

# Finding Happiness

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Principles of Complex Systems, Vols. 1, 2, & 3D  
CSYS/MATH 6701, 6713, & a pretend number,  
2023–2024 | @pocsvox

Prof. Peter Sheridan Dodds | @peterdodds

Computational Story Lab | Vermont Complex Systems Center  
Santa Fe Institute | University of Vermont



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## The Boggoracle Speaks:



## A few key papers:



"Measuring the happiness of large-scale written expression: Songs, blogs, and presidents." ↗, Dodds and Danforth, *Journal of Happiness Studies*, **11**, 441–456, 2009. [11]



"Temporal patterns of happiness and information in a global social network: Hedonometrics and Twitter" ↗  
Dodds et al.,  
*PLoS ONE*, **6**, e26752, 2011. [13]



"Positivity of the English language" ↗, Kloumann et al., *PLoS ONE*, **7**, e29484, 2012. [28]



"Human language reveals a universal positivity bias" ↗, Dodds et al., *Proc. Natl. Acad. Sci.*, **112**, 2389–2394, 2015. [10]



## A few more key papers:



“Sentiment analysis methods for understanding large-scale texts: A case for using continuum-scored words and word shift graphs” ↗, Reagan et al., EPJ Data Science, **6**, , 2017. [37]



“Generalized word shift graphs: A method for visualizing and explaining pairwise comparisons between texts” ↗  
Gallagher et al.,  
EPJ Data Science, **10**, 4, 2021. [17]



“Ousiometrics and Telegnomics: The essence of meaning conforms to a two-dimensional powerful-weak and dangerous-safe framework with diverse corpora presenting a safety bias” ↗  
Dodds et al.,  
, 2021. [9]

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Alan Greenspan (September 18, 2007):



<http://wikipedia.org>





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"I've been dealing with these big mathematical models of forecasting the economy ...



<http://wikipedia.org>



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<http://wikipedia.org>



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I don't need any of this other stuff.

I could forecast the economy better than any way I know."



<http://wikipedia.org>



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# Economics, Schmeconomics

## Greenspan continues:

“The trouble is that we can’t figure that out. I’ve been in the forecasting business for 50 years.

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# Economics, Schmeconomics

## Greenspan continues:

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# Economics, Schmeconomics

## Greenspan continues:

“The trouble is that we can’t figure that out. I’ve been in the forecasting business for 50 years. **I’m no better than I ever was, and nobody else is.** Forecasting 50 years ago was as good or as bad as it is today.

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## Jon Stewart:

“You just bummed the @\*!# out of me.”



wildbluffmedia.com

 From [the Daily Show](#)  (September 18, 2007; @5:13)

 The full interview is [here](#) .

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This is a Collateralized Debt Obligation:



## Robert Kennedy on the Gross Domestic Product (GDP) in 1968:

"It measures everything except that which makes life  
worthwhile.



## Robert Kennedy on the Gross Domestic Product (GDP) in 1968:

“It measures everything except that which makes life worthwhile. And it can tell us everything about America except why we are proud that we are Americans.” [26, 25]



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Lord Kelvin (possibly):



"To measure is to know."





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Lord Kelvin (possibly):



"To measure is to know."



"If you cannot measure it, you  
cannot improve it."



# Basic Science $\simeq$ Describe + Explain:



Lord Kelvin (possibly):



"To measure is to know."



"If you cannot measure it, you cannot improve it."

But also:

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Lord Kelvin (possibly):



"To measure is to know."



"If you cannot measure it, you  
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But also:



"There is nothing new to be  
discovered in physics now. All  
that remains is more and more  
precise measurement."



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But also:



"There is nothing new to be discovered in physics now. All that remains is more and more precise measurement."

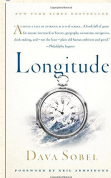




"X-rays will prove to be a hoax."




## A brief history of measuring time:

-  Megaliths for Big Time
-  Sundials, 1500 BC, Egypt (solid for over 2000 years)
-  Escapements (200s), Hourglasses (1300s?),  
Pendulum clocks (Galileo, 1500s)
-  Chronometers, 1700s:



“Longitude: The True Story of a Lone Genius  
Who Solved the Greatest Scientific Problem  
of His Time”    
by Dava Sobel (2007). <sup>[39]</sup>


-  Billionths of a second accuracy: Atomic clocks  
(Lord Kelvin, 1879)



## Measuring temperature was thought impossible:

The properties measured by our instruments usually begin as subjective judgments. Temperature is a good example. People were aware of variations in temperature long before there were any objective measurements of temperature. Judgments of temperature are imperfectly correlated among different persons, or even the same person at different times, depending on the humidity, the person's activity level and age, surrounding air currents, and so on. The idea that anything as subtle and complex as all the manifestations of changes in temperature could be measured and quantified on a single numerical scale was scoffed at as impossible, even by the leading philosophers of the sixteenth century.

The first thermometer invented by Galileo in 1592 did not go far in dispelling the notion that temperature was inherently unmeasurable, because the earliest thermometers, for about their first hundred years, were so imperfect as to make it possible for those who wished to do so to argue that no one could ever succeed in measuring temperature. Temperature was then confounded with all the subtleties of subjective judgment, which easily seem incompatible with a single numerical scale of measurement. How could the height of a column of mercury in a glass tube possibly reflect the rich varieties of temperature—damp cold, dank cold, frosty cold, crisp cold, humid heat, searing heat, scalding heat, dry heat, feverish heat, prickly heat, and so on?


From "Bias in Mental Testing", Arthur Jensen, 1980 [22]  
per [@SilverVVulpes](#) : Also: Inventing Temperature, Hasok  
Chang, 2004 [3]



# Measuring temperature was thought impossible:

The early thermometers were inconsistent, both with themselves and with each other. Because they consisted of open-ended glass tubes, they were sensitive to changes in barometric pressure as well as to temperature. And there were problems of calibration, such as where to locate the zero point and how to divide the column of mercury into units. It was believed, incorrectly, that all caves had the same temperature, so thermometers were calibrated in caves. The freezing and boiling points of water were also used in calibration, but, as these vary with impurities in the water and the barometric pressure, the calibration of different thermometers at different times and places resulted in thermometers that failed to correlate perfectly with one another in any given instance. They lacked reliability, as we now would say.

All the while, no one knew what temperature is in a theoretical or scientific sense. There was no theory of thermodynamics that could explain temperature phenomena and provide a complete scientific rationale for the construction and calibration of thermometers. Yet quite adequate and accurate thermometers, hardly differing from those we use today, were eventually developed by the middle of the eighteenth century. Thus the objective measurement of temperature considerably preceded the development of an adequate theory of temperature and heat, and necessarily so, as the science of thermodynamics could not possibly have developed without first having been able to quantify or measure the temperatures of liquids, gasses, and other substances independently of

From "Bias in Mental Testing", Arthur Jensen, 1980 <sup>[22]</sup>  
per [@SilverWulpes](#) : Also: Inventing Temperature, Hasok Chang, 2004 <sup>[3]</sup>

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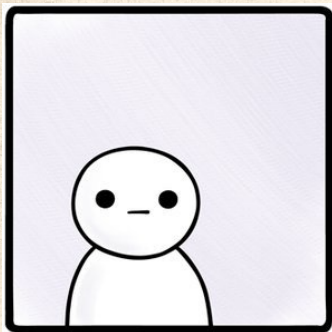
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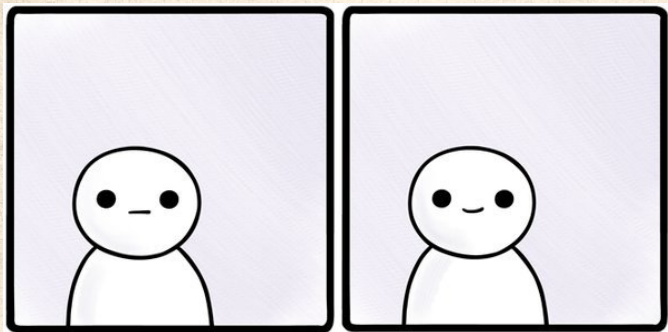
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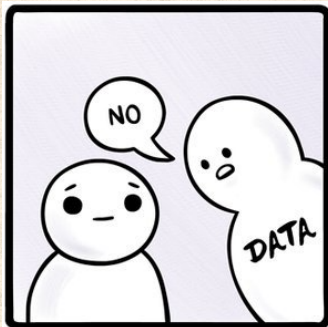
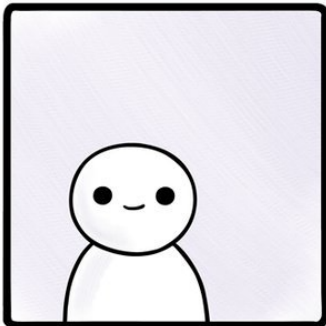
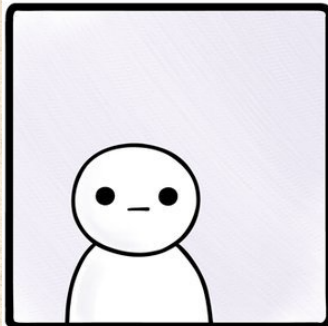
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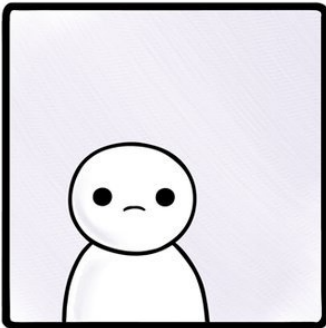
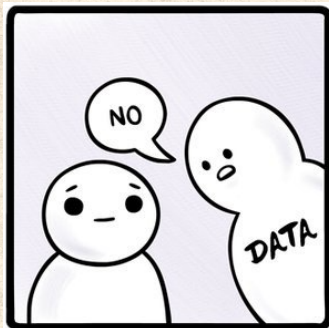
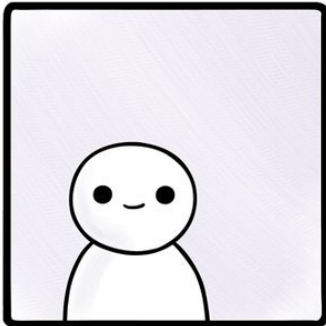
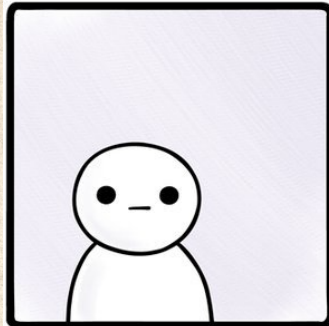
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# What matters and what's measurable:

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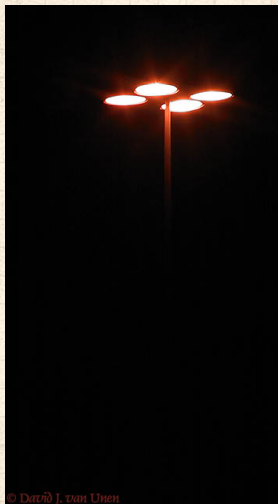
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## Panometer—Three kinds of lexical meters:

### 1. Principled lexical meters:

#### The Hedonometer.



## Panometer—Three kinds of lexical meters:

### 1. Principled lexical meters:

- ▣ The Hedonometer.
- ▣ The Lexicocalorimeter.



## Panometer—Three kinds of lexical meters:

### 1. Principled lexical meters:

- ▣ The Hedonometer.
- ▣ The Lexicocalorimeter.

### 2. Ground truth lexical meters:

- ▣ Insomniometer.
- ▣ Hangoverometer.





## Panometer—Three kinds of lexical meters:



### 1. Principled lexical meters:

- ▣ The Hedonometer.
- ▣ The Lexicocalorimeter.

### 2. Ground truth lexical meters:

- ▣ Insomniometer.
- ▣ Hangoverometer.

### 3. Bootstrap lexical meters:

- ▣ Boredometer.
- ▣ Hashtagometers.



# Measuring Happiness and Sadness:

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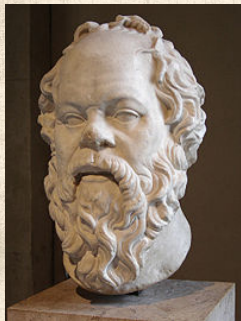
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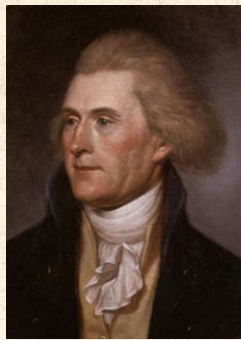
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Socrates et al.:  
eudaimonia <sup>[23]</sup>



Bentham:  
hedonistic  
calculus



Jefferson:  
...the pursuit of  
happiness



## Early drafts:

that among these are:

Life, ✓

Liberty, ✓ and ?? ~~Money?~~

~~Libations~~

~~Alcohol~~

~~Property~~

~~Foot-the-ball~~

~~Beer~~

Happiness ✓✓



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Even the odd modern economist  
is happy:

“Happiness” by Richard  
Layard <sup>[29]</sup>






[\[amazon\]](#)



# What makes us happy?—Layard's summary:

Dominant factors:

-  Family relationships
-  Financial situation
-  Work
-  Community and Friends

-  Health
-  Personal Values
-  Personal Freedom

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# What makes us happy?—Layard's summary:

## Dominant factors:

-  Family relationships
-  Financial situation
-  Work
-  Community and Friends


-  Health
-  Personal Values
-  Personal Freedom


## Unimportant factors:

-  Age
-  Gender
-  Education
-  Inherent intelligence
-  Looks



## Desiring happiness—not just for boffins:

 Average people routinely report being happy is what they want most in life <sup>[29, 30, 8]</sup>

 And it matters: “Happy people live longer:...”  
Survey by Diener and Chan. <sup>[8]</sup>

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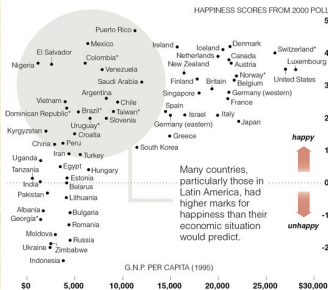
Average people routinely report being happy is what they want most in life [29, 30, 8]

And it matters: “Happy people live longer:...”  
Survey by Diener and Chan. [8]

## A Plateau of Happiness

A country's wealth may not always dictate the happiness of its people.

As part of the World Values Survey project, inhabitants of different countries and territories were asked how happy or satisfied they were. Below is a sampling of happiness rankings, along with economic status.



\*Poll results for these countries were from 1995.

Source: Ronald Inglehart, "Human Beliefs and Values: A Cross-Cultural Sourcebook Based on the 1989-2002 Values Surveys"

## National indices of well-being:



Bhutan



UK



France



Australia

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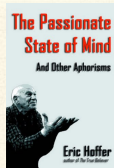
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# Some easy knocks:



"The Passionate State of Mind: And Other Aphorisms" [a](#) [↗](#)  
by Eric Hoffer (1954). [21]

"The search for happiness is one of the chief sources of unhappiness."

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# Some easy knocks:

Colbert: "Happiness is totally overrated ..."



Full interview with Jennifer Senior [here](#) (2014/02/03)

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Colbert: "Happiness is totally overrated ..."

"Happiness is for the weak."



Full interview with Jennifer Senior [here](#) (2014/02/03)

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# 30 Rock, S7E8:

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## 30 Rock, S7E8:



JD: "Before she died, Colleen told me—she just wants me to be happy."

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LL: "Jack."

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LL: "Jack."

JD: "No. It's perfect. She's a genius. One last twist of the knife. Well, thank you for coming, Lemon, but I better get going. The funeral is tomorrow. Colleen wanted to be buried before the rest of the family found out and sold her body to a haunted house. And, of course, I get to eulogize Colleen at the service."

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## Meaning rather than happiness:



“Mindfulness in Plain English” [a](#) [↗](#)  
by Henepola Gunaratana (1992). [20]



“Flow” [a](#) [↗](#)  
by Mihaly Csikszentmihalyi (1990). [6]



Can we measure Flow in a big data way?



Maybe drops in social media usage indicate people are doing okay?

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# Emotional content

So how does one measure

1. happiness?
2. levels of other emotional states?

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# Emotional content

So how does one measure

1. happiness?
2. levels of other emotional states?

Just ask people how happy they are.

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# Emotional content

So how does one measure

1. happiness?
2. levels of other emotional states?

Just ask people how happy they are.

-  Experience sampling<sup>[5, 7, 6]</sup> (Csikszentmihalyi et al.)
-  Day reconstruction<sup>[24]</sup> (Kahneman et al.)

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# Emotional content

So how does one measure

1. happiness?
2. levels of other emotional states?

Just ask people how happy they are.

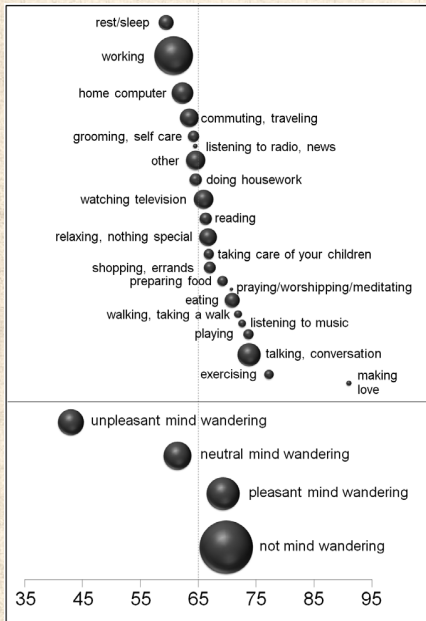
- 🧱 Experience sampling<sup>[5, 7, 6]</sup> (Csikszentmihalyi et al.)
- 🧱 Day reconstruction<sup>[24]</sup> (Kahneman et al.)

