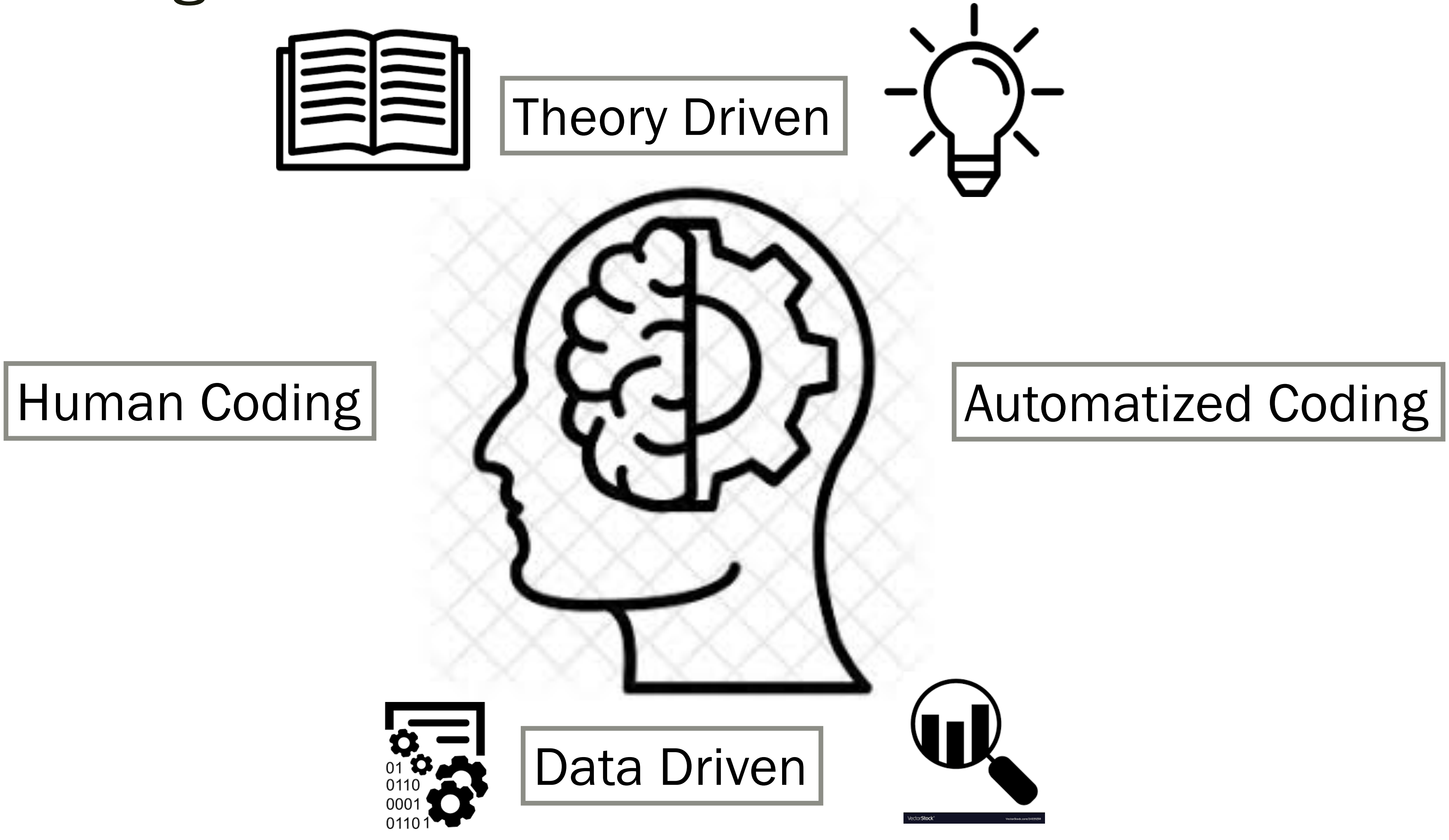


Words or Hashtags

- Top down semantic/sentiment classification: bag of words
- Bottom up semantic/sentiment classification: human coding
- Meta-semantic classification: pronouns, nouns, verbs, adjectives
- Meta-semantic structural properties: word order, dropping
- Semantic & grammar: future/past/present tense

- topical signifier : shared conversation marker,
- can also represent the context of a tweet
- flag an individual’s community membership
- indicate shared interests

