

WHARTON MARKETING CAMP

Friday, February 22, 2019

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Dr. Rucker holds the Sandy & Morton Goldman Professorship of Entrepreneurial Studies in Marketing. His primary research focuses broadly on the topics of power, compensatory consumption, persuasion, word-of-mouth, and consumer behavior. His work asks, and seeks answers to, what makes for effective advertising and what motives underlies consumer consumption.

EMOTIONALITY IN LANGUAGE:

MEASUREMENT, THEORY DEVELOPMENT, AND FINDINGS

Abstract: Word-of-mouth communications are a central feature of both consumer and human behavior. People recommend products, attempt to persuade one another, and draw inferences from everyday communications. Past efforts have used sentiment analysis as a common quantification tool to understand consumer behavior in these domains. The current research moves beyond valence to explore the emotionality of people's language. The talk begins with a discussion of recent advances in how to impute emotionality from textual analysis. Based on this tool— the evaluative lexicon— applications to theory tests are considered. First, I share recent work on how the intent to persuade affects language. Second, I discuss ongoing efforts to explore the predictive power of emotionality. Finally, future directions in text analysis are discussed.