But self-reporting has some drawbacks:

- 🧱 relies on memory and self-perception
- 🧱 induces misreporting<sup>[31]</sup>
- 🧱 costly



# Happiness, attention, and doing:



**Fig. 1.** Mean happiness reported during each activity (**top**) and while mind wandering to unpleasant topics, neutral topics, pleasant topics or not mind wandering (**bottom**). Dashed line indicates mean of happiness across all samples. Bubble area indicates the frequency of occurrence. The largest bubble ("not mind wandering") corresponds to 53.1% of the samples, and the smallest bubble ("praying/worshipping/meditating") corresponds to 0.1% of the samples.

Killingsworth and  
Gilbert, Science,  
2010 [27]

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## We'd like to build an 'hedonometer':



An instrument to 'remotely-sense'  
emotional states and levels, in  
real time or post hoc.

## Ideally:



Transparent



Fast



Based on written  
expression



Uses human  
evaluation



Non-reactive



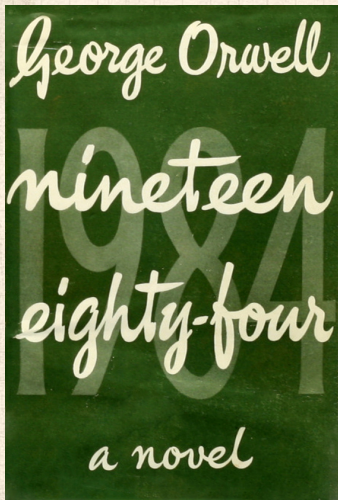
Complementary to  
self-reported  
measures



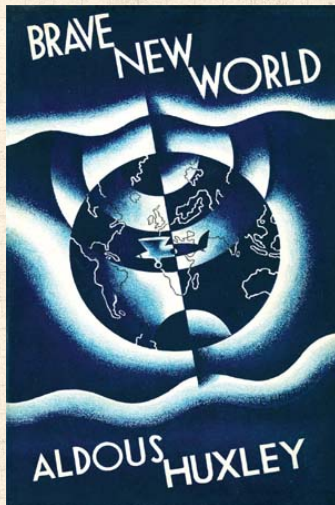
Improvable



We don't want to end up here:



Science



Policy

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# Ousiometrics before we called it that:

## Measuring essential meaning<sup>[9]</sup>

 **Idea:** Build on measures of the essential meaning of **individual words**.

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## Measuring essential meaning<sup>[9]</sup>

 **Idea:** Build on measures of the essential meaning of **individual words**.

 Osgood et al. (1957)<sup>[36]</sup> identified a basis of three psychological variables as semantic differentials:

 Evaluation, Potency, and Activation.

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 EPA was recast by Mehrabian and Russell (1974)<sup>[33]</sup> in the context of emotion:

 **Valence (or sometimes Pleasure):** bad ↔ good


 **Arousal:** passive ↔ active


 **Dominance:** weak ↔ strong





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 VAD became more commonly used framework.





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 VAD became more commonly used framework.


 'VAD ≡ EAP' (more later).





 ANEW = “Affective Norms for English Words”


 Study: participants shown lists of isolated words

 Asked to grade each word’s valence, arousal, and dominance level

 Integer scale of 1–9

  $N = 1034$  words—previously identified as bearing emotional weight

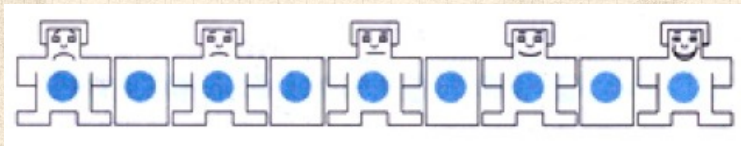
 Participants = College students (\*cough\*)

 Results published by Bradley and Lang (1999) [2]

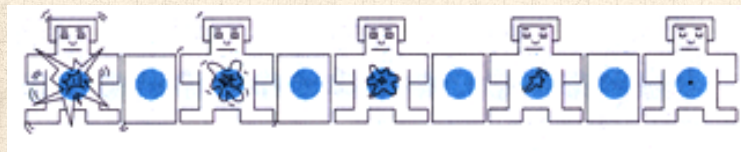


# 1999 ANEW study—three 1–9 scales: [2]

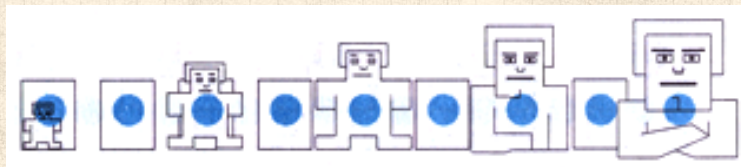
valence:



arousal:



dominance:



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# ANEW study:

Valence = Happiness:

 Valence scale presented to participants as a 'happy-unhappy scale.'

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## Valence = Happiness:

 Valence scale presented to participants as a 'happy-unhappy scale.'

 Participants were further told:

"At one extreme of this scale, you are happy, pleased, satisfied, contented, hopeful. ...

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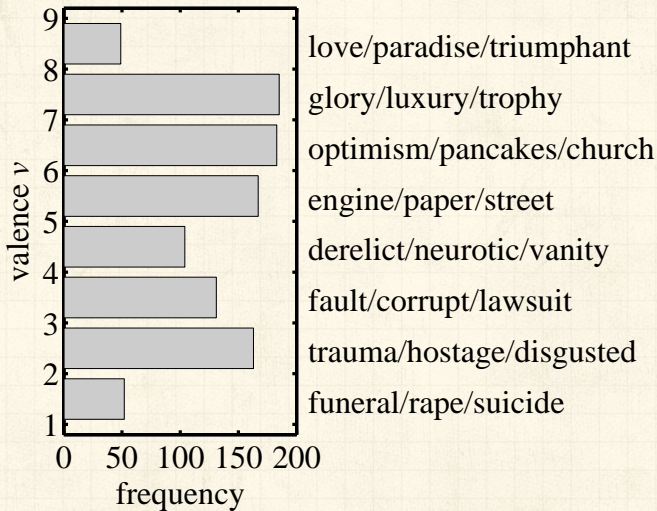
 Participants were further told:

"At one extreme of this scale, you are happy, pleased, satisfied, contented, hopeful. ...


The other end of the scale is when you feel completely unhappy, annoyed, unsatisfied, melancholic, despaired, or bored."



## ANEW study words—examples



## Analysing text:


 Simplest measure for a text:

$$\theta_{\text{avg}} = \sum_{i=1}^N p_i \theta_i$$

where  $p_i$  is fractional abundance of word  $i$  and  $\theta$  is average valence, arousal, or dominance for word  $i$ .




## Analysing text:

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 Focus on happiness (valence),  $\theta = h$ .





## Analysing text:

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where  $p_i$  is fractional abundance of word  $i$  and  $\theta$  is average valence, arousal, or dominance for word  $i$ .

 Focus on happiness (valence),  $\theta = h$ .

 Average happiness typically falls between 5 and 7.



# Measuring the perceived happiness of a text:



Lyrics for  
Michael Jackson's Billie Jean

"She was more like a beauty queen  
from a movie scene.

⋮

And mother always told me,  
be careful who you love.  
And be careful of what you do  
'cause the lie becomes the truth.

Billie Jean is not my lover,  
She's just a girl who claims  
that I am the one.

⋮

ANEW  
words

$k=$ 1. love  
2. mother  
3. baby  
4. beauty  
5. truth  
6. people  
7. strong  
8. young  
9. girl  
10. movie  
11. perfume  
12. queen  
13. name  
14. lie

$v_k$   $f_k$

8.72  
8.39  
8.22  
7.82  
7.80  
7.33  
7.11  
6.89  
6.87  
6.86  
6.76  
6.44  
5.55  
2.79

1  
1  
3  
1  
1  
2  
1  
2  
4  
1  
1  
1  
1  
1

$$v_{\text{text}} = \frac{\sum v_k f_k}{\sum f_k}$$



$$\rightarrow v_{\text{Billie Jean}} = 7.1$$

-----  
 $v_{\text{Thriller}} = 6.3$

$$v_{\text{Michael Jackson}} = 6.4$$



Temperature-like measure—large numbers only.

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⋮

ANEW  
words

| $k$ | word    | $v_k$ | $f_k$ |
|-----|---------|-------|-------|
| 1.  | love    | 8.72  | 1     |
| 2.  | mother  | 8.39  | 1     |
| 3.  | baby    | 8.22  | 3     |
| 4.  | beauty  | 7.82  | 1     |
| 5.  | truth   | 7.80  | 1     |
| 6.  | people  | 7.33  | 2     |
| 7.  | strong  | 7.11  | 1     |
| 8.  | young   | 6.89  | 2     |
| 9.  | girl    | 6.87  | 4     |
| 10. | movie   | 6.86  | 1     |
| 11. | perfume | 6.76  | 1     |
| 12. | queen   | 6.44  | 1     |
| 13. | name    | 5.55  | 1     |
| 14. | lie     | 2.79  | 1     |

$$v_{\text{text}} = \frac{\sum_k v_k f_k}{\sum_k f_k}$$

↓

$$v_{\text{Billie Jean}} = 7.1$$

-----

$$v_{\text{Thriller}} = 6.3$$

$$v_{\text{Michael Jackson}} = 6.4$$

🧱 Temperature-like measure—large numbers only.

🧱 Not meant to be used at level of sentence,  
paragraph, song, tweet, ...

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ANEW  
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| $k$         | $v_k$ | $f_k$ |
|-------------|-------|-------|
| 1. love     | 8.72  | 1     |
| 2. mother   | 8.39  | 1     |
| 3. baby     | 8.22  | 3     |
| 4. beauty   | 7.82  | 1     |
| 5. truth    | 7.80  | 1     |
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| 12. queen   | 6.44  | 1     |
| 13. name    | 5.55  | 1     |
| 14. lie     | 2.79  | 1     |

$$v_{\text{text}} = \frac{\sum_k v_k f_k}{\sum_k f_k}$$

$$v_{\text{Billie Jean}} = 7.1$$

$$v_{\text{Thriller}} = 6.3$$

$$v_{\text{Michael Jackson}} = 6.4$$

Temperature-like measure—large numbers only.

Not meant to be used at level of sentence, paragraph, song, tweet, ...

Important: Social measure of sentiment.



# Measuring the perceived happiness of a text:



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ANEW  
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| $k$         | $v_k$ | $f_k$ |
|-------------|-------|-------|
| 1. love     | 8.72  | 1     |
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| 3. baby     | 8.22  | 3     |
| 4. beauty   | 7.82  | 1     |
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| 6. people   | 7.33  | 2     |
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| 11. perfume | 6.76  | 1     |
| 12. queen   | 6.44  | 1     |
| 13. name    | 5.55  | 1     |
| 14. lie     | 2.79  | 1     |

$$v_{\text{text}} = \frac{\sum_k v_k f_k}{\sum_k f_k}$$

$$v_{\text{Billie Jean}} = 7.1$$

$$v_{\text{Thriller}} = 6.3$$

$$v_{\text{Michael Jackson}} = 6.4$$

Temperature-like measure—large numbers only.

Not meant to be used at level of sentence, paragraph, song, tweet, ...

Important: Social measure of sentiment.

Later: see instrument is tunable.

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# Song Lyrics—average happiness

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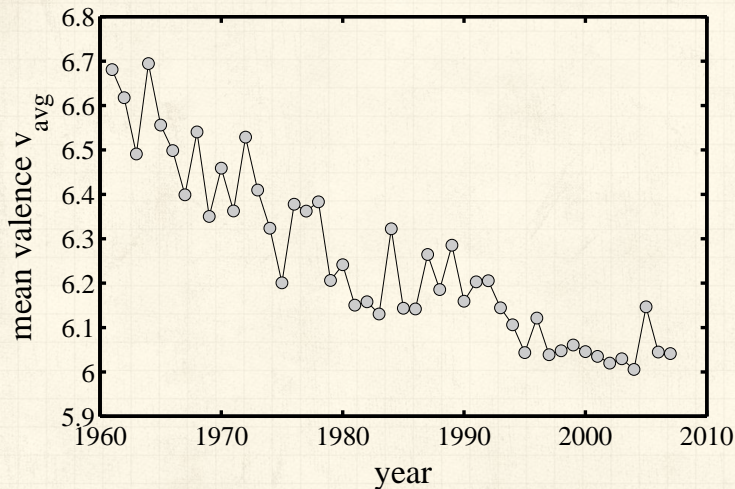
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# Song Lyrics—measurement robustness

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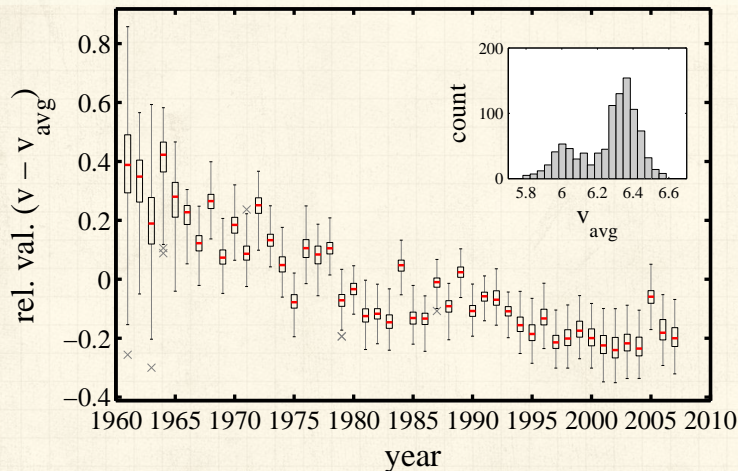
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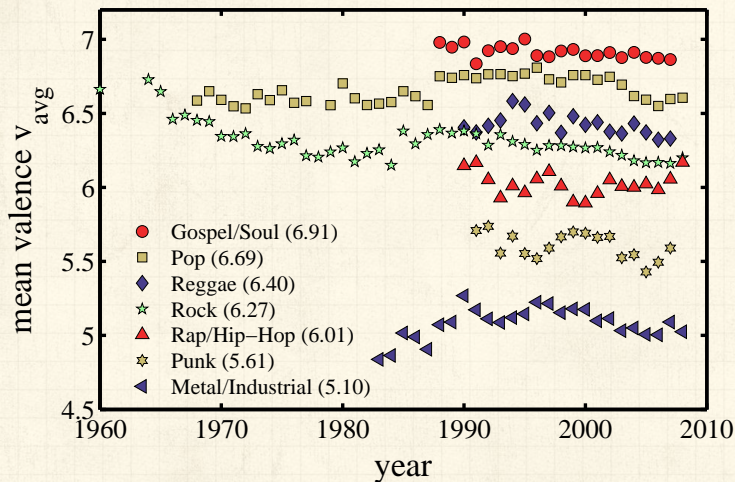
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100 random subsets of 750 ANEW words



# Song Lyrics—average happiness of genres:



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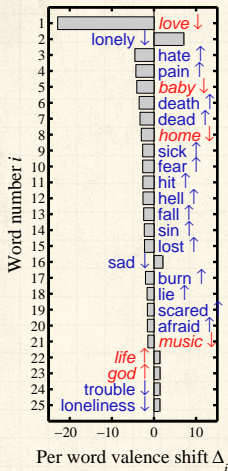
## The Boggoracle Speaks:



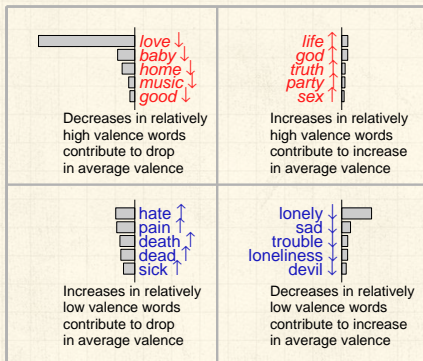


# Happiness Word Shift Graph (early version):

Per word drop in valence of lyrics from 1980–2007 relative to valence of lyrics from 1960



Key:



Word shifts are word clouds for grown ups.



## Word data shift details:

Given two texts  $T_{\text{ref}}$  and  $T_{\text{comp}}$ :




Measure difference in average happiness:


$$h_{\text{avg}}^{(\text{comp})} - h_{\text{avg}}^{(\text{ref})}$$

## Word data shift details:

Given two texts  $T_{\text{ref}}$  and  $T_{\text{comp}}$ :


 Measure difference in average happiness:

$$h_{\text{avg}}^{(\text{comp})} - h_{\text{avg}}^{(\text{ref})}$$


 Evident question: Which words contribute the most to this change?


## Word data shift details:

Given two texts  $T_{\text{ref}}$  and  $T_{\text{comp}}$ :

 Measure difference in average happiness:

$$h_{\text{avg}}^{(\text{comp})} - h_{\text{avg}}^{(\text{ref})}$$


 Evident question: Which words contribute the most to this change?