Dealing with textual data: from text to numbers



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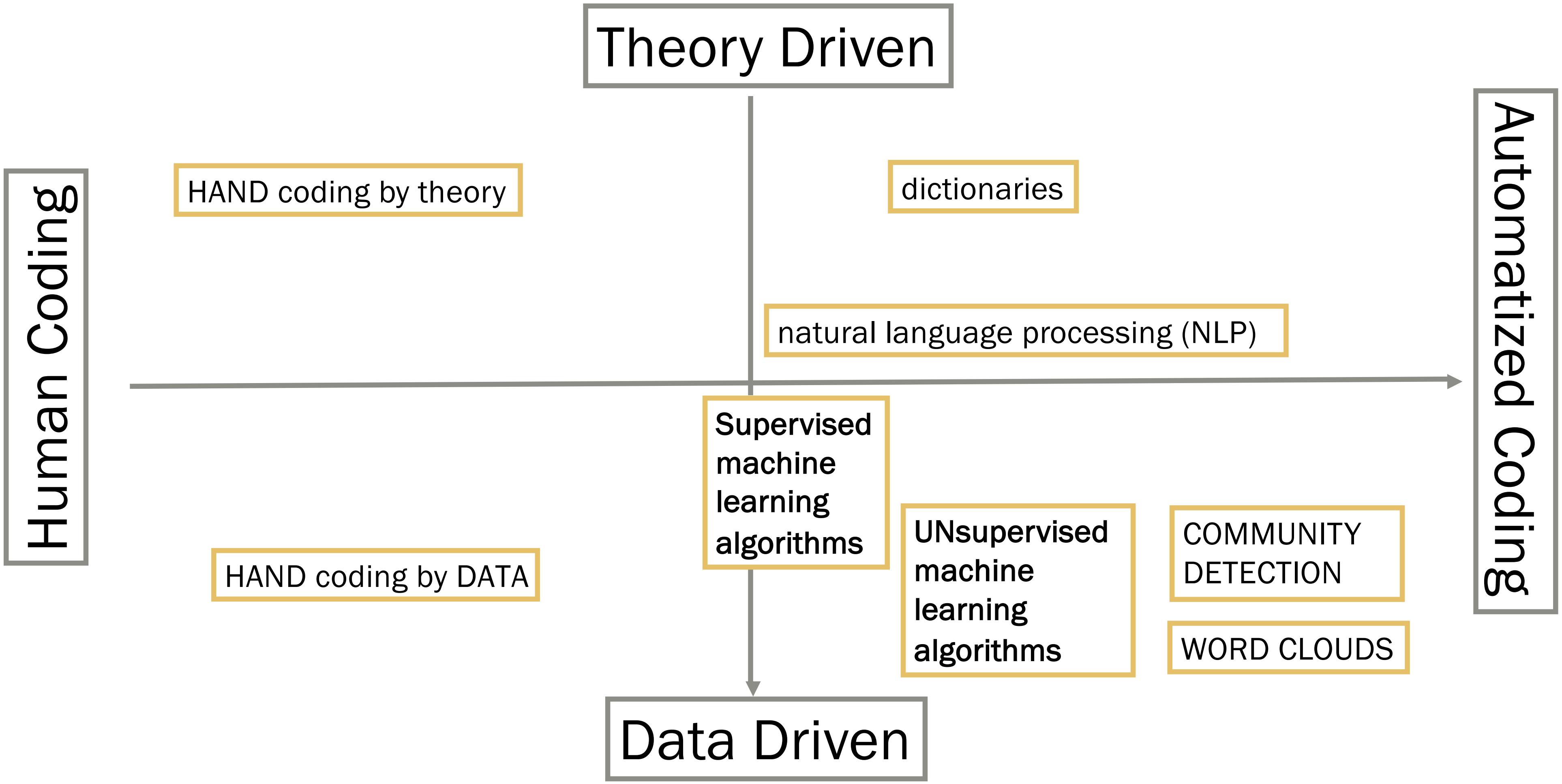
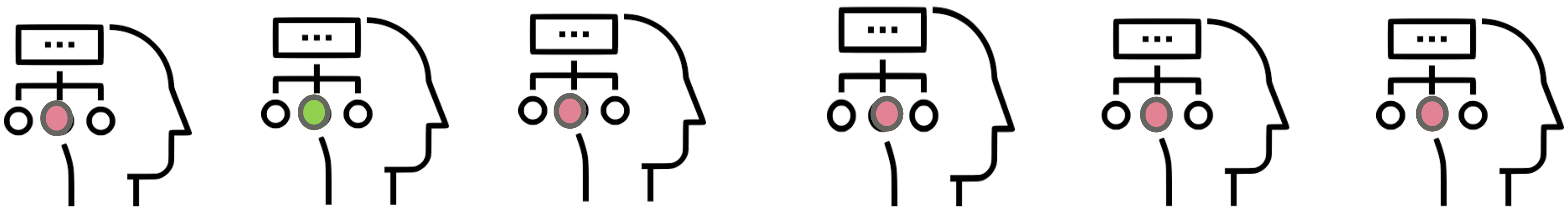


Human Coding

– *top down (coding by theory):* initial coding scheme developed from the from pre-existing theory or assumptions

– *bottom up (grounded theory):* initial coding scheme developed from the data

– *THE SUBJECTIVITY ISSUE: intercoder & intracoder reliability*
  - a classification procedure is reliable when it is consistent: Different people should code the same text in the same way



Dictionaries

- A **sentiment analysis dictionary** contains information about the emotions or polarity expressed by words, phrases, or concepts. In practice, a **dictionary** usually provides one or more scores for each word. We can then use them to compute the overall **sentiment** of an input sentence based on individual words.
- top down
- create you own dictionary
- Use a dictionary developed by other scientists
- LIWC, bing (in R), WordNet (Miller, 1990)
- Word Association nets: https://wordassociations.net/en

