

BEHAVIORAL INSIGHTS FROM TEXT

January 11, 2019

Wharton School, University of Pennsylvania

Jon M. Huntsman Hall, 3730 Walnut Street, Philadelphia, PA 19104

8:00 – 8:45 AM	Continental Breakfast
8:45 – 9:00 AM	Introductions
9:00 – 10:20 AM	Session 1: Digital Data <ul style="list-style-type: none">• David Markowitz: Language patterns are important markers of pet adoption persuasion at scale• Robert Hornik: Effects of Mass Media and Social Media Coverage of Anti-Tobacco Content on Youth• Gerard Tellis: What Drives Sharing of Online Digital Content? The Case of YouTube Video Ads on Social Media• Jonah Berger: What Leads to Longer Reads? Psychological Drivers of Reading Online Content
10:20 – 10:30 AM	Break
10:30 – 11:50 AM	Session 2: Culture <ul style="list-style-type: none">• Sharath Chandra Guntuku: The Effect of Historical Farming Patterns on the Language Use across Regions of China• Selin Kesebir: Ordering Social Categories in Language• Franziska Hartung: Differences in readers' experiential and affective responses to stories in 1st and 3rd person narrative perspective.• Grant Packard: Why Are Some Cultural Products Liked More Than Others?
11:50 AM – 12:05 PM	Break
12:05 – 1:05 PM	Session 3: Politics and Religion <ul style="list-style-type: none">• David Schweidel: Impact of politicians' social media messages on the number of followers they have and on the popularity of their posts.• Dan Hopkins: The Role of State Political Parties in American Politics• Peter Bearman: The Protestant Bible
1:05 – 2:05 PM	Lunch

2:05 – 3:15 PM	Session 4: Brief Reports <ul style="list-style-type: none">• Bruce Dore: Instances of emotional support within an online social network.• Joe Hoover: People's support for violent protest as a function of their moralization of the cause and the degree to which others share their beliefs.• Brendan Kennedy: The Dynamic Analysis of Text with Advanced Methods (DATAM) framework.• Matthew Matero: Mood Forecasting• Zhihao Zhang: Predicting Consumer Brand Recall and Choice
3:15 – 3:30 PM	Break
3:30 – 4:50 PM	Session 5: Digital Data 2 <ul style="list-style-type: none">• Lyle Ungar: Using social media language to understand empathy• Matt Rocklage: Measuring the emotionality of individuals evaluations as a signal of future marketplace success• Christopher Olivola: Data-driven computational approach to predicting brand-trait perceptions• Gideon Nave: Are personality traits systematically associated with preferences for media content?
4:50 – 5:05 PM	Break
5:05 – 5:50 PM	Keynote: Jon Kleinberg
5:50 – 6:00 PM	Concluding Remarks: Jonah Berger and Bob Meyer
6:30 – 8:00 PM	Reception