 Break difference down by contributions from individual words:


$$\delta h_{\text{avg},i} = \frac{100}{|h_{\text{avg}}^{(\text{comp})} - h_{\text{avg}}^{(\text{ref})}|} \underbrace{[h_{\text{avg}}(w_i) - h_{\text{avg}}^{(\text{ref})}]}_{+/-} \underbrace{[p_i^{(\text{comp})} - p_i^{(\text{ref})}]}_{\uparrow/\downarrow}$$


## Word data shift details:

Given two texts  $T_{\text{ref}}$  and  $T_{\text{comp}}$ :


 Measure difference in average happiness:

$$h_{\text{avg}}^{(\text{comp})} - h_{\text{avg}}^{(\text{ref})}$$

 Evident question: Which words contribute the most to this change?


 Break difference down by contributions from individual words:

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 Must have:  $\sum_i \delta h_{\text{avg},i} = \pm 100$


## Word data shift details:

Given two texts  $T_{\text{ref}}$  and  $T_{\text{comp}}$ :


 Measure difference in average happiness:


$$h_{\text{avg}}^{(\text{comp})} - h_{\text{avg}}^{(\text{ref})}$$

 Evident question: Which words contribute the most to this change?

 Break difference down by contributions from individual words:

$$\delta h_{\text{avg},i} = \frac{100}{|h_{\text{avg}}^{(\text{comp})} - h_{\text{avg}}^{(\text{ref})}|} \underbrace{[h_{\text{avg}}(w_i) - h_{\text{avg}}^{(\text{ref})}]}_{+/-} \underbrace{[p_i^{(\text{comp})} - p_i^{(\text{ref})}]}_{\uparrow/\downarrow}$$

 Must have:  $\sum_i \delta h_{\text{avg},i} = \pm 100$

 Rank words by  $|\delta h_{\text{avg},i}|$

# Word data shift details:

$$\begin{aligned}h_{\text{avg}}^{(\text{comp})} - h_{\text{avg}}^{(\text{ref})} &= \sum_{i=1}^N h_{\text{avg}}(w_i) p_i^{(\text{comp})} - \sum_{i=1}^N h_{\text{avg}}(w_i) p_i^{(\text{ref})} \\&= \sum_{i=1}^N h_{\text{avg}}(w_i) [p_i^{(\text{comp})} - p_i^{(\text{ref})}] \\&= \sum_{i=1}^N [h_{\text{avg}}(w_i) - h_{\text{avg}}^{(\text{ref})}] [p_i^{(\text{comp})} - p_i^{(\text{ref})}]\end{aligned}$$

where

$$\begin{aligned}\sum_{i=1}^N h_{\text{avg}}^{(\text{ref})} [p_i^{(\text{comp})} - p_i^{(\text{ref})}] &= h_{\text{avg}}^{(\text{ref})} \sum_{i=1}^N [p_i^{(\text{comp})} - p_i^{(\text{ref})}] \\&= h_{\text{avg}}^{(\text{ref})} (1 - 1) = 0.\end{aligned}$$



- +↑: Increased usage of relatively positive words—If a word is happier than text  $T_{\text{ref}}$  (+) and appears relatively more often in text  $T_{\text{comp}}$  (↑), then the contribution to the difference  $h_{\text{avg}}^{(\text{comp})} - h_{\text{avg}}^{(\text{ref})}$  is positive;
- −↓: Decreased usage of relatively negative words—If a word is less happy than text  $T_{\text{ref}}$  (−) and appears relatively less often in text  $T_{\text{comp}}$  (↓), then the contribution to the difference  $h_{\text{avg}}^{(\text{comp})} - h_{\text{avg}}^{(\text{ref})}$  is also positive;
- +↓: Decreased usage of relatively positive words—If a word is happier than text  $T_{\text{ref}}$  (+) and appears relatively less often in text  $T_{\text{comp}}$  (↓), then the contribution to the difference  $h_{\text{avg}}^{(\text{comp})} - h_{\text{avg}}^{(\text{ref})}$  is negative; and
- −↑: Increased usage of relatively negative words—If a word is less happy than text  $T_{\text{ref}}$  (−) and appears relatively more often in text  $T_{\text{comp}}$  (↑), then the contribution to the difference  $h_{\text{avg}}^{(\text{comp})} - h_{\text{avg}}^{(\text{ref})}$  is also negative.





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## The Boggoracle Speaks:



# Top 50 of $\approx 20,000$ artists:

| Rank | Artist                    | $h_{\text{avg}}$ | Rank | Artist            | $h_{\text{avg}}$ |
|------|---------------------------|------------------|------|-------------------|------------------|
| 1    | All-4-One                 | 7.15             | 26   | Sarah Connor      | 6.86             |
| 2    | Luther Vandross           | 7.12             | 27   | Darlene Zschech   | 6.86             |
| 3    | S Club 7                  | 7.05             | 28   | Mary J Blige      | 6.86             |
| 4    | K Ci & Jojo               | 7.04             | 29   | Steve Miller Band | 6.86             |
| 5    | Perry Como                | 7.04             | 30   | New Edition       | 6.86             |
| 6    | Diana Ross & The Supremes | 7.03             | 31   | Mandy Moore       | 6.86             |
| 7    | Buddy Holly               | 7.02             | 32   | Alicia Keys       | 6.85             |
| 8    | Faith Evans               | 7.01             | 33   | Cher              | 6.85             |
| 9    | The Beach Boys            | 7.01             | 34   | Modern Talking    | 6.85             |
| 10   | Jon B                     | 6.98             | 35   | Mario             | 6.84             |
| 11   | Dru Hill                  | 6.96             | 36   | Aretha Franklin   | 6.84             |
| 12   | Earth Wind & Fire         | 6.95             | 37   | Jessica Simpson   | 6.84             |
| 13   | Ashanti                   | 6.95             | 38   | 112               | 6.84             |
| 14   | Otis Redding              | 6.93             | 39   | Backstreet Boys   | 6.83             |
| 15   | Faith Hill                | 6.93             | 40   | Billy Gilman      | 6.83             |
| 16   | NSync                     | 6.93             | 41   | B2K               | 6.82             |
| 17   | The Supremes              | 6.91             | 42   | Stevie Wonder     | 6.82             |
| 18   | The Partridge Family      | 6.91             | 43   | John Legend       | 6.81             |
| 19   | Kelly Price               | 6.89             | 44   | Ricky Nelson      | 6.79             |
| 20   | Tamia                     | 6.89             | 45   | Lionel Richie     | 6.79             |
| 21   | Avant                     | 6.88             | 46   | 98 Degrees        | 6.79             |
| 22   | Jennifer Lopez            | 6.88             | 47   | Boyzone           | 6.79             |
| 23   | Vanessa Williams          | 6.87             | 48   | Gerald Levert     | 6.79             |
| 24   | Babyface                  | 6.87             | 49   | Nat King Cole     | 6.78             |
| 25   | E Rotic                   | 6.87             | 50   | Marques Houston   | 6.78             |

(criteria:  $\geq 50$  songs and  $\geq 1000$  ANEW words)

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## Bottom 50 of $\approx 20,000$ artists:

| Rank | Artist                   | $h_{avg}$ | Rank | Artist             | $h_{avg}$ |
|------|--------------------------|-----------|------|--------------------|-----------|
| 1    | Slayer                   | 4.80      | 26   | Nine Inch Nails    | 5.34      |
| 2    | Misfits                  | 4.88      | 27   | Sevendust          | 5.34      |
| 3    | Staind                   | 4.93      | 28   | Annihilator        | 5.35      |
| 4    | Slipknot                 | 4.98      | 29   | Biohazard          | 5.36      |
| 5    | Darkthrone               | 4.98      | 30   | Insane Clown Posse | 5.36      |
| 6    | Death                    | 5.02      | 31   | Megadeth           | 5.36      |
| 7    | Black Label Society      | 5.05      | 32   | Manowar            | 5.37      |
| 8    | Pig                      | 5.08      | 33   | Zebrahead          | 5.38      |
| 9    | Voivod                   | 5.14      | 34   | Danzig             | 5.39      |
| 10   | Fear Factory             | 5.15      | 35   | Acid Drinkers      | 5.40      |
| 11   | Iced Earth               | 5.16      | 36   | Dag Nasty          | 5.40      |
| 12   | Simple Plan              | 5.16      | 37   | Iron Maiden        | 5.40      |
| 13   | Machine Head             | 5.17      | 38   | Flotsam And Jetsam | 5.41      |
| 14   | Metallica                | 5.19      | 39   | Powerman 5000      | 5.42      |
| 15   | Dimmu Borgir             | 5.20      | 40   | Anthrax            | 5.43      |
| 16   | Mudvayne                 | 5.21      | 41   | Rhapsody           | 5.43      |
| 17   | Linkin Park              | 5.22      | 42   | Korn               | 5.43      |
| 18   | Papa Roach               | 5.22      | 43   | Rage               | 5.44      |
| 19   | Audioslave               | 5.24      | 44   | Accept             | 5.45      |
| 20   | Rage Against The Machine | 5.24      | 45   | Esham              | 5.46      |
| 21   | Cradle Of Filth          | 5.25      | 46   | Blind Guardian     | 5.46      |
| 22   | Dark Tranquility         | 5.26      | 47   | White Zombie       | 5.47      |
| 23   | Jack Off Jill            | 5.28      | 48   | Helloween          | 5.50      |
| 24   | Evanescence              | 5.30      | 49   | W A S P            | 5.50      |
| 25   | Twiztid                  | 5.33      | 50   | Green Day          | 5.50      |

(criteria:  $\geq 50$  songs and  $\geq 1000$  ANEW words)

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| Text:                                       | $h_{avg}$ | Words with a similar score:                          |
|---|-----------|--|
| Soul/Gospel lyrics <sup>[12]</sup>          | 6.9       | chocolate (6.88), leisurely (6.88), penthouse (6.81) |
| Pop lyrics <sup>[12]</sup>                  | 6.7       | dream (6.73), honey (6.73), sugar (6.74)             |
| Dante's Paradise <sup>[?]</sup>             | 6.5       | muffin (6.57), rabbit (6.57), smooth (6.58)          |
| Tweets, 9/9/2008 to 12/31/2010              | 6.4       | thought (6.39), face (6.39), blond (6.42)            |
| Rock lyrics <sup>[12]</sup>                 | 6.3       | church (6.28), tree (6.32), air (6.34)               |
| Enron Emails <sup>[?]</sup>                 | 6.2       | clouds (6.18), alert (6.20), computer (6.24)         |
| State of the Union Messages <sup>[12]</sup> | 6.1       | grass (6.12), idol (6.12), bottle (6.15)             |
| New York Times (1987-2007) <sup>[38]</sup>  | 6.0       | hotel (6.00), tennis (6.02), wonder (6.03)           |
| Blogs <sup>[12]</sup>                       | 5.8       | owl (5.80), whistle (5.81), humble (5.86)            |
| Dante's Inferno <sup>[?]</sup>              | 5.5       | glacier (5.50), repentant (5.53), mischief (5.57)    |
| Heavy Metal lyrics <sup>[12]</sup>          | 5.4       | lamp (5.41), elevator (5.44), truck (5.47)           |

## Lexicon Valley, Episode #62, June 17, 2015

 Mike Vuolo and Bob Garfield.



Language has a Positivity Bias. How did we measure that?

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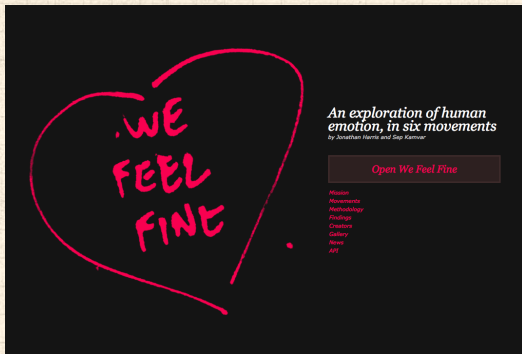
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# Data sets:

- Blog phrases containing "I feel...", "I am feeling", etc., taken from [wefeelfine.org](http://wefeelfine.org) (API, 2005–2010)



Created by  
Jonathan Harris  
& Sep Kamvar

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# Jonathan Harris:

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2007 TED Talk: The Web's secret stories 





So I really consider myself a storyteller. But I don't really tell stories in the usual way, in the sense that I don't usually tell my own stories. Instead, I'm really interested in building tools that allow large numbers of other people to tell their stories, people all around the world. I do this because I think that people actually have a lot in common. I think people are very similar, but I also think that we have trouble seeing that.



Feeling [lonely](#)

Gender [Both](#)

Age [All](#)

Weather [All](#)

Location [All](#)

Date [All](#)

- **i feel very lonely and unnoticed and that i am poised in a point of my life when i am able to do great things but just cant quite get them started**

March 30, 2006 / from a 31 year old in fairfax virginia united states when it was cloudy

- **i feel lonely recently**

March 30, 2006 / from someone in georgia united states

- **i feel lonely things are all good but i miss the way things used to be**

March 31, 2006 / from an 18 year old female in arizona united states

- **i feel really lonely every night because i dont have any good friends irl that i can just talk about anything with**

March 31, 2006 / from a 17 year old male in lawrenceville georgia united states

- **i feel really lonely and like any sensible loser i have to write about it in a blog**

March 31, 2006 / from an 18 year old male in missouri united states

- **i feel so lonely inside**

March 31, 2006 / from a 24 year old male in san diego california united states when it was cloudy

- **i feel soooooo lonely sometimes**

March 31, 2006 / from a 19 year old female in ellensburg washington united states

- **i feel lonely**

March 31, 2006 / from someone

- **i feel lonely i feel scared**

March 31, 2006 / from a 29 year old in mount vernon ohio united states

- **i feel lonely when im with her**

March 31, 2006 / from someone in tethis united states

- **i feel so much less lonely knowing that there are people out there again**



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| Feeling      | lovesick   | Gender  | Female | Age      | 20 - 39   | Weather     | Cloudy | Location      | All | Date      | Feb 14, 2006 |   |
|--------------|------------|---|--------|----------|---|-------------|--------|---------------|-----|-----------|--------------|---|
| All Feelings |            | Both Genders  |        | All Ages |   | All Weather |        | All Locations |     | All Dates |              |   |
| A            | lopsided   |  |        | 0s       |  |             |        | afghanistan   |     | 2005      | Jan          | 1 |
| B            | loquacious |   |        |          |   |             |        |               |     | 2006      | Feb          | 2 |
| C            | lost       |   |        |          |   |             |        |               |     | Mar       | 3            |   |
| D            | loud       |   |        |          |   |             |        |               |     | Apr       | 4            |   |
| E            | lounging   |   |        |          |   |             |        |               |     | 5         |              |   |
| F            | lousy      |   |        |          |   |             |        |               |     | 6         |              |   |
| G            | lovable    |   |        |          |   |             |        |               |     | 7         |              |   |
| H            | loveable   |   |        |          |   |             |        |               |     | 8         |              |   |
| I            | loved      |   |        |          |   |             |        |               |     | 9         |              |   |
| J            | loveless   |   |        |          |   |             |        |               |     | 10        |              |   |
| K            | lovely     | 11  |        |          |   |             |        |               |     |           |              |   |
| L            | loversick  | 12  |        |          |   |             |        |               |     |           |              |   |
| M            | loverly    | 13  |        |          |   |             |        |               |     |           |              |   |
| N            | loving     | 14  |        |          |   |             |        |               |     |           |              |   |
| O            | low        | 15  |        |          |   |             |        |               |     |           |              |   |
| P            | lower      | 16  |        |          |   |             |        |               |     |           |              |   |
| Q            | lowered    | 17  |        |          |   |             |        |               |     |           |              |   |
| R            | lowering   | 18  |        |          |   |             |        |               |     |           |              |   |
| S            | lowest     | 19  |        |          |   |             |        |               |     |           |              |   |
| T            | lowly      | 20  |        |          |   |             |        |               |     |           |              |   |
| U            | loyal      | 21  |        |          |   |             |        |               |     |           |              |   |
| V            | lucid      | 22  |        |          |   |             |        |               |     |           |              |   |
| X            | luckier    | 23  |        |          |   |             |        |               |     |           |              |   |
| Y            | luckiest   | 24  |        |          |   |             |        |               |     |           |              |   |
| Z            | lucky      | 25  |        |          |   |             |        |               |     |           |              |   |
|              |            | 26  |        |          |   |             |        |               |     |           |              |   |
|              |            | 27  |        |          |   |             |        |               |     |           |              |   |
|              |            | 28  |        |          |   |             |        |               |     |           |              |   |



Find Feelings



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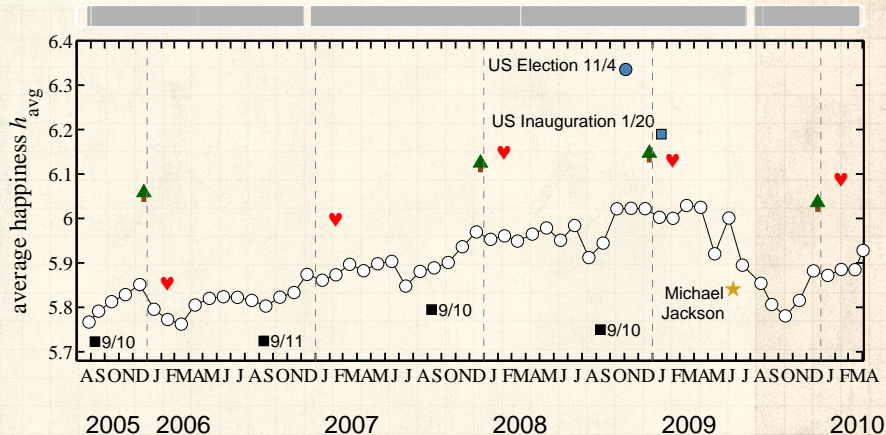
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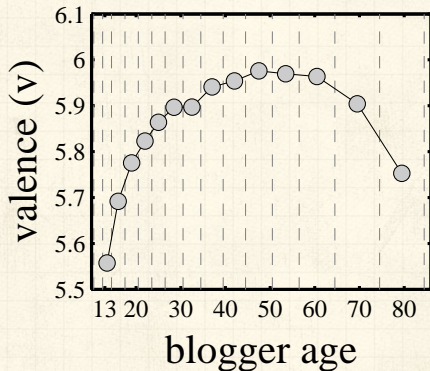
i'm just feeling so awesome

Nov 2, 2009 / from a 21 year old



# Blogs—Overall trend





Average happiness as a function of the age bloggers report they will turn in the year of their posting.