LIWC… *Psychometrics of Word Usage*

$109.74

Journal of Language and Social Psychology
29(1) 24–54

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http://jls.sagepub.com
SAGE

The Psychological Meaning of Words: LIWC and Computerized Text Analysis Methods

Yla R. Tausczik[1] and James W. Pennebaker[1]

Abstract

We are in the midst of a technological revolution whereby, for the first time, researchers can link daily word use to a broad array of real-world behaviors. This article reviews several computerized text analysis methods and describes how Linguistic Inquiry and Word Count (LIWC) was created and validated. LIWC is a transparent text analysis program that counts words in psychologically meaningful categories. Empirical results using LIWC demonstrate its ability to detect meaning in a wide variety of experimental settings, including to show attentional focus, emotionality, social relationships, thinking styles, and individual differences.

https://s3-us-west-2.amazonaws.com/downloads.liwc.net/LIWC2015_OperatorManual.pdf

LIWC

Summary Variable	
Analytical Thinking	
Clout	
Authentic	
Emotional Tone	

Informal Speech	informal
Swear words	swear
Netspeak	netspeak
Assent	assent
Nonfluencies	nonfl
Fillers	filler

Language Metrics	
Words per sentence[1]	WPS
Words>6 letters	Sixltr
Dictionary words	Dic
Function Words	function
Total pronouns	pronoun
Personal pronouns	ppron
1st pers singular	i
1st pers plural	we
2nd person	you
3rd pers singular	shehe
3rd pers plural	they
Impersonal pronouns	ipron
Articles	article
Prepositions	prep
Auxiliary verbs	auxverb
Common adverbs	adverb
Conjunctions	conj
Negations	negate

With the exception of the summary variables and words per sentence, all LIWC2015 output variables are expressed as percentage of total words.

All Punctuation[5]	Allpunc
Periods	Period
Commas	Comma
Colons	Colon
Semicolons	SemiC
Question marks	QMark
Exclamation marks	Exclam
Dashes	Dash
Quotation marks	Quote
Apostrophes	Apostro
Parentheses (pairs)	Parenth
Other punctuation	OtherP

Grammar Other	
Regular verbs	verb
Adjectives	adj
Comparatives	compare
Interrogatives	interrog
Numbers	number
Quantifiers	quant

Word count: people who is lying use more words!!!
Hancock, Curry, Goorha, and Woodworth (2008)
Extrovert people use more words (Pennebaker & King, 1999

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Fong, A., Roozenbeek, J., Goldwert, D., Rathje, S., & van der Linden, S. (2021). The language of conspiracy: A psychological analysis of speech used by conspiracy theorists and their followers on Twitter. *Group Processes & Intergroup Relations*, *24*(4), 606-623.

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With the exception of the summary variables a... per sentence, al... percentage

People who are experiencing physical or emotional pain tend to have their attention drawn to themselves and subsequently use more first-person singular pronouns (e.g., Rude, Gortner, & Pennebaker, 2004).
When people sit in front of a mirror and complete a questionnaire, they use more words such as “I” and “me” than when the mirror is not present (Davis & Brock, 1975)

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STATUS Across five studies in which status was either experimentally manipulated, determined by partner ratings, or based on existing titles, increased use of first-person plural was a good predictor of higher status, and in four of the studies increased use of first-person singular was a good predictor of lower status (Kacewicz, Pennebaker, Davis, Jeon, & Graesser, 2009)

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With the exception of the summary variables and ... per sentence, ... percentag...

relationship quality

first-person plural ("we") has not been found to be related to higher relationship quality, instead use of second person ("you") is more important in predicting lower-quality relationships. Simmons, Chambless, and Gordon (2008

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COHERENCE

Conjunctions (e.g., and, also, although) join multiple thoughts together and are important for creating a coherent narrative (Graesser, McNamara, Louwerse, & Cai, 2004).

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People experiencing physical or emotional pain tend to use more first-person singular pronouns (Rude, Gortner, & Pennebaker, 2004).

Depressed patients are more likely to use more first-person singular and more negative emotion words than participants who have never been depressed in emotional writings (Rude et al., 2004)

When people sit in front of a mirror use more words such as "I" and "me" than when the mirror is not present (Davis & Brock, 1975)

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"we" can signal a sense of group identity, such as when couples are asked to evaluate their marriages to an interviewer, the more the participants use "we," the better their marriage (Simmons, Gordon, & Chambless, 2005)

www.secretlifeofpronouns.com)

Psycho-social index

Affect Words	affect
Positive emotion	posemo
Negative emotion	negemo
Anxiety	anx
Anger	anger
Sadness	sad

Social Words	social
Family	family
Friends	friend
Female referents	female
Male referents	male

Core Drives and Needs	drives
Affiliation	affiliation
Achievement	achieve
Power	power
Reward focus	reward
Risk/prevention focus	risk
Time Orientation[4]	
Past focus	focuspast
Present focus	focuspresent
Future focus	focusfuture
Relativity	relativ
Motion	motion
Space	space
Time	time

Positive political ads used more present and future tense verbs, and negative ads used more past tense verbs (Gunsch et al., 2000). From the tense of the verbs and the personal pronouns used, we can infer that negative ads focus on past actions of the opponent, and positive ads focus on the present and future acts of the candidate.

