A Wordcount Approach to Assessing the Moral Color of Old & New Media

John Voiklis
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DIMACS Center Rutgers University
It ain’t in the word counts; it’s in the dictionary

Counting words appears to suffice for...

...detecting...
  ...personality traits [1]
  ...deception [2], etc.

...predicting...
  ...future mental health [3]
  ...relationship stability [4], etc.

...comparable results to more sophisticated (lexical) methods [5].

How? A dictionary derived from a domain-relevant theory does all of the work of detection/prediction in each case.
<table>
<thead>
<tr>
<th>Foundation</th>
<th>Valence</th>
<th>Prototypical Words &amp; Concepts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Security</td>
<td>+</td>
<td>empathy, kindness, gentleness, &amp; nurturance</td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>violence, abuse, irascibility, &amp; meanness</td>
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<tr>
<td>Fairness</td>
<td>+</td>
<td>equity, proportionality, truthfulness, &amp; friendliness</td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>partiality, prejudice, fraudulence, &amp; hostility</td>
</tr>
<tr>
<td>Autonomy</td>
<td>+</td>
<td>liberty, independence, dissent/consent, &amp; self-determination</td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>oppression, subservience, coercion, &amp; subjection</td>
</tr>
<tr>
<td>Community</td>
<td>+</td>
<td>loyalty, dutifulness, patriotism, &amp; self-sacrifice</td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>betrayal, dereliction, treachery, &amp; egocentrism</td>
</tr>
<tr>
<td>Authority</td>
<td>+</td>
<td>deference, respect, legitimacy, &amp; hegemony</td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>recalcitrance, affront, subversion, &amp; heterodoxy</td>
</tr>
<tr>
<td>Purity</td>
<td>+</td>
<td>sanctity, temperance, innocence, &amp; healthfulness</td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>profanity, indulgence, corruption, &amp; infirmity</td>
</tr>
</tbody>
</table>

The moral color of television

The diagram illustrates the percent of series transcripts related to different moral foundations. The moral foundations are: Security, Fairness, Autonomy, Community, Authority, and Purity. Each bar represents the percentage of transcripts supporting versus violating the foundation. The chart indicates that Security has the highest percentage of transcripts supporting the foundation, while Purity has the lowest proportion of violating transcripts.
Conservative complaints about TV bias might be right
Social media as data about behavior & as behavior

Social media can serve both as data & as laboratory. In either case its usefulness derives from social (psychological) theory.

As data, social media helps in testing social (psychological) theories by recording the unfolding of social interactions.

   eg., does TV exert a cumulative influence on viewers?[7]

As behavior: social media requires social (psychological) theories for making sense of those unfolding interactions.

   Does a post, a like, an un/friending, etc. constitute...
   ● an assertion of values,
   ● a value judgement of another’s behavior, or
   ● an attempt to regulate that behavior?