

Facilitating analysis of mass media influence through content analysis and emotional computing

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During the last years, different HCI applications have successfully employed sentimental, emotional, and affective computing algorithms for solving various recognition, interpretation and simulations tasks related to the study of human affects. In this paper, we combine content and sentimental analysis to facilitate the understanding of how mass media may influence and/or control a given information context. We employ as case study the army and police corruption information. We analyze the speeches constructed by the press and the comments that users post on the mass medias web sites. Interesting results are obtained where all topics that readers visibilize and/or invisibilize when constructing their representations about the study cases are precisely detected. © Springer International Publishing AG, part of Springer Nature 2018.

Content analysis

Sentimental analysis

Social networks

Computers

Social networking (online)

Affective Computing

Content analysis

Emotional computing

Information contexts

Mass media

Sentimental analysis

Study case

Computer science