Personal Concerns	
Work	work
Leisure	leisure
Home	home
Money	money
Religion	relig
Death	death

Psycho-social index

Affect Words	affect
Positive emotion	posemo
Negative emotion	negemo
Anxiety	anx
Anger	anger
Sadness	sad

Social Words	social
Family	family
Friends	[illegible]
Female	[illegible]
Male re	[illegible]

Core Drives and [illegible]s	drives
Affiliation	affiliation
Achie	achieve
Po	power
[illegible]cus	reward
[illegible]revention focus	risk
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Past focus	focuspast
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Depressed and suicidal individuals are more self-focused, express more negative emotion and sometime use more death-related words. . Depressed patients are more likely to use more first-person singular and more negative emotion words than participants who have never been depressed in emotional writings (Rude et al., 2004

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Pasupathi, 2007
Participants were asked to either recall an event that they had discussed with someone else, or an undisclosed event
past tense in discussing a disclosed event and greater present tense in discussing an undisclosed event.

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Work	work
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Cognition & perception

Cognitive Processes[2]	cogproc
Insight	insight
Cause	cause
Discrepancies	discrep
Tentativeness	tentat
Certainty	certain
Differentiation[3]	differ
Perpetual Processes	percept
Seeing	see
Hearing	hear
Feeling	feel
Biological Processes	bio
Body	body
Health/illness	health
Sexuality	sexual
Ingesting	ingest

Cognitive Processes[2]	cogproc
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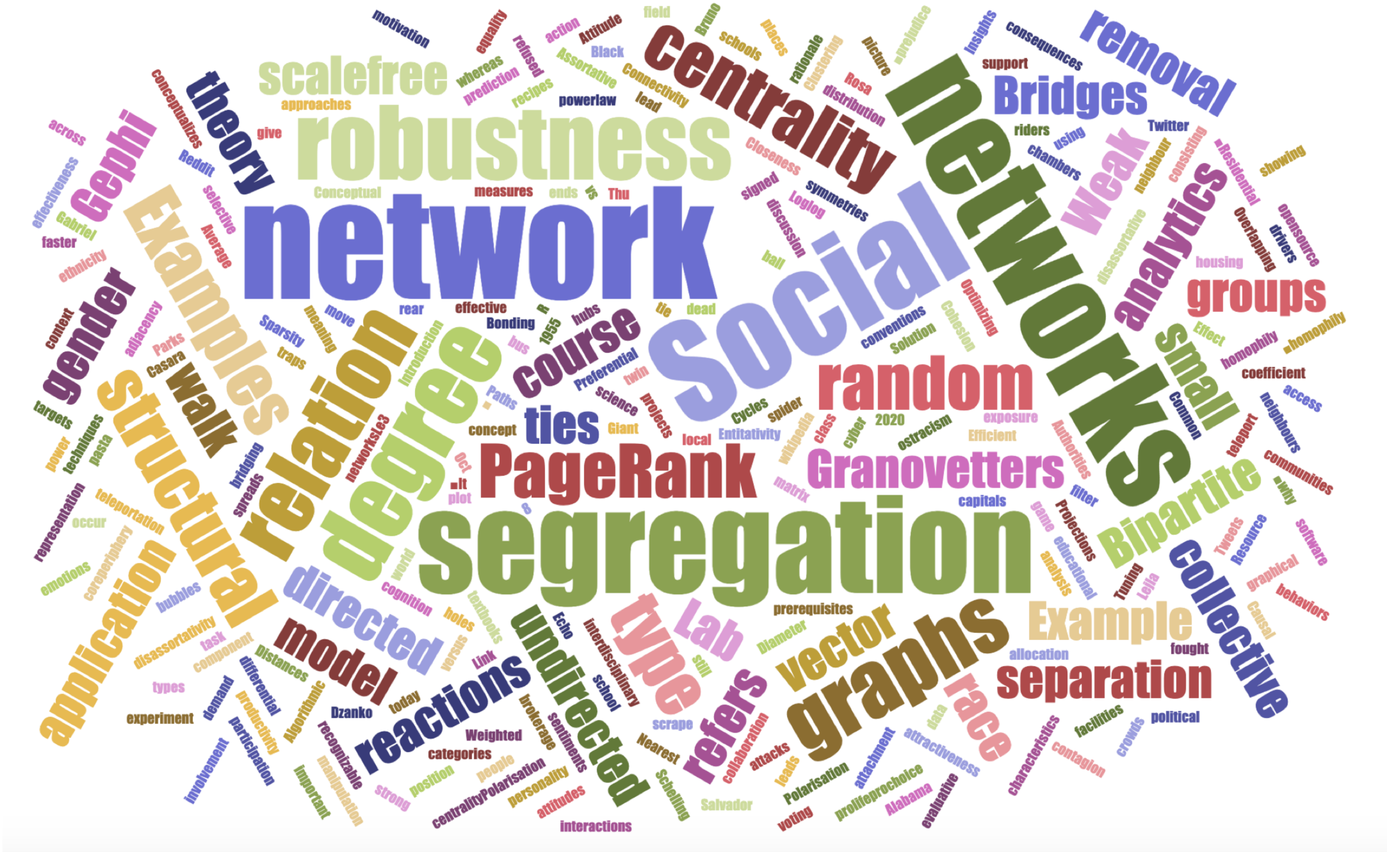
Differentiation[3]	differ