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 Self-report studies find **little variation** in happiness  
with age <sup>[14, 15]</sup>





 Self-report studies find **little variation** in happiness  
with age <sup>[14, 15]</sup>


 Surprising: Expect a rise and fall.







 Self-report studies find **little variation** in happiness with age <sup>[14, 15]</sup>


 Surprising: Expect a rise and fall.


 A 'challenge' for theory...




 Self-report studies find **little variation** in happiness with age <sup>[14, 15]</sup>


 Surprising: Expect a rise and fall.


 A 'challenge' for theory...


 Related to the **Easterlin Paradox**:  
**Money doesn't buy happiness**




 Self-report studies find **little variation** in happiness with age <sup>[14, 15]</sup>

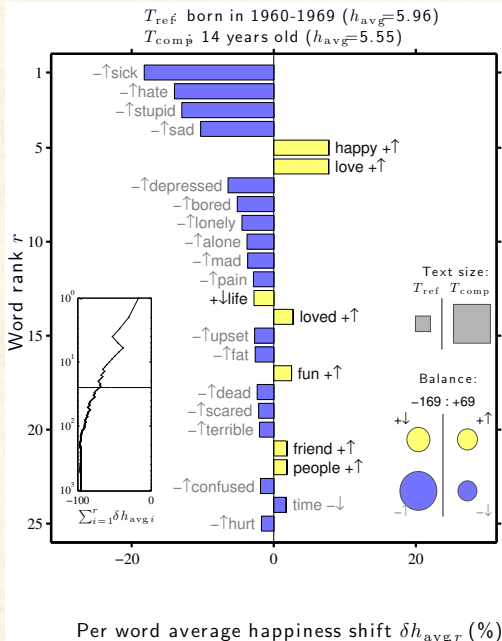
 Surprising: Expect a rise and fall.

 A 'challenge' for theory...

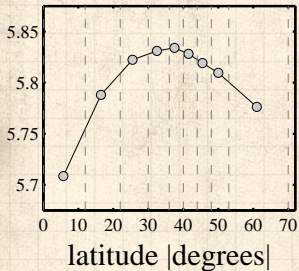
 Related to the **Easterlin Paradox**:  
**Money doesn't buy happiness**

 But maybe it does a little bit—Veenhoven & Hagerty (2003) and Wolfers & Stevenson (2008).





# Blogs—Latitude



## Near equator—social factors



Increase in 'sad', 'bored', 'lonely', 'stupid', 'guilty'



Decrease in 'good' and 'people'

## Near poles— social/psychological/climate



Increase in 'sick', 'guilty', 'cold', 'depressed', and 'headache' and decrease of 'love' and 'life.'



Offset by decrease in 'hurt' and 'pain.'



More 'bed' and 'sleep.'

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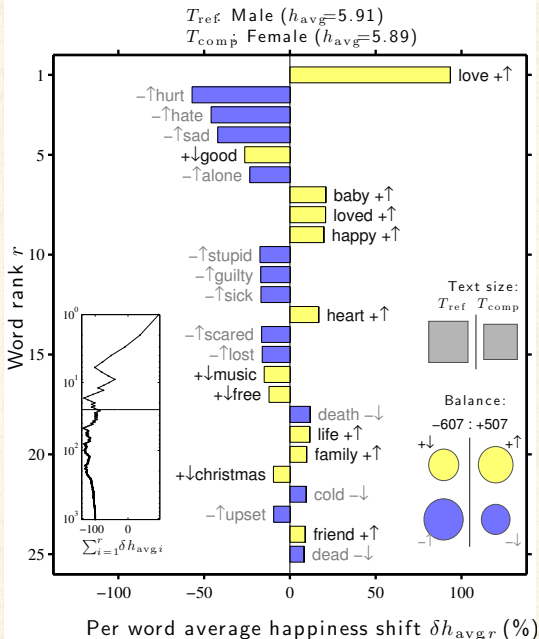
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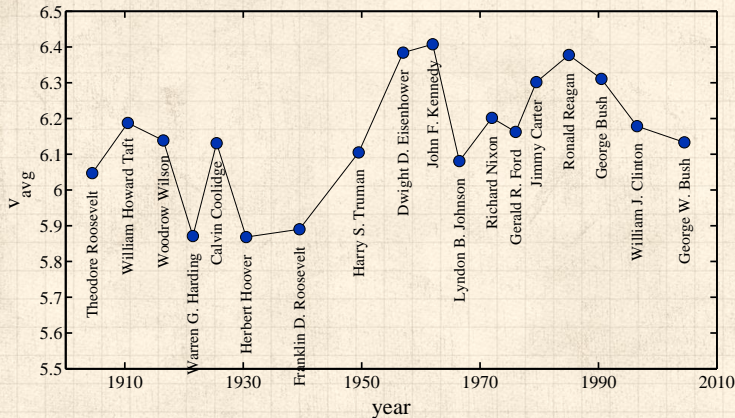
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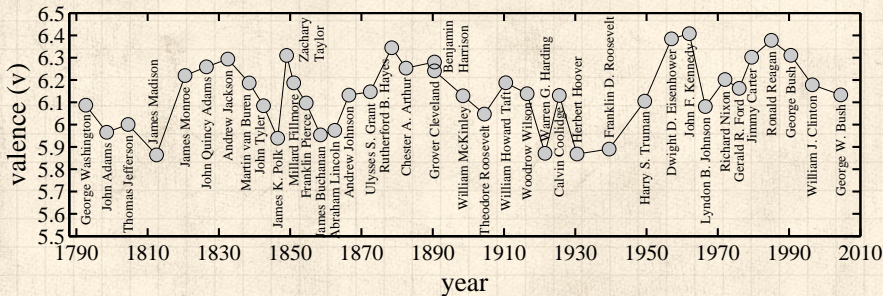
- [Some motivation](#)
- [Measuring emotional content](#)
- [Hedonometer](#)
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- [SOTU](#)
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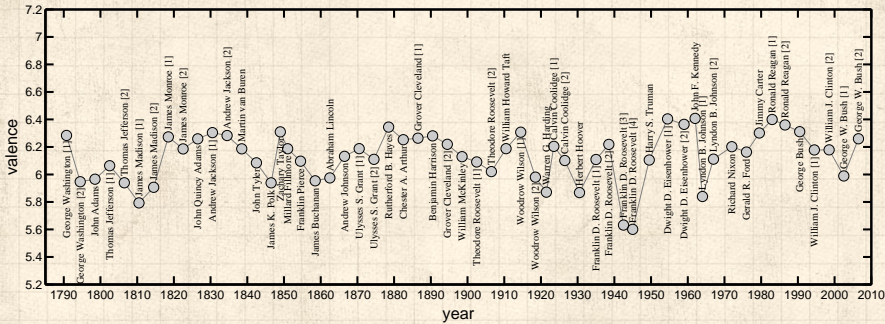
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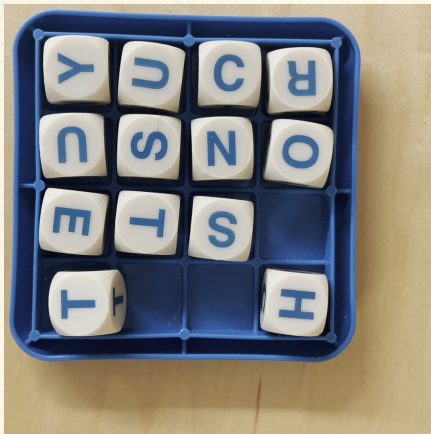
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# labMT 1.0: language assessment by Mechanical Turk

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Amazon Mechanical Turk - Welcome

amazonmechanicalturk

Mechanical Turk is a marketplace for work.

We give businesses and developers access to an on-demand, scalable workforce. Workers select from thousands of tasks and work whenever it's convenient. 261,700 HTTs available. View them now.

**Make Money by working on HTTs**

HTTs - Human Intelligence Tasks - are individual tasks that you work on.

**As a Mechanical Turk Worker you:**

- Can work from home
- Control your own work hours
- Get paid for doing good work

**Earn money**

**Get Results from Mechanical Turk Workers**

Ask workers to complete HTTs - Human Intelligence Tasks - and get results using Mechanical Turk, Amazon's.

**As a Mechanical Turk Requester you:**

- Have access to a global on-demand pool of workers
- Get thousands of HTTs completed in minutes
- Pay only when you're satisfied with the results

**Fund your request** → **Load your data** → **Get results**

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Four corpora:



Twitter



Google Books



Music Lyrics



New York Times

5000 most frequently used words for each corpus.

10,222 words, 50 evaluations each, 1-9 scale: [32]



## PLOS ONE 10 Year Anniversary: Datasets

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# 10

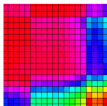
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### Social Networks



Temporal Patterns of Happiness and Information in a Global Social Network: Hedonometrics and Twitter

Peter Sheridan Dodds, Kameron Decker Harris, Isabel M. Kloumann, Catherine A. Bliss, Christopher M. Danforth

**PLOS ONE:** 07 Dec 2011



Insight into this selection by Sune Lehmann

"This paper has made an MTurk generated list of word-valences openly available to the research community. As a ...

**EveryONE Blog:** 31 Mar 2017

### Learn More About These Important, Widely Used and Well-Reported Datasets

Read the accompanying post in *EveryONE* – The *PLOS ONE* Community Blog

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| valence rank | word            | valence | std dev | twitter rank | g-books rank | nyt rank | lyrics rank |
|--------------|-----------------|---------|---------|--------------|--------------|----------|-------------|
| 1            | laughter        | 8.50    | 0.93    | 3600         | -            | -        | 1728        |
| 2            | happiness       | 8.44    | 0.97    | 1853         | 2458         | -        | 1230        |
| 3            | love            | 8.42    | 1.11    | 25           | 317          | 328      | 23          |
| 4            | happy           | 8.30    | 0.99    | 65           | 1372         | 1313     | 375         |
| 5            | laughed         | 8.26    | 1.16    | 3334         | 3542         | -        | 2332        |
| 6            | laugh           | 8.22    | 1.37    | 1002         | 3998         | 4488     | 647         |
| 7            | laughing        | 8.20    | 1.11    | 1579         | -            | -        | 1122        |
| 8            | excellent       | 8.18    | 1.10    | 1496         | 1756         | 3155     | -           |
| 9            | laughs          | 8.18    | 1.16    | 3554         | -            | -        | 2856        |
| 10           | joy             | 8.16    | 1.06    | 988          | 2336         | 2723     | 809         |
| 11           | successful      | 8.16    | 1.08    | 2176         | 1198         | 1565     | -           |
| 12           | win             | 8.12    | 1.08    | 154          | 3031         | 776      | 694         |
| 13           | rainbow         | 8.10    | 0.99    | 2726         | -            | -        | 1723        |
| 14           | smile           | 8.10    | 1.02    | 925          | 2666         | 2898     | 349         |
| 15           | won             | 8.10    | 1.22    | 810          | 1167         | 439      | 1493        |
| 16           | pleasure        | 8.08    | 0.97    | 1497         | 1526         | 4253     | 1398        |
| 17           | smiled          | 8.08    | 1.07    | -            | 3537         | -        | 2248        |
| 18           | rainbows        | 8.06    | 1.36    | -            | -            | -        | 4216        |
| 19           | winning         | 8.04    | 1.05    | 1876         | -            | 1426     | 3646        |
| 20           | celebration     | 8.02    | 1.53    | 3306         | -            | 2762     | 4070        |
| 21           | enjoyed         | 8.02    | 1.53    | 1530         | 2908         | 3502     | -           |
| 22           | healthy         | 8.02    | 1.06    | 1393         | 3200         | 3292     | 4619        |
| 23           | music           | 8.02    | 1.12    | 132          | 875          | 167      | 374         |
| 24           | celebrating     | 8.00    | 1.14    | 2550         | -            | -        | -           |
| 25           | congratulations | 8.00    | 1.63    | 2246         | -            | -        | -           |
| 26           | weekend         | 8.00    | 1.29    | 317          | -            | 833      | 2256        |
| 27           | celebrate       | 7.98    | 1.15    | 1606         | -            | 3574     | 2108        |
| 28           | comedy          | 7.98    | 1.15    | 1444         | -            | 2566     | -           |
| 29           | jokes           | 7.98    | 0.98    | 2812         | -            | -        | 3808        |
| 30           | rich            | 7.98    | 1.32    | 1625         | 1221         | 1469     | 890         |
| □            | □               | □       | □       | □            | □            | □        | □           |

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| valence rank | word      | valence | std dev | twitter rank | g-books rank | nyt rank | lyrics rank |
|--------------|-----------|---------|---------|--------------|--------------|----------|-------------|
| □            | □         | □       | □       | □            | □            | □        | □           |
| 10193        | violence  | 1.86    | 1.05    | 4299         | 1724         | 1238     | 2016        |
| 10194        | cruel     | 1.84    | 1.15    | 2963         | -            | -        | 1447        |
| 10195        | cry       | 1.84    | 1.28    | 1028         | 3075         | -        | 226         |
| 10196        | failed    | 1.84    | 1.00    | 2645         | 1618         | 1276     | 2920        |
| 10197        | sickness  | 1.84    | 1.18    | 4735         | -            | -        | 3782        |
| 10198        | abused    | 1.83    | 1.31    | -            | -            | -        | 4589        |
| 10199        | tortured  | 1.82    | 1.42    | -            | -            | -        | 4693        |
| 10200        | fatal     | 1.80    | 1.53    | -            | 4089         | -        | 3724        |
| 10201        | killings  | 1.80    | 1.54    | -            | -            | 4914     | -           |
| 10202        | murdered  | 1.80    | 1.63    | -            | -            | -        | 4796        |
| 10203        | war       | 1.80    | 1.41    | 468          | 175          | 291      | 462         |
| 10204        | kills     | 1.78    | 1.23    | 2459         | -            | -        | 2857        |
| 10205        | jail      | 1.76    | 1.02    | 1642         | -            | 2573     | 1619        |
| 10206        | terror    | 1.76    | 1.00    | 4625         | 4117         | 4048     | 2370        |
| 10207        | die       | 1.74    | 1.19    | 418          | 730          | 2605     | 143         |
| 10208        | killing   | 1.70    | 1.36    | 1507         | 4428         | 1672     | 998         |
| 10209        | arrested  | 1.64    | 1.01    | 2435         | 4474         | 1435     | -           |
| 10210        | deaths    | 1.64    | 1.14    | -            | -            | 2974     | -           |
| 10211        | raped     | 1.64    | 1.43    | -            | -            | -        | 4528        |
| 10212        | torture   | 1.58    | 1.05    | 3175         | -            | -        | 3126        |
| 10213        | died      | 1.56    | 1.20    | 1223         | 866          | 208      | 826         |
| 10214        | kill      | 1.56    | 1.05    | 798          | 2727         | 2572     | 430         |
| 10215        | killed    | 1.56    | 1.23    | 1137         | 1603         | 814      | 1273        |
| 10216        | cancer    | 1.54    | 1.07    | 946          | 1884         | 796      | 3802        |
| 10217        | death     | 1.54    | 1.28    | 509          | 307          | 373      | 433         |
| 10218        | murder    | 1.48    | 1.01    | 2762         | 3110         | 1541     | 1059        |
| 10219        | terrorism | 1.48    | 0.91    | -            | -            | 3192     | -           |
| 10220        | rape      | 1.44    | 0.79    | 3133         | -            | 4115     | 2977        |
| 10221        | suicide   | 1.30    | 0.84    | 2124         | 4707         | 3319     | 2107        |
| 10222        | terrorist | 1.30    | 0.91    | 3576         | -            | 3026     | -           |

