

# Towards the easy analysis of mass media audience reaction on social networks via discursive category tools

Niklander S.

Soto R.

Crawford B.

The Mass Media involves information and communication products targeted to a wide audience.

Today such communications products are also available on Internet where people can react to a

given information by posting critics, congratulations, opinions or whatever they want via social

networks. Such reactions are considered valuable information for instance to government and

companies. However, this information is hard to automatically process as people commonly use

ironies, stereotypes, metaphors expressed in informal writing plenty of chat abbreviations,

emoticons, and slang words. In this paper, we illustrate how tools based on discursive categories

can be used to analyze such reactions and thus to process and understand the information behind

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Discourse category tools

Mass media

Social networks

Human computer interaction

Audience reaction

Information and communication

Mass media

Social networking (online)