Prepositions (e.g., to, with, above), cognitive mechanisms (e.g., cause, know, ought), and words greater than six letters are all also indicative of more complex language. Cognitive complexity can be thought of as a richness of two components of reasoning: the extent to which someone differentiates between multiple competing solutions and the extent to which someone integrates among solutions (Tetlock, 1981)

Bag of words: word cloud

- Based of word count
- Bigger words= more frequent
- bottom



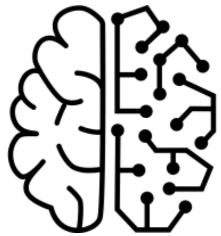
Natural language processing (NLP)

Natural language processing (**NLP**) is a subfield of linguistics, computer science, and artificial intelligence concerned with the interactions between computers and human language, in particular how to program computers to process and analyze large amounts of natural language data.

- tokenization
- grammatical role POS (part of speech) tagging (sbj, obj..)
- stemming
- thesauri
- shallow parsing : identifies constituent parts of sentences (nouns, verbs, adjectives, etc.)

the hand-coding of a set of rules, coupled with a dictionary lookup

Machine learning



Supervised machine learning algorithms *apply what has been learned in the past to new data using labeled examples to predict future events. Starting from the analysis of a known training dataset, the learning algorithm produces an inferred function to make predictions about the output values. The system is able to provide targets for any new input after sufficient training. The learning algorithm can also compare its output with the correct, intended output and find errors in order to modify the model accordingly.*

Unsupervised machine learning algorithms *are used when the information used to train is neither classified nor labeled. Unsupervised learning studies how systems can infer a function to describe a hidden structure from unlabeled data. The system doesn't figure out the right output, but it explores the data and can draw inferences from datasets to describe hidden structures from unlabeled data.*

Content Analysis

- Detect systematic patterns in communication
  - -> *topic identification*

→ opinions

Sentiment Analysis

- extract, quantify, and study **affective states** and subjective information

→ attitudes

refers to the use of natural language processing, text analysis, computational linguistics, and biometrics to systematically identify

ANALYSE DATA

- -> frequency
- -> correlations
- -> source comparison
- -> networks: centrality measures, community detection etc

THE RISE OF #CLIMATEACTION IN THE TIME OF THE FRIDAYSFORFUTURE MOVEMENT: A SEMANTIC NETWORK ANALYSIS

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Theoretical framework

- Collective action-> any action ad-dressing a goal that surpasses individuals interest (Van Zomeren et al., 2008)

- two central psychological predictors of protest engaging:
  - *affiliation (or identity)*
  - *empowerment*

  - *+ future orientation: the tendency to foreseeing future events was positively associated to pro-environment behaviors (Sarigo ̇llu ̈,2009)*

Data collection

- Posts on the social media site Twitter.
- English language
- March 1st, 2017 to April 19th, 2017
- March 1st, 2018 to April 19th, 2018
- March 1st, 2019 to April 19th, 2019
- The specific choice of intervals permits capturing the semantic of climate change discourses around two main events, namely the U.S. withdrawal from Paris Agreement in June 2017, and the first Strike for Climate on the 15th of March 2018

effectively used tweets to $N2017 = 3459$, $N2018 = 4031$, and $N2019 = 3931$.

Keyword identification

- sole hashtag #climatechange to identify the most relevant hashtags connected to the climate issue in 2017, 2018, and 2019, separately.
- 20 most frequent hashtags of each year
- http://www.trendsmap.com/historical
- top ranked neutral hashtags #climatechange, #climate, #sdgs, #sustainability, #environment, #globalwarming