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| std dev rank | word          | valence | std dev | twitter rank | g-books rank | nyt rank | lyrics rank |
|--------------|---------------|---------|---------|--------------|--------------|----------|-------------|
| 1            | fking         | 4.64    | 2.93    | 448          | -            | -        | 620         |
| 2            | fkin          | 3.86    | 2.74    | 1077         | -            | -        | 688         |
| 3            | fking         | 3.56    | 2.71    | 1840         | -            | -        | 904         |
| 4            | pussy         | 4.80    | 2.66    | 2019         | -            | -        | 949         |
| 5            | whiskey       | 5.72    | 2.64    | -            | -            | -        | 2208        |
| 6            | slut          | 3.57    | 2.63    | -            | -            | -        | 4071        |
| 7            | cigarettes    | 3.31    | 2.60    | -            | -            | -        | 3279        |
| 8            | fkin          | 4.14    | 2.58    | 322          | -            | -        | 185         |
| 9            | mortality     | 4.38    | 2.55    | -            | 3960         | -        | -           |
| 10           | cigarette     | 3.09    | 2.52    | -            | -            | -        | 2678        |
| 11           | motherfuckers | 2.51    | 2.47    | -            | -            | -        | 1466        |
| 12           | churches      | 5.70    | 2.46    | -            | 2281         | -        | -           |
| 13           | motherfking   | 2.64    | 2.46    | -            | -            | -        | 2910        |
| 14           | capitalism    | 5.16    | 2.45    | -            | 4648         | -        | -           |
| 15           | porn          | 4.18    | 2.43    | 1801         | -            | -        | -           |
| 16           | summer        | 6.40    | 2.39    | 896          | 1226         | 721      | 590         |
| 17           | beer          | 5.92    | 2.39    | 839          | 4924         | 3960     | 1413        |
| 18           | execution     | 3.10    | 2.39    | -            | 2975         | -        | -           |
| 19           | wines         | 6.28    | 2.37    | -            | -            | 3316     | -           |
| 20           | zombies       | 4.00    | 2.37    | 4708         | -            | -        | -           |
| 21           | aids          | 4.28    | 2.35    | 2983         | 3996         | 1197     | -           |
| 22           | capitalist    | 4.84    | 2.34    | -            | 4694         | -        | -           |
| 23           | revenge       | 3.71    | 2.34    | -            | -            | -        | 2766        |
| 24           | mcdonalds     | 5.98    | 2.33    | 3831         | -            | -        | -           |
| 25           | beatles       | 6.44    | 2.33    | 3797         | -            | -        | -           |
| 26           | islam         | 4.68    | 2.33    | -            | 4514         | -        | -           |
| 27           | pay           | 5.30    | 2.32    | 627          | 769          | 460      | 499         |
| 28           | alcohol       | 5.20    | 2.32    | 2787         | 2617         | 3752     | 3600        |
| 29           | muthafkin     | 3.00    | 2.31    | -            | -            | -        | 4107        |
| 30           | christ        | 6.16    | 2.31    | 2509         | 909          | 4238     | 1526        |
| □            | □             | □       | □       | □            | □            | □        | □           |

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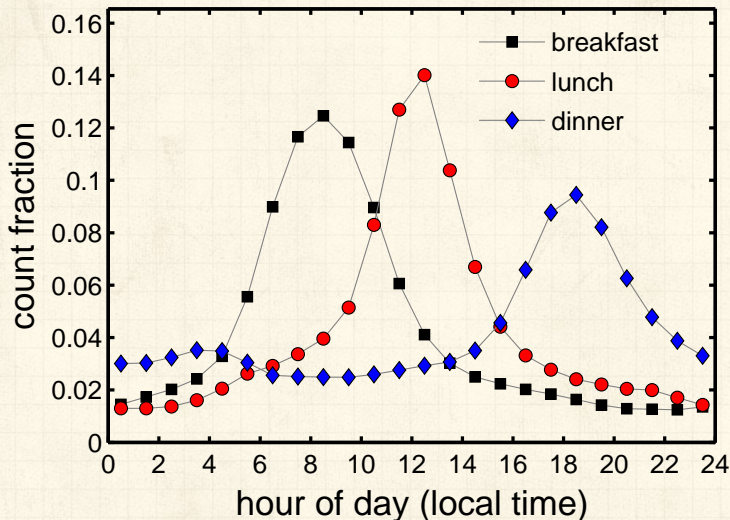
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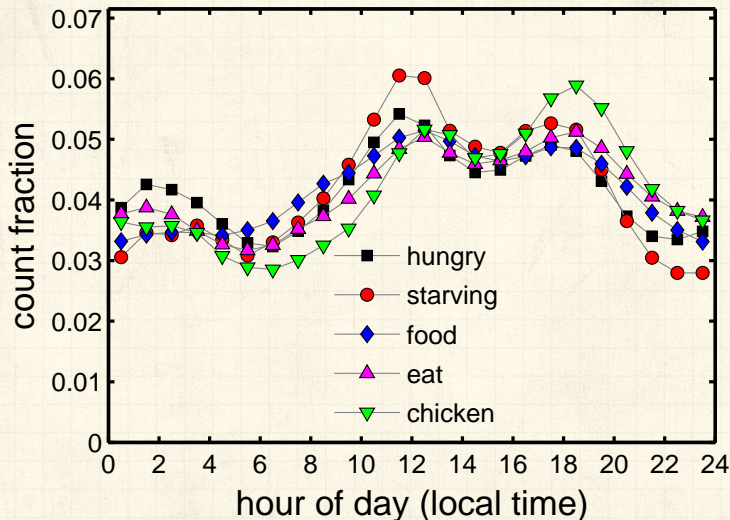
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Quantifying the quotidian.



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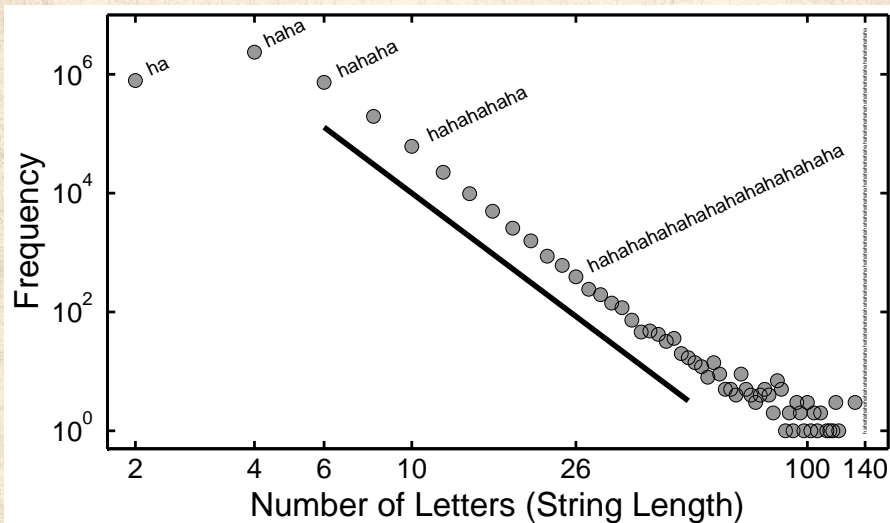
References



Makes the unexpected believable...



## The happiest distribution:





“Hahahahaha, Duuuuude, Yeeessss!: A two-parameter characterization of stretchable words and the dynamics of mistypings and misspellings” ↗

Gray, Danforth, and Dodds,  
PLOS ONE, **15**, e0232938, 2020. <sup>[19]</sup>

🧱 “GOOOOOOOOOOAAAAAAAAAL!!!!!!”

🧱 An exploration of families of strange lexical creatures.

🧱 Regular expression festival.

🧱 Identified kernels: ha versus goal.

🧱 Defined and measured stretch and balance

🧱 Stretch: Inequality (Gini) coefficient; Balance: (Shannon’s) entropy.

🧱 Spelling trees!

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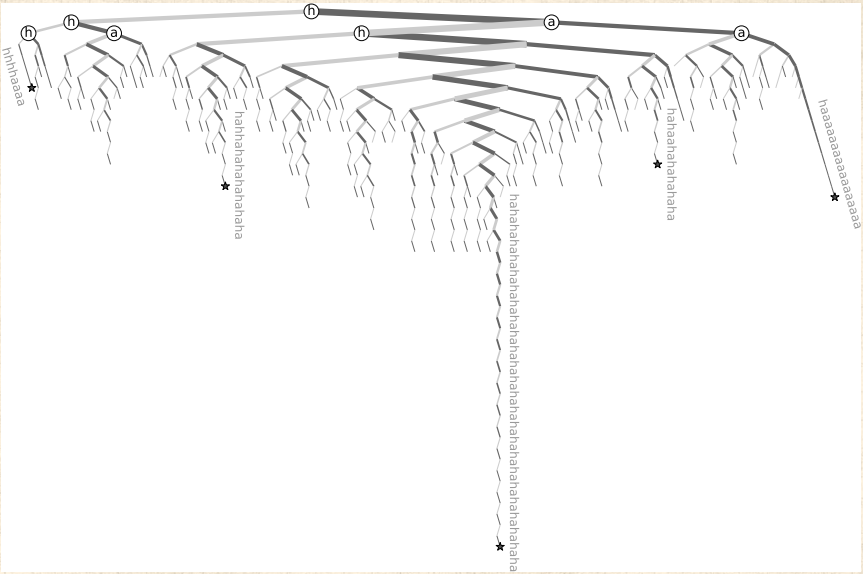
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**Tom Sherwood** @tomsherwood

1 Oct

Mississippi congressman moves gate and lets 92 WW2 vets see their monument. [pic.twitter.com/541GvLLITz](https://pic.twitter.com/541GvLLITz)

 Retweeted 442 times

 Expand



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ongressman moves gate and lets 92 MW2 vets see their monument. http://v.t.co/v/541GvLLlTz","source":"\u003ca href=\"http://www.tweetdeck.c  
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```





Individual tweets have all kinds of potential impact:



