THE EFFECT OF DISCRETE EMOTIONS ON INFORMATION DIFFUSION IN SOCIAL MEDIA

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ABSTRACT

Previous research shows that sentiment of text influences its diffusion in social media. Each emotion can be located on a three-dimensional space formed by dimensions of valence (positive–negative), arousal (passive / calm–active / excited), and tension (tense–relaxed). While previous research has investigated the effect of different dimensions of emotion on information diffusion in social media, the effect of discrete emotions, such as anger, sadness, and joy, remains unexplored. This study examines how discrete emotions influence information diffusion in social media using a sentiment mining approach. We propose a research model and test it using data collected from Twitter.

Keywords: Sentiment mining, information diffusion, social media