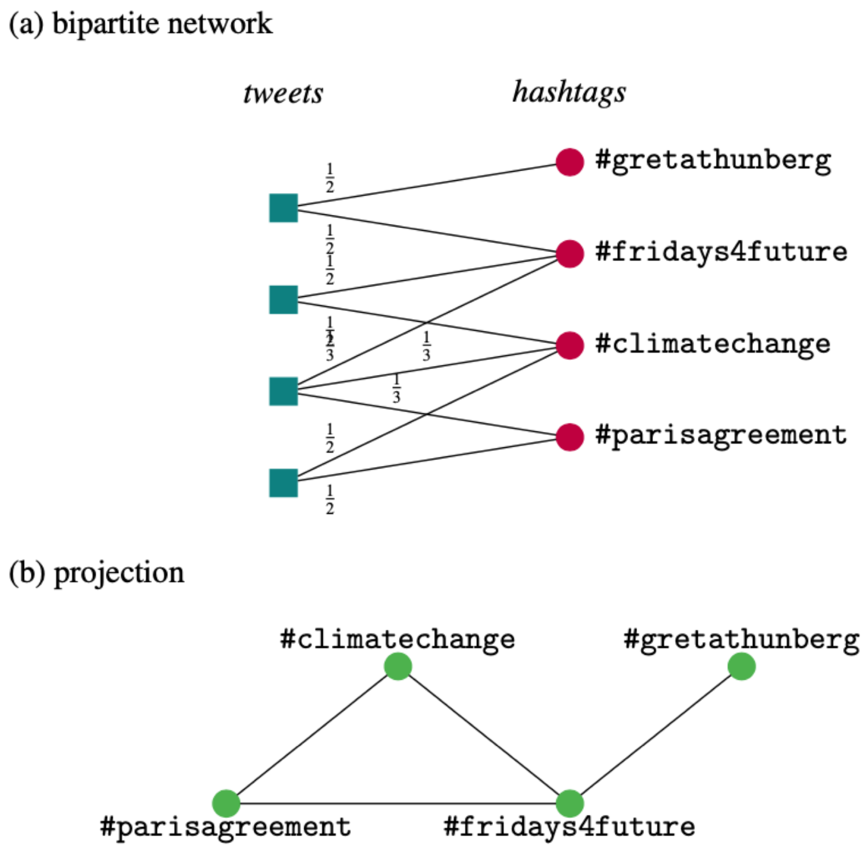
- http://www.trendsmap.com/historical

SEMANTIC CODING: application of dictionary

- **Affiliation.** The LIWC score for the category *affiliation* (e.g., ally, friend, social) was used for measuring the in- group community orientation within the text. This proved to be a reliable index of implicit motives for affiliation (Schultheiss, 2013).
- **Group-identity salience.** The frequency of personal pro- nouns can be used to assess the salience of group member- ship. In particular, the first person plural pronouns (i.e., *we*) mark the sense of belonging (Zhang, 2010).
- **Empowerment.** We computed the empowerment scores aggregating with a mean the LIWC scores for the categories *power*, *achieve*, *reward*, *insight* and *cause*.(see Decter-Frain and Frimer, 2016; Pietraszkiewicz et al., 2019)
- **Temporal perspective.**Theorientationoftweetstothepast or future was measured using the specific LIWC categories of *past* (e.g., ago, did) and *future focus* (e.g., will, soon).

Network building

- tweets carry the semantics content
- while hashtags (the topics) may reveal those inter-dependencies that constitute the implicit holistic information
- bipartite graph linking each tweet to those hashtags that appear in the tweet.
- Projection activates a link only between those hashtags that appear together in a tweet at least once



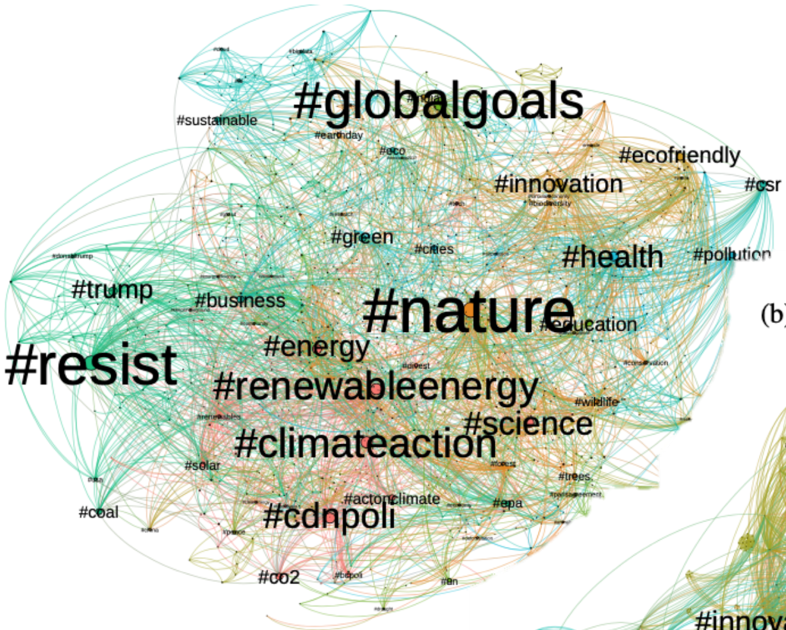
Community detection

- Louvain modularity (Blondel et al., 2008; Lancichinetti and Fortunato, 2009; Fortunato, 2010) is used to extract hashtags communities from the projected network
- A tweet will then be assigned to the community it is most similar to.