**AP** The Associated Press  

**Breaking: Two Explosions in the White House and Barack Obama is injured**

 Reply  Retweet  Favorite  More

**483** RETWEETS **17** FAVORITES

10:07 AM - 23 Apr 13

```
twitter.03.13.23.04.13.json:{"created_at":"Tue Apr 23 17:07:50 +0000 2013","id":326744234273161216,"id_str":"326744234273161216","text":"Breaking: Two Explosions in the White House and Barack Obama is injured","source":"web","truncated":false,"in_reply_to_status_id":null,"in_reply_to_status_id_str":null,"in_reply_to_user_id":null,"in_reply_to_user_id_str":null,"in_reply_to_screen_name":null,"user":{"id":51241574,"id_str":"51241574","name":"The Associated Press","screen_name":"AP","location":"Global","url":"http://www.ap.org","description":"News, discussion and a behind-the-scenes look at the process from The Associated Press. Managed 24/7 by a team of editors based in NY: http://apne.ws/APStaff","protected":false,"followers_count":1903225,"friends_count":7012,"listed_count":42154,"created_at":"Fri Jun 26 21:48:52 +0000 2009","favourites_count":0,"utc_offset":-18000,"time_zone":"Eastern Time (US & Canada)","geo_enabled":false,"verified":true,"statuses_count":50187,"lang":"en","contributors_enabled":false,"is_translator":false,"profile_background_color":"333333","profile_background_image_url":"http://va0.twimg.com/profile_background_images/734506342/vb3be603514207db70cb0a991c26f2718.jpeg","profile_background_image_url_https":"https://si0.twimg.com/profile_background_images/734506342/vb3be603514207db70cb0a991c26f2718.jpeg","profile_background_tile":false,"profile_image_url":"http://va0.twimg.com/profile_images/1848193664/APLogo_normal.jpg","profile_image_url_https":"https://si0.twimg.com/profile_images/1848193664/APLogo_normal.jpg","profile_banner_url":"https://si0.twimg.com/profile_banners/51241574/1365092409","profile_link_color":"CC3300","profile_sidebar_border_color":"FFFFFF","profile_sidebar_fill_color":"CCCCCC","profile_text_color":"333333","profile_use_background_image":true,"default_profile":false,"default_profile_image":false,"following":null,"follow_request_sent":null,"notifications":null,"geo":null,"coordinates":null,"place":null,"contributors":null,"retweet_count":0,"favorite_count":0,"entities":{"hashtags":[],"symbols":[],"urls":[],"user_mentions":[]},"favorited":false,"retweeted":false,"filter_level":"medium","lang":"en"}
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# Mentions of CIA on Twitter, end of 2011:



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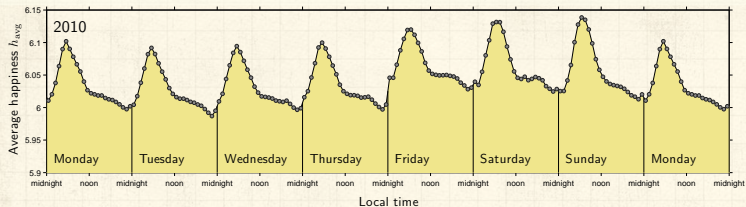
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See story [here](#) for example [slate].

# The daily unravelling of the human mind:



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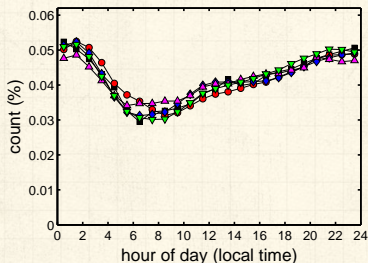
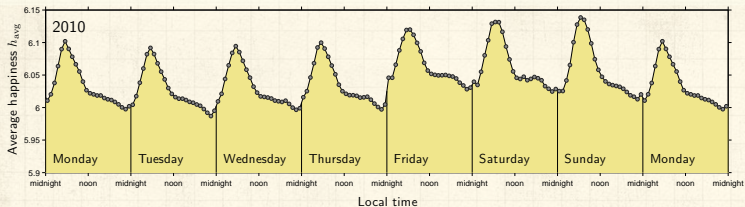
“Social Scientists waded into the Tweet stream” 

Greg Miller,

Science, **333**, 1814–1815, 2011. [34]



# The daily unravelling of the human mind:



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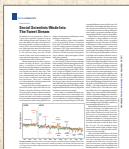
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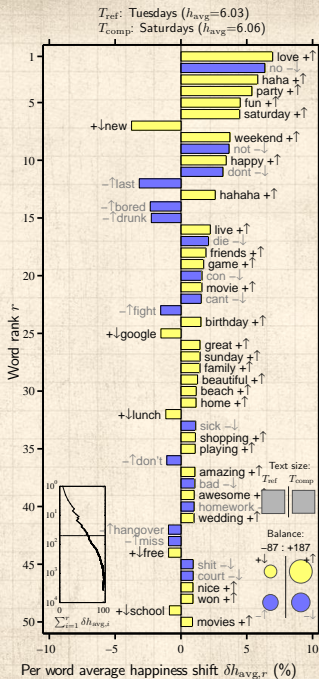
“Social Scientists waded into the Tweet stream” 

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- Some motivation
- Measuring emotional content
- Hedonometer
- Analysis
- Songs
- Blogs
- SOTU
- A Better Lexical Lens
- Geography
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## Text element and context correlate in happiness scores:

 Compare ambient happiness with text element happiness.

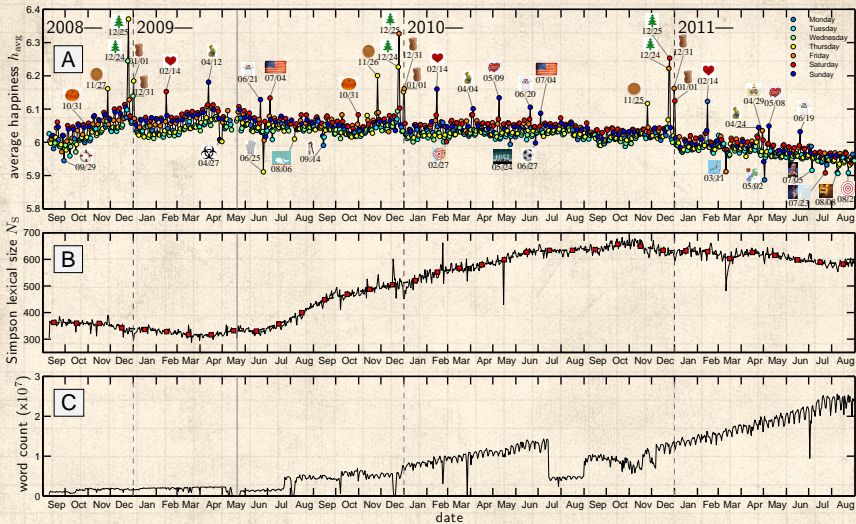
 Spearman correlation coefficient:

$$r_s \simeq 0.79, p\text{-value} < 10^{-10}.$$

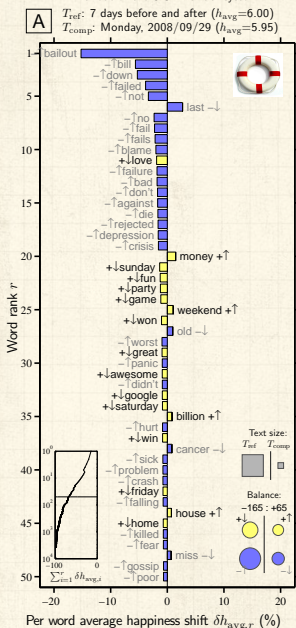
 An on-average result: says nothing about any individual sentence.

 Extra random piece: **stemming is fallible.**

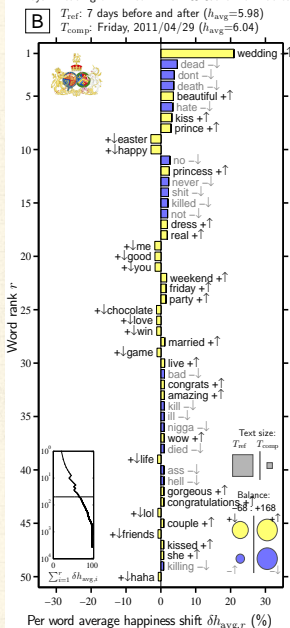




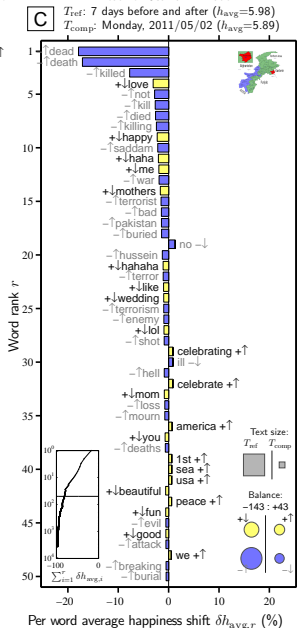
### Bailout of the U.S. financial system:



### Royal Wedding of Prince William & Catherine Middleton



### Death of Osama Bin Laden:





# Ambient happiness:

| Word                | $h_{\text{avg}}^{(\text{amb})}$ | Total Tweets  | $h_{\text{avg}}^{(\text{norm})}$ | Word                | $h_{\text{avg}}^{(\text{amb})}$ | Total Tweets   | $h_{\text{avg}}^{(\text{norm})}$ |
|---------------------|---------------------------------|---------------|----------------------------------|---------------------|---------------------------------|----------------|----------------------------------|
| 1. happy            | +0.430                          | 1.65e+07 (13) | +1.104 (1)                       | 51. snow            | -0.051                          | 2.60e+06 (49)  | +0.083 (39)                      |
| 2. Christmas        | +0.404                          | 4.89e+06 (35) | +0.953 (3)                       | 52. Jon Stewart     | -0.052                          | 5.21e+04 (97)  | +0.024 (48)                      |
| 3. vegan            | +0.315                          | 1.84e+05 (90) | -0.015 (46)                      | 53. school          | -0.056                          | 9.26e+06 (24)  | +0.050 (42)                      |
| 4. :)               | +0.274                          | 1.04e+07 (20) | +0.630 (12)                      | 54. Lehman Brothers | -0.078                          | 8.50e+03 (100) | +0.721 (79)                      |
| 5. family           | +0.251                          | 5.01e+06 (32) | +0.716 (7)                       | 55. them            | -0.090                          | 1.54e+07 (15)  | -0.280 (60)                      |
| 6. -)               | +0.228                          | 1.67e+06 (60) | +0.560 (16)                      | 56. right           | -0.099                          | 1.92e+07 (10)  | +0.126 (35)                      |
| 7. our              | +0.207                          | 1.41e+07 (16) | +0.159 (33)                      | 57. woman           | -0.115                          | 2.54e+06 (51)  | +0.202 (30)                      |
| 8. win              | +0.204                          | 7.98e+06 (26) | +0.924 (4)                       | 58. left            | -0.118                          | 4.89e+06 (34)  | -0.383 (63)                      |
| 9. vacation         | +0.200                          | 9.35e+05 (67) | +0.817 (5)                       | 59. me              | -0.119                          | 1.44e+08 (4)   | +0.160 (32)                      |
| 10. party           | +0.170                          | 6.44e+06 (29) | +0.679 (9)                       | 60. election        | -0.127                          | 5.60e+05 (75)  | -0.306 (61)                      |
| 11. love            | +0.164                          | 4.67e+07 (6)  | +0.977 (2)                       | 61. Sarah Palin     | -0.128                          | 2.26e+05 (87)  | -0.681 (76)                      |
| 12. friends         | +0.155                          | 7.67e+06 (27) | +0.685 (8)                       | 62. no              | -0.132                          | 9.51e+07 (5)   | +1.415 (90)                      |
| 13. hope            | +0.149                          | 1.18e+07 (18) | +0.515 (19)                      | 63. rain            | -0.134                          | 3.23e+06 (41)  | +0.050 (44)                      |
| 14. coffee          | +0.147                          | 2.80e+06 (46) | +0.518 (18)                      | 64. climate         | -0.135                          | 3.64e+05 (80)  | -0.160 (51)                      |
| 15. cash            | +0.146                          | 1.28e+06 (63) | +0.601 (14)                      | 65. gay             | -0.152                          | 2.73e+06 (47)  | -0.552 (72)                      |
| 16. sun             | +0.144                          | 2.39e+06 (52) | +0.737 (6)                       | 66. lose            | -0.157                          | 2.06e+06 (55)  | -1.181 (86)                      |
| 17. income          | +0.137                          | 5.10e+05 (76) | +0.621 (13)                      | 67. they            | -0.159                          | 2.74e+07 (8)   | -0.208 (58)                      |
| 18. summer          | +0.135                          | 3.00e+06 (43) | +0.221 (29)                      | 68. oil             | -0.162                          | 1.38e+06 (62)  | -0.411 (65)                      |
| 19. church          | +0.131                          | 1.81e+06 (58) | -0.016 (47)                      | 69. cold            | -0.162                          | 3.67e+06 (36)  | -0.546 (71)                      |
| 20. Valentine       | +0.127                          | 2.47e+05 (84) | +0.593 (15)                      | 70. I feel          | -0.173                          | 5.17e+06 (31)  | -0.129 (50)                      |
| 21. Stephen Colbert | +0.126                          | 2.38e+04 (99) | -0.001 (45)                      | 71. man             | -0.175                          | 1.59e+07 (14)  | -0.163 (52)                      |
| 22. USA             | +0.113                          | 2.16e+06 (54) | +0.325 (26)                      | 72. Republican      | -0.181                          | 2.30e+05 (86)  | -0.539 (70)                      |
| 23. !               | +0.106                          | 3.44e+06 (40) | +0.195 (31)                      | 73. sad             | -0.187                          | 3.56e+06 (38)  | -1.366 (89)                      |
| 24. winter          | +0.101                          | 1.26e+06 (64) | +0.050 (43)                      | 74. gas             | -0.193                          | 1.02e+06 (65)  | +0.471 (67)                      |
| 25. God             | +0.099                          | 8.58e+06 (25) | +0.468 (20)                      | 75. economy         | -0.203                          | 6.09e+05 (73)  | -0.525 (69)                      |
| 26. hot             | +0.095                          | 7.12e+06 (28) | -0.172 (54)                      | 76. Obama           | -0.205                          | 2.98e+06 (44)  | -0.173 (55)                      |
| 27. :)              | +0.094                          | 2.61e+06 (48) | +0.326 (25)                      | 77. Democrat        | -0.226                          | 9.32e+04 (93)  | -0.384 (64)                      |
| 28. Jesus           | +0.094                          | 2.03e+06 (56) | +0.247 (28)                      | 78. Congress        | -0.231                          | 3.92e+05 (79)  | -0.580 (74)                      |
| 29. today           | +0.092                          | 2.56e+07 (9)  | +0.126 (36)                      | 79. hell            | -0.250                          | 6.27e+06 (30)  | -1.551 (96)                      |
| 30. kiss            | +0.072                          | 1.70e+06 (59) | +0.632 (11)                      | 80. sick            | -0.262                          | 3.58e+06 (37)  | -1.630 (97)                      |
| 31. yes             | +0.066                          | 1.16e+07 (19) | +0.321 (27)                      | 81. Muslim          | -0.262                          | 2.15e+05 (88)  | -0.569 (73)                      |
| 32. tomorrow        | +0.054                          | 1.04e+07 (21) | +0.086 (38)                      | 82. war             | -0.270                          | 1.96e+06 (57)  | -2.040 (100)                     |
| 33. you             | +0.052                          | 1.73e+08 (3)  | +0.111 (37)                      | 83. Pope            | -0.277                          | 1.52e+05 (91)  | -0.316 (62)                      |
| 34. heaven          | +0.041                          | 7.42e+05 (71) | +0.674 (10)                      | 84. hate            | -0.282                          | 9.65e+06 (23)  | -1.520 (94)                      |