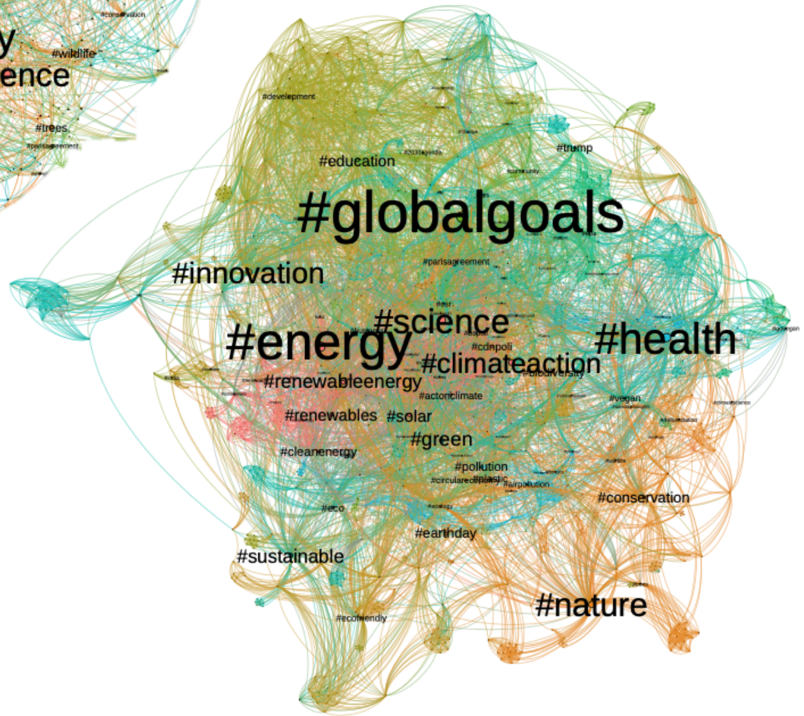
#	Community name	Descriptive hashtags	Brief description
1	climate action	#climateaction, #actonclimate, #energy, #science, #cdnpoli, #renewableenergy, #renewables, #greennewdeal, #climatestrike	calls to action related to climate change
2	nature	#nature, #earthday, #conservation, #biodiversity, #oceans, #ecology, #trees, #forests, #wildlife	photos ad videos about naturalistic environments and animals
3	recycling	#innovation, #circulareconomy, #plastic, #sustainabledevelopment, #recycling, #ecofriendly, #recycle	business solutions for the circular economy, and recycling techniques
4	work life	#leadership, #employment, #creativity, #partnerships, #decentwork, #career	professional-life and working environment aspects
5	developments goals	#globalgoals, #education, #parisagreement, #un, #2030agenda, #community, #migration, #teachsdgs	2030 Global Goals for Sustainable Development
6	green economy	#green, #eco, #sugarcane, #ecofashion, #sustainablefashion, #vegetarian	promoting green and eco-friendly products
7	international politics	#trump, #epa, #resist, #coal, #p2, #environmentaljustice, #tcot, #usa, #2a, #oil, #theresistance, #eu	political topics
8	digitalization	#ai, #iot, #dataviz, #data, #bigdata, #digital, #smartcity, #digitaltransformation, #smarthome	methods and procedures for the digital transformation and innovations
9	pollution and health	#health, #pollution, #airpollution, #cities, #healthforall, #publichealth, #wellbeing, #airquality, #worldhealthday	topics of air pollution and public health
10	lifestyle	#weather, #travel, #coffee, #worldmetday, #europe, #spring, #thursdaythoughts, #london, #sxsw, #snow, #summer, #noaa, #greenland	big variety of free-time-related topics
11	food	#agriculture, #food, #zerohunger, #foodsecurity, #regenerativeagriculture, #insect, #urbanfarming, #learn, #foodtech	food issues and food technologies
12	Australia	#auspol, #extinctionrebellion, #climatecrisis, #greatbarrierreef, #stopadani, #australia, #extinction, #factsmatter, #ausvotes, #actnowforfuture, #brisbane	climate collective actions in Australia
13	women	#genderequality, #women, #womensday, #gender, #internationalwomensday, #iwd2018, #sdg5, #unea4, #localgov, #solvedifferent, #women4climate	gender-related topics
14	green technology	#earth, #carbon, #jobs, #blockchain, #emissions, #cleantech, #engineering, #startups, #ghg, #electric, #natural, #paris, #life, #mining, #crypto	technological and sustainable innovations
15	architecture	#architecture, #fashion, #design, #construction, #greenbuilding, #building, #webinar, #steamdrills, #5star, #innovative, #free, #interiordesign	architecture topics
16	other	#agenda2030, #brexit, #news, #healthcare, #fracking, #ocean, #photography, #art, #wednesdaywisdom, #infrastructure, #climatejustice, #tourism, #mentalhealth	mixed topics

hashtag dimension corresponds to its PageRank centrality in the corresponding year.

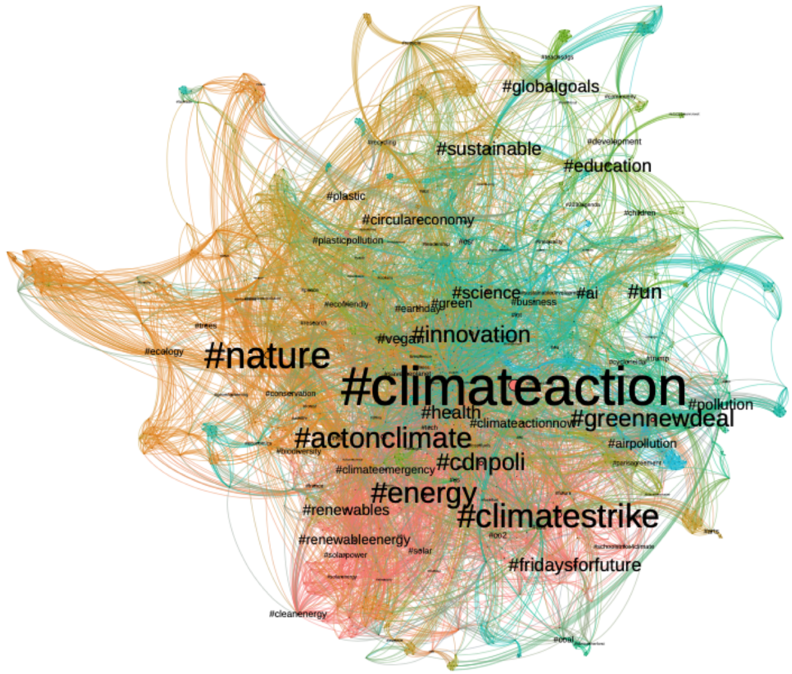
(a) Hashtag network in 2017



(b) Hashtag network in 2018



(c) Hashtag network in 2019



Affiliation
We
Empowerment
Future focus
3
2
1
0
2.0
1.5
1.0
0.5
0.0
2
1
0
1.5
1.0
0.5
0.0
2017
2018
2019

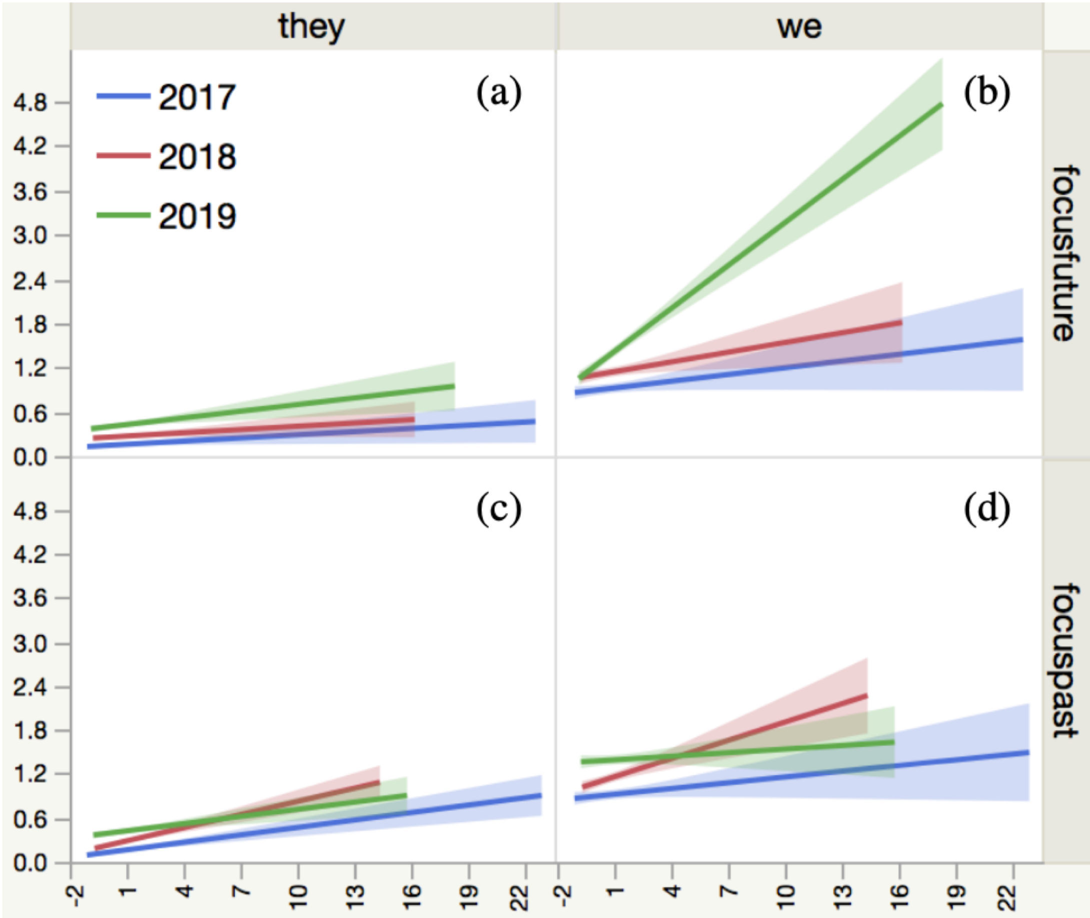


Figure 8: Linear regressions with confidence intervals over the three considered years for we/they versus past/future focus markers.

Linear regression of first person plural pronouns (we) as a function of future-framed wording (focus future) by community: an asterisk denotes a *p* < 0.05 significance of the slope coefficient, two asterisks a *p* < 0.01 significance.