| 35. :-)             | +0.041                          | 9.39e+05 (66) | +0.395 (23)                      | 85. Glenn Beck      | -0.282                          | 1.14e+05 (92)  | -0.776 (82)                      |
| 36. we              | +0.035                          | 3.91e+07 (7)  | +0.146 (34)                      | 86. Islam           | -0.299                          | 1.87e+05 (89)  | -0.710 (78)                      |
| 37. yesterday       | +0.033                          | 3.08e+06 (42) | -0.168 (53)                      | 87. George Bush     | -0.333                          | 3.23e+04 (98)  | -0.747 (80)                      |
| 38. dark            | +0.031                          | 1.58e+06 (61) | -0.766 (81)                      | 88. Goldman Sachs   | -0.337                          | 5.27e+04 (96)  | -0.984 (84)                      |
| 39. ?               | +0.030                          | 2.32e+06 (53) | -0.503 (68)                      | 89. depressed       | -0.339                          | 2.81e+05 (82)  | -1.541 (95)                      |
| 40. RT              | +0.028                          | 3.39e+08 (1)  | -0.443 (66)                      | 90. Senate          | -0.340                          | 1.48e+05 (78)  | -0.601 (75)                      |
| 41. Michael Jackson | +0.018                          | 8.20e+05 (70) | -0.213 (59)                      | 91. BP              | -0.355                          | 5.82e+05 (74)  | -0.902 (83)                      |
| 42. night           | +0.014                          | 1.71e+07 (12) | +0.074 (40)                      | 92. gun             | -0.367                          | 6.81e+05 (72)  | -1.476 (93)                      |
| 43. life            | +0.012                          | 1.40e+07 (17) | +0.422 (22)                      | 93. drugs           | -0.382                          | 5.10e+05 (77)  | -1.452 (91)                      |
| 44. health          | -0.000                          | 2.58e+06 (50) | +0.447 (21)                      | 94. headache        | -0.437                          | 8.57e+05 (69)  | -1.881 (98)                      |
| 45. sex             | -0.008                          | 3.55e+06 (39) | +0.542 (17)                      | 95. :-)             | -0.455                          | 3.40e+05 (81)  | -1.174 (85)                      |
| 46. work            | -0.010                          | 1.84e+07 (11) | -0.174 (56)                      | 96. :(              | -0.472                          | 2.89e+06 (45)  | -1.288 (88)                      |
| 47. girl            | -0.010                          | 1.01e+07 (22) | +0.331 (24)                      | 97. Afghanistan     | -0.703                          | 2.74e+05 (83)  | -1.458 (92)                      |
| 48. boy             | -0.026                          | 4.93e+06 (33) | +0.062 (41)                      | 98. mosque          | -0.709                          | 6.98e+04 (95)  | -0.694 (77)                      |
| 49. I               | -0.048                          | 3.08e+08 (2)  | -0.062 (49)                      | 99. flu             | -0.735                          | 9.01e+05 (68)  | -1.912 (99)                      |
| 50. commtite        | -0.048                          | 9.01e+04 (94) | -0.206 (57)                      | 100. Iraq           | -0.773                          | 2.39e+05 (85)  | -1.282 (87)                      |

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# Simpson lexical size, $N_S$ :

| Word                | $\lambda_{\text{amb}}$<br>$h_{\text{amb}}$ | Total Tweets  | $h_{\text{norm}}$<br>$h_{\text{amb}}$ | Word                | $\lambda_{\text{amb}}$<br>$h_{\text{amb}}$ | Total Tweets   | $h_{\text{norm}}$<br>$h_{\text{amb}}$ |
|---------------------|--|---------------|---------------------------------------|---------------------|--|----------------|---------------------------------------|
| 1. happy            | +0.430                                     | 1.65e+07 (13) | +1.104 (1)                            | 51. snow            | -0.051                                     | 2.60e+06 (49)  | +0.083 (39)                           |
| 2. Christmas        | +0.404                                     | 4.89e+06 (35) | +0.953 (3)                            | 52. Jon Stewart     | -0.052                                     | 5.21e+04 (97)  | +0.024 (48)                           |
| 3. vegan            | +0.315                                     | 1.84e+05 (90) | -0.015 (46)                           | 53. school          | -0.056                                     | 9.26e+06 (24)  | +0.050 (42)                           |
| 4. :)               | +0.274                                     | 1.04e+07 (20) | +0.630 (12)                           | 54. Lehman Brothers | -0.078                                     | 8.50e+03 (100) | +0.721 (79)                           |
| 5. family           | +0.251                                     | 5.01e+06 (32) | +0.716 (7)                            | 55. them            | -0.090                                     | 1.54e+07 (15)  | -0.280 (60)                           |
| 6. -)               | +0.228                                     | 1.67e+06 (60) | +0.560 (16)                           | 56. right           | -0.099                                     | 1.92e+07 (10)  | +0.126 (35)                           |
| 7. our              | +0.207                                     | 1.41e+07 (16) | +0.159 (33)                           | 57. woman           | -0.115                                     | 2.54e+06 (51)  | +0.202 (30)                           |
| 8. win              | +0.204                                     | 7.98e+06 (26) | +0.924 (4)                            | 58. left            | -0.118                                     | 4.89e+06 (34)  | -0.383 (63)                           |
| 9. vacation         | +0.200                                     | 9.35e+05 (67) | +0.817 (5)                            | 59. me              | -0.119                                     | 1.44e+08 (4)   | +0.160 (32)                           |
| 10. party           | +0.170                                     | 6.44e+06 (29) | +0.679 (9)                            | 60. election        | -0.127                                     | 5.60e+05 (75)  | -0.306 (61)                           |
| 11. love            | +0.164                                     | 4.67e+07 (6)  | +0.977 (2)                            | 61. Sarah Palin     | -0.128                                     | 2.26e+05 (87)  | -0.681 (76)                           |
| 12. friends         | +0.155                                     | 7.67e+06 (27) | +0.685 (8)                            | 62. no              | -0.132                                     | 9.51e+07 (5)   | +1.415 (90)                           |
| 13. hope            | +0.149                                     | 1.18e+07 (18) | +0.515 (19)                           | 63. rain            | -0.134                                     | 3.23e+06 (41)  | +0.050 (44)                           |
| 14. coffee          | +0.147                                     | 2.80e+06 (46) | +0.518 (18)                           | 64. climate         | -0.135                                     | 3.64e+05 (80)  | -0.160 (51)                           |
| 15. cash            | +0.146                                     | 1.28e+06 (63) | +0.601 (14)                           | 65. gay             | -0.152                                     | 2.73e+06 (47)  | -0.552 (72)                           |
| 16. sun             | +0.144                                     | 2.39e+06 (52) | +0.737 (6)                            | 66. lose            | -0.157                                     | 2.06e+06 (55)  | +1.181 (86)                           |
| 17. income          | +0.137                                     | 5.10e+05 (76) | +0.621 (13)                           | 67. they            | -0.159                                     | 2.74e+07 (8)   | -0.208 (58)                           |
| 18. summer          | +0.135                                     | 3.00e+06 (43) | +0.221 (29)                           | 68. oil             | -0.162                                     | 1.38e+06 (62)  | +0.411 (65)                           |
| 19. church          | +0.131                                     | 1.81e+06 (58) | -0.016 (47)                           | 69. cold            | -0.162                                     | 3.67e+06 (36)  | -0.546 (71)                           |
| 20. Valentine       | +0.127                                     | 2.47e+05 (84) | +0.593 (15)                           | 70. I feel          | -0.173                                     | 5.17e+06 (31)  | +0.129 (50)                           |
| 21. Stephen Colbert | +0.126                                     | 2.38e+04 (99) | +0.001 (45)                           | 71. man             | -0.175                                     | 1.59e+07 (14)  | -0.163 (52)                           |
| 22. USA             | +0.113                                     | 2.16e+06 (54) | +0.325 (26)                           | 72. Republican      | -0.181                                     | 2.30e+05 (86)  | +0.539 (70)                           |
| 23. !               | +0.106                                     | 3.44e+06 (40) | +0.195 (31)                           | 73. sad             | -0.187                                     | 3.56e+06 (38)  | -1.366 (89)                           |
| 24. winter          | +0.101                                     | 1.26e+06 (64) | +0.050 (43)                           | 74. gas             | -0.181                                     | 1.02e+06 (65)  | +0.471 (67)                           |
| 25. God             | +0.099                                     | 8.58e+06 (25) | +0.468 (20)                           | 75. economy         | -0.203                                     | 6.09e+05 (73)  | -0.525 (69)                           |
| 26. hot             | +0.095                                     | 7.12e+06 (28) | +0.172 (54)                           | 76. Obama           | -0.205                                     | 2.98e+06 (44)  | +0.173 (55)                           |
| 27. :)              | +0.094                                     | 2.61e+06 (48) | +0.326 (25)                           | 77. Democrat        | -0.226                                     | 9.32e+04 (93)  | -0.384 (64)                           |
| 28. Jesus           | +0.094                                     | 2.03e+06 (56) | +0.247 (28)                           | 78. Congress        | -0.231                                     | 3.92e+05 (79)  | -0.580 (74)                           |
| 29. today           | +0.092                                     | 2.56e+07 (9)  | +0.126 (36)                           | 79. hell            | -0.250                                     | 6.27e+06 (30)  | -1.551 (96)                           |
| 30. kiss            | +0.072                                     | 1.70e+06 (59) | +0.632 (11)                           | 80. sick            | -0.262                                     | 3.58e+06 (37)  | -1.630 (97)                           |
| 31. yes             | +0.056                                     | 1.16e+07 (19) | +0.321 (27)                           | 81. Muslim          | -0.262                                     | 2.15e+05 (88)  | -0.569 (73)                           |
| 32. tomorrow        | +0.054                                     | 1.04e+07 (21) | +0.086 (38)                           | 82. war             | -0.270                                     | 1.96e+06 (57)  | +2.040 (100)                          |
| 33. you             | +0.052                                     | 1.73e+08 (3)  | +0.111 (37)                           | 83. Pope            | -0.277                                     | 1.52e+05 (91)  | -0.316 (62)                           |
| 34. heaven          | +0.041                                     | 7.42e+05 (71) | +0.674 (10)                           | 84. hate            | -0.282                                     | 9.65e+06 (23)  | +1.520 (94)                           |
| 35. :-)             | +0.041                                     | 9.39e+05 (66) | +0.395 (23)                           | 85. Glenn Beck      | -0.282                                     | 1.14e+05 (92)  | -0.776 (82)                           |
| 36. we              | +0.035                                     | 3.91e+07 (7)  | +0.146 (34)                           | 86. Islam           | -0.299                                     | 1.87e+05 (89)  | +0.710 (78)                           |
| 37. yesterday       | +0.033                                     | 3.08e+06 (42) | -0.168 (53)                           | 87. George Bush     | -0.333                                     | 3.23e+04 (98)  | -0.747 (80)                           |
| 38. dark            | +0.031                                     | 1.58e+06 (61) | +0.766 (81)                           | 88. Goldman Sachs   | -0.337                                     | 5.27e+04 (96)  | +0.984 (84)                           |
| 39. ?               | +0.030                                     | 2.32e+06 (53) | -0.503 (68)                           | 89. depressed       | -0.339                                     | 2.81e+05 (82)  | -1.541 (95)                           |
| 40. RT              | +0.028                                     | 3.39e+08 (1)  | -0.443 (66)                           | 90. Senate          | -0.340                                     | 1.48e+05 (78)  | -0.601 (75)                           |
| 41. Michael Jackson | +0.018                                     | 8.26e+05 (70) | -0.213 (59)                           | 91. BP              | -0.355                                     | 5.82e+05 (74)  | -0.902 (83)                           |
| 42. night           | +0.014                                     | 1.71e+07 (12) | +0.074 (40)                           | 92. gun             | -0.367                                     | 6.81e+05 (72)  | -1.476 (93)                           |
| 43. life            | +0.012                                     | 1.40e+07 (17) | +0.422 (22)                           | 93. drugs           | -0.382                                     | 5.10e+05 (77)  | -1.452 (91)                           |
| 44. health          | -0.000                                     | 2.58e+06 (50) | +0.447 (21)                           | 94. headache        | -0.437                                     | 8.57e+05 (69)  | +1.881 (98)                           |
| 45. sex             | -0.008                                     | 3.55e+06 (39) | +0.542 (17)                           | 95. :-)             | -0.455                                     | 3.40e+05 (81)  | -1.174 (85)                           |
| 46. work            | -0.010                                     | 1.84e+07 (11) | -0.174 (56)                           | 96. :(              | -0.472                                     | 2.89e+06 (45)  | +1.288 (88)                           |
| 47. girl            | -0.010                                     | 1.01e+07 (22) | +0.331 (24)                           | 97. Afghanistan     | -0.703                                     | 2.74e+05 (83)  | -1.458 (92)                           |
| 48. boy             | -0.026                                     | 4.93e+06 (33) | +0.062 (41)                           | 98. mosque          | -0.709                                     | 6.98e+04 (95)  | +0.694 (77)                           |
| 49. I               | -0.048                                     | 3.08e+08 (2)  | -0.062 (49)                           | 99. flu             | -0.735                                     | 9.01e+05 (68)  | -1.912 (99)                           |
| 50. commite         | -0.048                                     | 9.01e+04 (94) | -0.206 (57)                           | 100. Iraq           | -0.773                                     | 2.39e+05 (85)  | -1.282 (87)                           |

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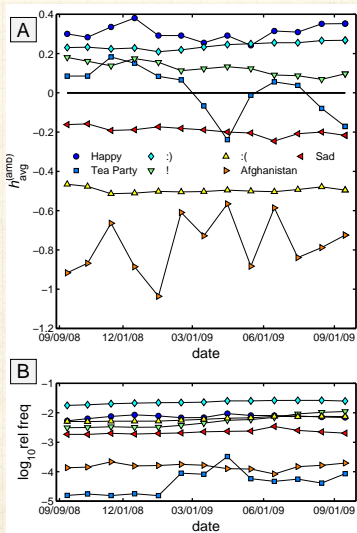
Movement

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# Ambient happiness:



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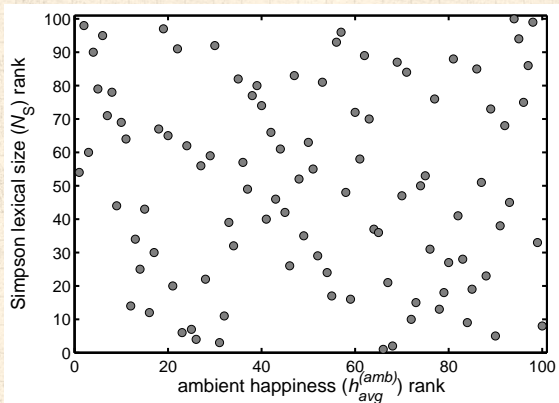
SOTU

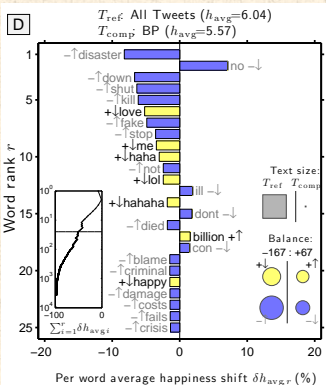
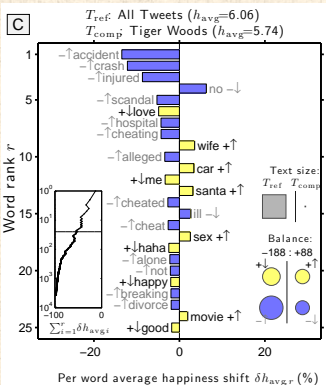
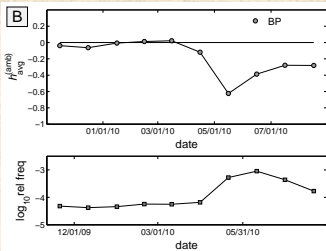
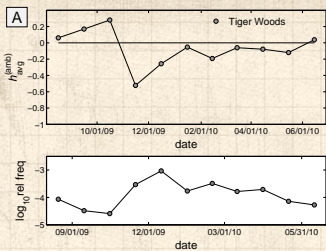
**A Better Lexical Lens**

Geography

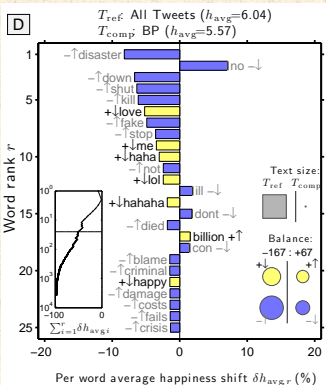
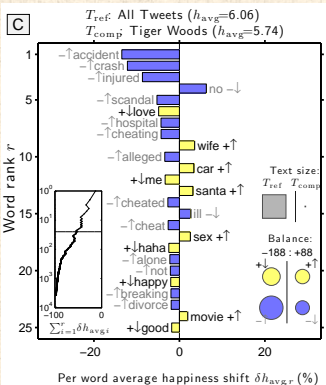
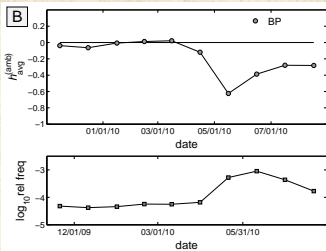
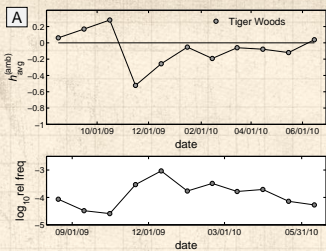
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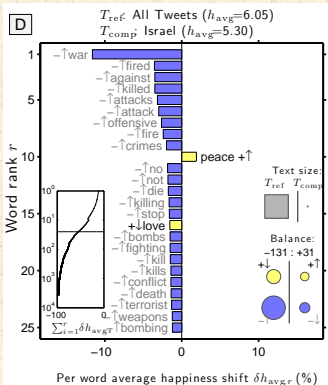
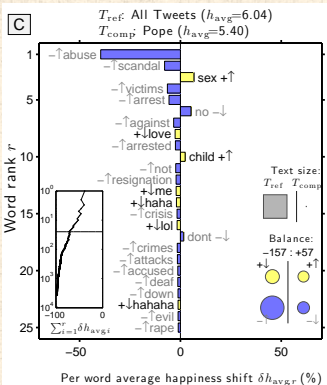
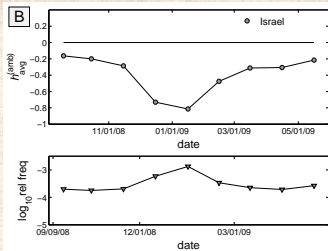
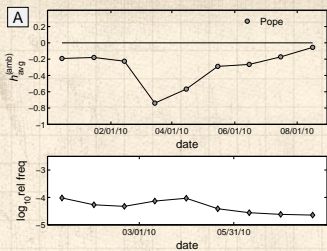
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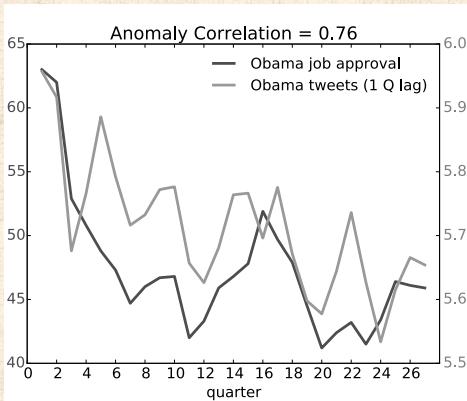


## "Public opinion polling with Twitter"

Cody et al.,

Available online at

<https://arxiv.org/abs/1608.02024>, 2016. [4]



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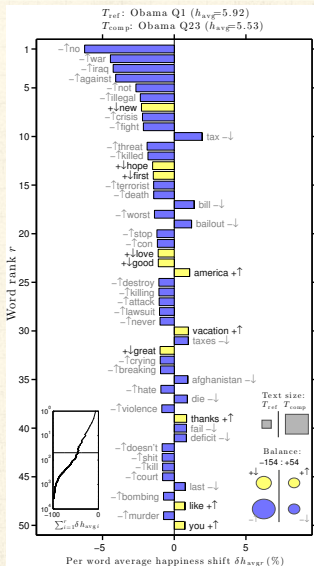
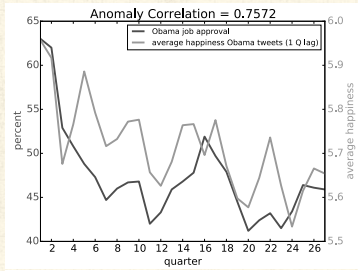
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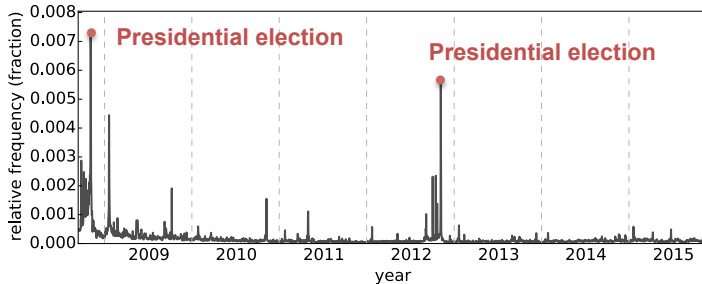
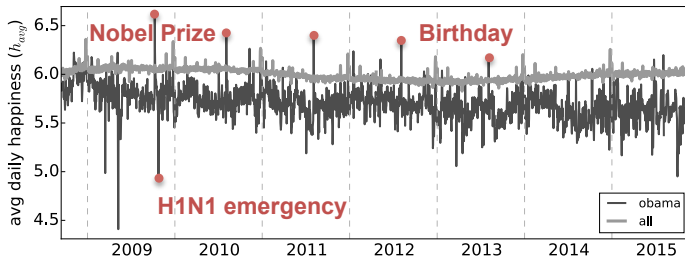




# Twitter's Feels predict Obama's Approval Rating:



# Ambient happiness for "Obama":



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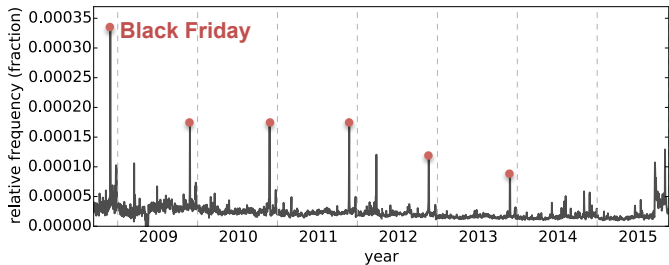
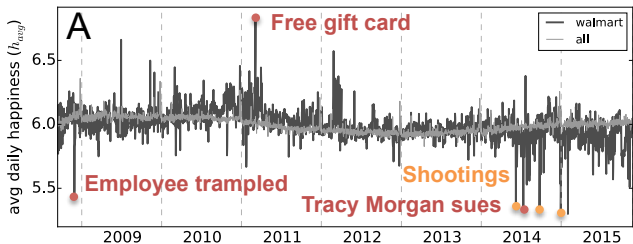
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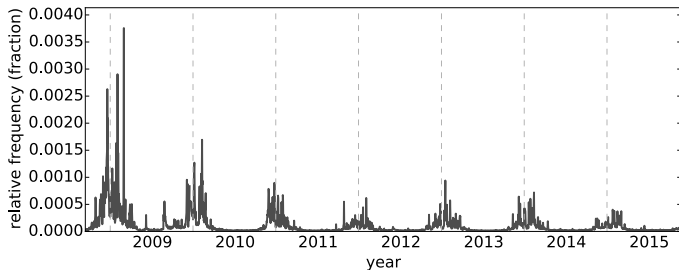
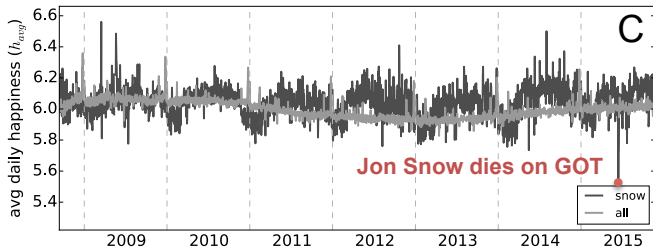
References



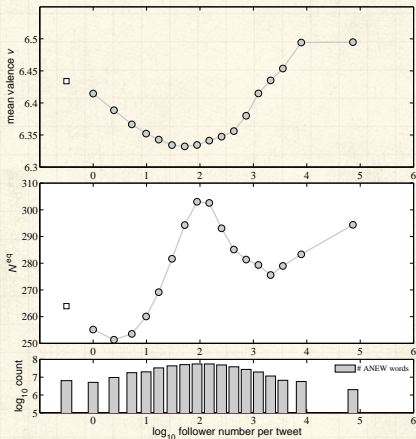
# Ambient happiness for "Walmart":



# Ambient happiness for "snow":



# Dunbar number action:



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Early Twitter data—follower counts are not worth so much.



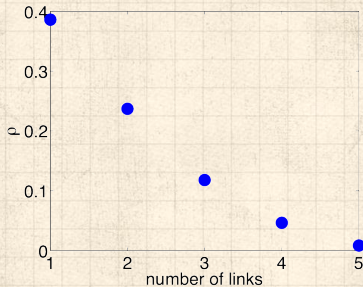
Unpublished.





"Twitter reciprocal reply networks exhibit assortativity with respect to happiness" 

Bliss et al.,  
Journal of Computational Science, **3**, 388–397,  
2012. <sup>[1]</sup>



Decay in happiness correlation in social network.



Not a test of contagion ...

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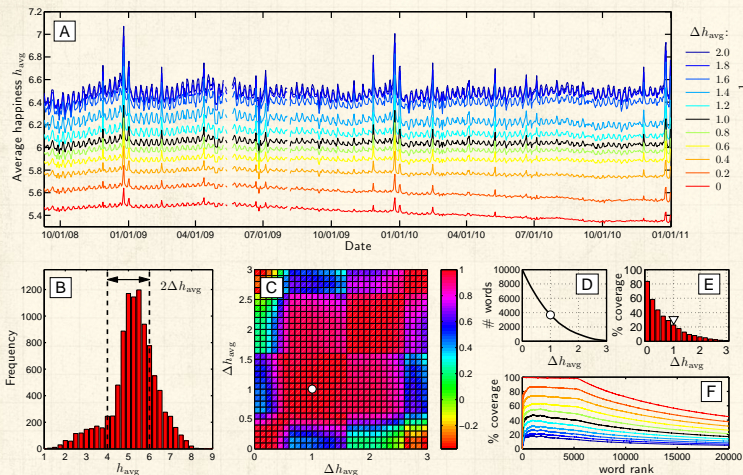
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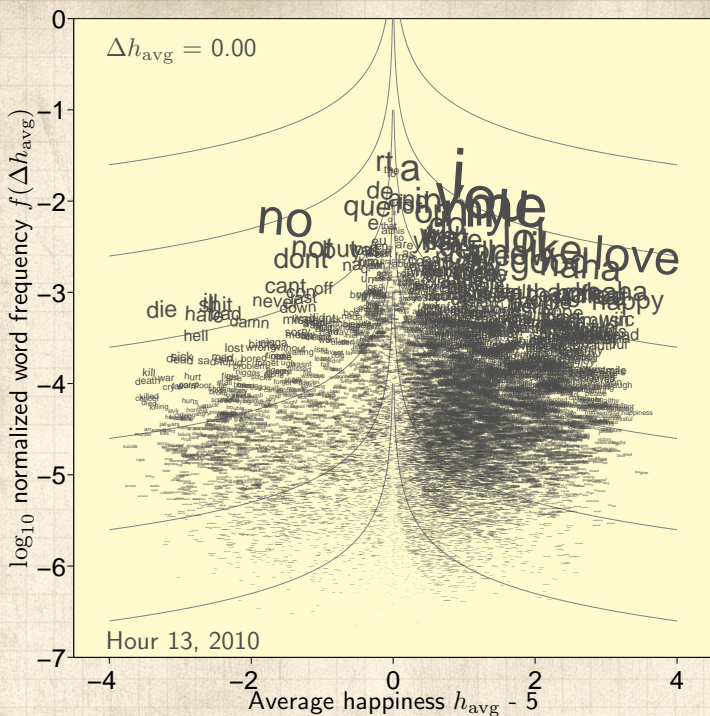
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# The very surprising tunable hedonometer:





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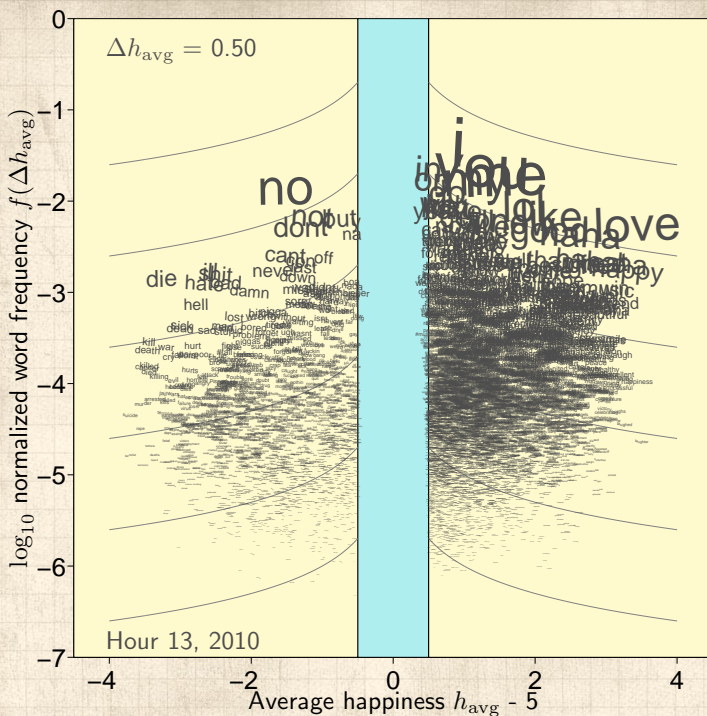
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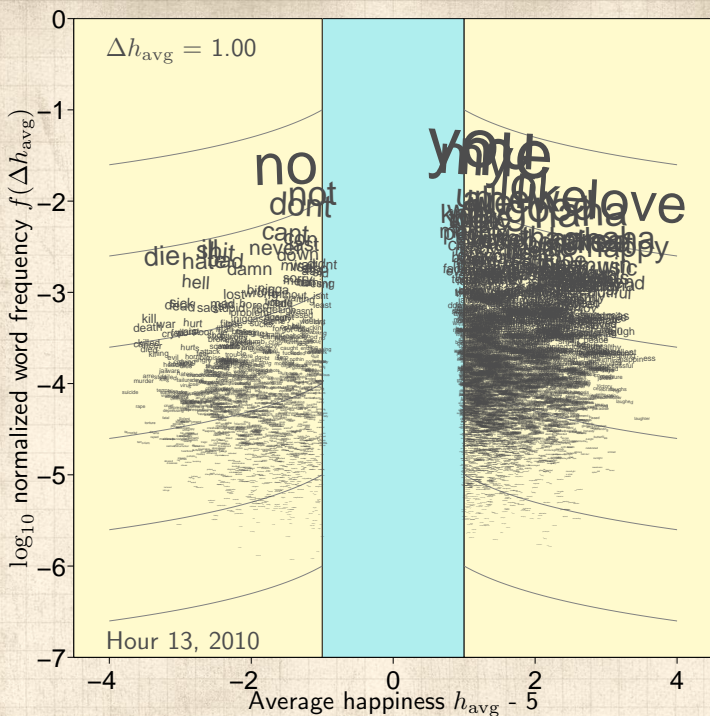
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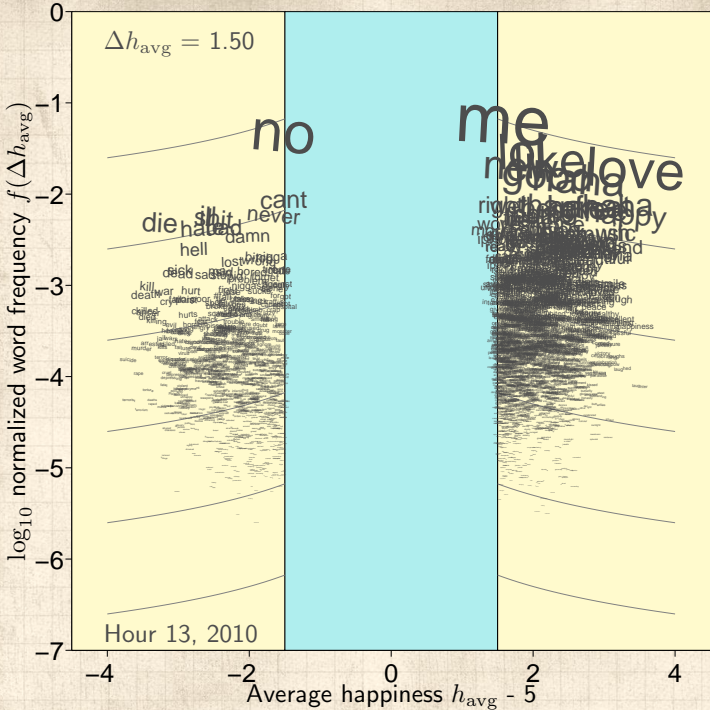


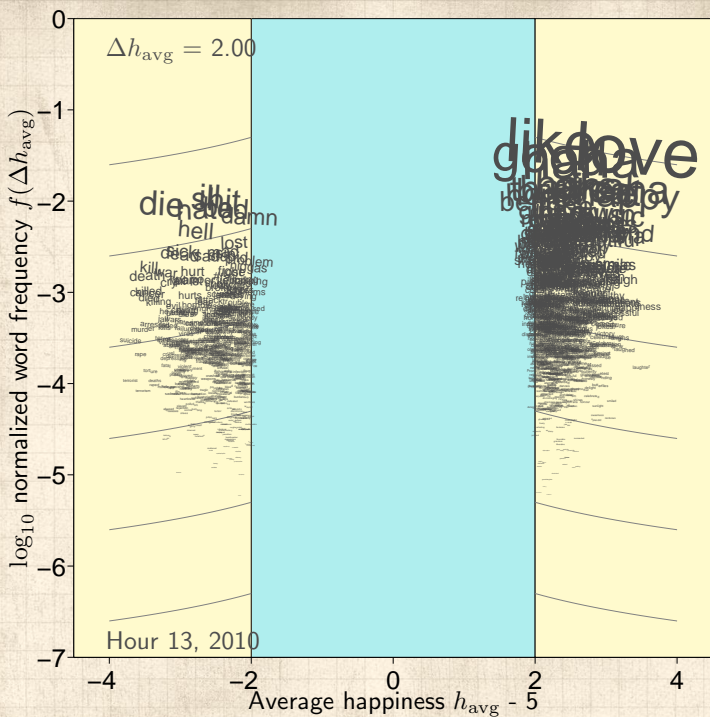


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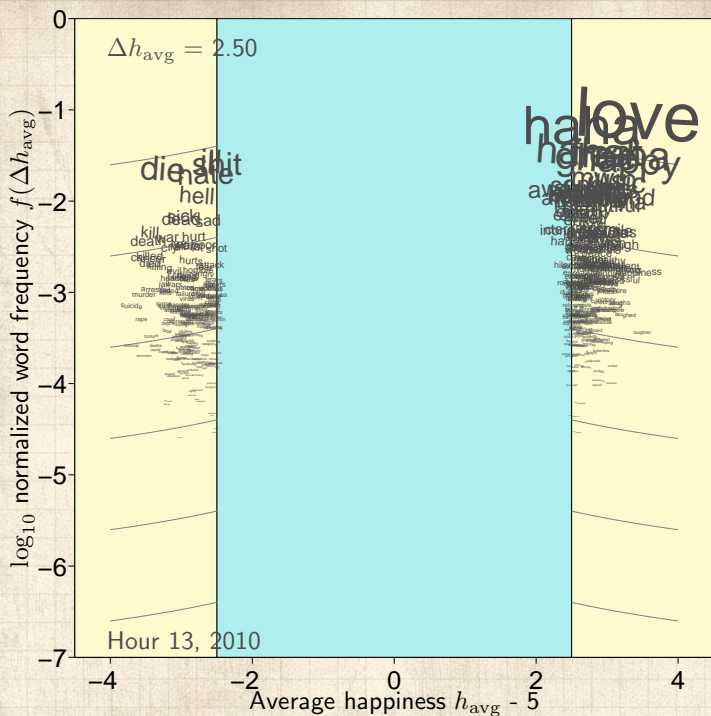




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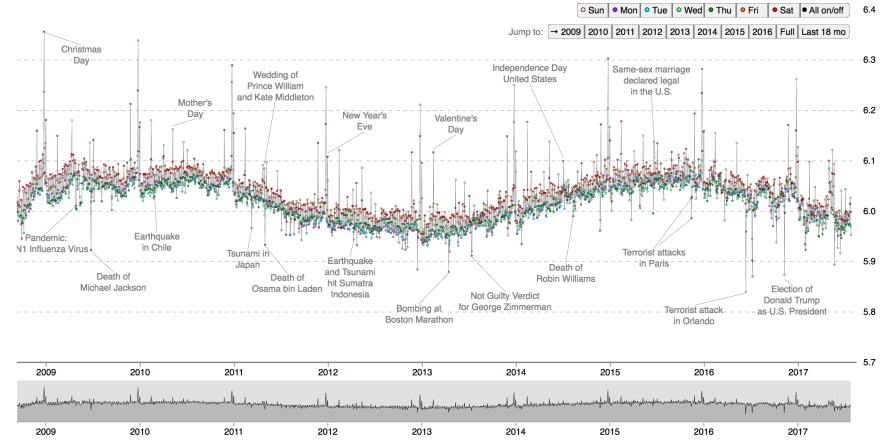


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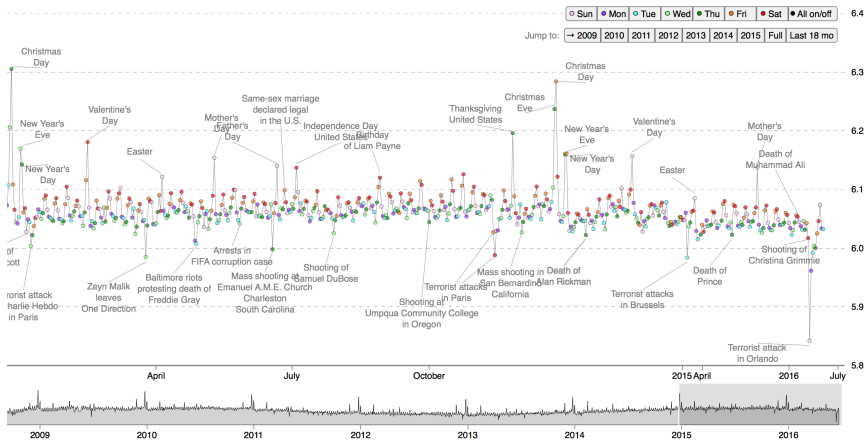
## Average Happiness for Twitter



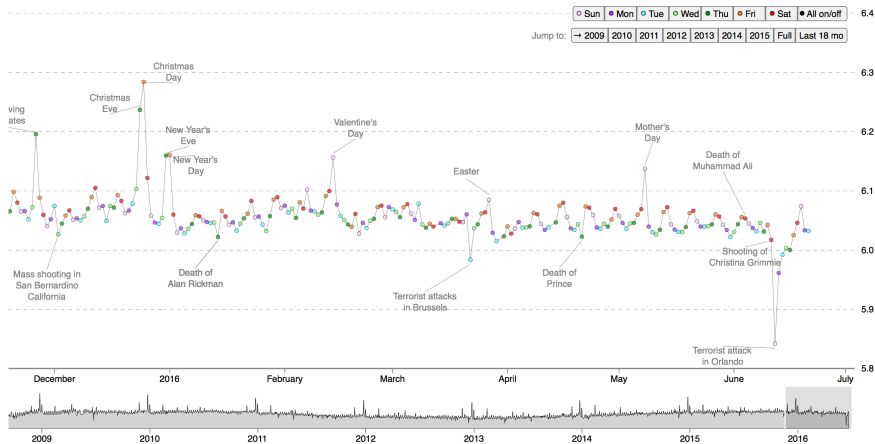
Machine: [@andyreagan](https://twitter.com/andyreagan)

Planned happiness versus tragedies.

### Average Happiness for Twitter





### Average Happiness for Twitter



Machine: @andyreagan 



The one reliable source of spontaneous, widespread happiness and despair:  



**BreatheSport** @BreatheSport

The Icelandic commentary on their last minute goal is incredible...

**Daniele Mari**

90:00 ISL 1 - 1 AUS  
03/23/14

RETWEETS 2,405 LIKES 1,947

DOWNLOAD THE THE SPORTS NETWORK MOBILE APP

iPhone

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 Original tweet 



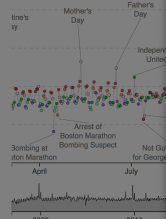
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hedonometer.org/index.html?from=2013-03-04&to=2014-09-14&date=2014-07-17
Reader

Calendar Tasks +bookmark Weather News Blogs Training Life Stories Sports Words Hedonometer GTD Play Design Magazines
Videos - YouTube

hedonometer - About Shifts Words Blog Press Papers Talks API
  

## Average Happiness for Twitter

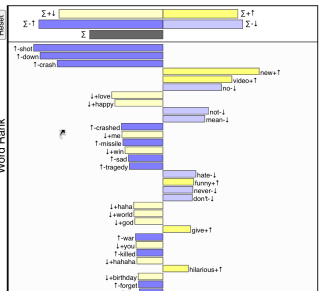


### Interactive Wordshift

Major Event ...
W
W





**Thursday, July 17, 2014**  
**Malaysia Airlines Flight 17 crashes in Eastern Ukraine, apparently shot down by a surface-to-air missile.**  
**Israel's ground forces enter Gaza, part of Operation Protective Edge**  
 Average happiness: 5.989  
 What's making this day sadder than the last seven days:

Word Rank



| Word     | Shift |
|----------|-------|
| love     | +1    |
| happy    | +1    |
| war      | +1    |
| you      | +1    |
| asked    | +1    |
| hahaha   | +1    |
| birthday | +1    |
| forget   | +1    |
| crash    | -1    |
| missile  | -1    |
| sad      | -1    |
| tragedy  | -1    |
| hate     | -1    |
| hurry    | -1    |
| never    | -1    |
| don't    | -1    |

Per word average happiness shift

   
Prev Day
2014-07-17
Next Day



Hedonometer

hedonometer.org/index.html?from=2013-03-04&to=2014-09-14&date=2014-08-11

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hedonometer About Shifts Words Blog Press Papers Talks API

Twitter Facebook Google+

Average Happiness for Twitter

Interactive Wordshift Major Event ... W

Monday, August 11, 2014  
Death of actor and comedian Robin Williams

Average happiness: 5.953  
What's making this day sadder than the last seven days:

| Word Rank    | Word         | Shift |
|--------------|--------------|-------|
| Σ+1          | Σ+1          | Σ+1   |
| Σ-1          | Σ            | Σ-1   |
| T-rip        | T-rip        |       |
| T-sad!       | T-sad!       |       |
| T-suicide    | T-suicide    |       |
| T-dead       | T-dead       |       |
| T-depression | T-depression |       |
| T-died       | T-died       |       |
| T-death      | T-death      |       |
| T-never      | T-never      |       |
| T-lost       | T-lost       |       |
| T-missed     | T-missed     |       |
|              | !thank+1     |       |
|              | !dont-1      |       |
|              | !peace+1     |       |
| !+like       | !+like       |       |
| !+love       | !+love       |       |
| T-loss       | T-loss       |       |
|              | !hate-1      |       |
|              | !laugh+1     |       |
|              | !no-1        |       |
| !+me         | !+me         |       |
|              | !laughter+1  |       |
|              | !rest+1      |       |
| T-de         | T-de         |       |
| !+new        | !+new        |       |
|              | !great+1     |       |
| T-dies       | T-dies       |       |
|              | !family+1    |       |
| T-killed     | T-killed     |       |
|              | !joy+1       |       |
| !+haha       | !+haha       |       |

Per word average happiness shift

Twitter Facebook Email Plus

Prev Day 2014-08-11 Next Day

United States

Independence Day

Mother's Day

Father's Day

Crash of Malaysia Airlines Flight 17

Protests in Ferguson

Conflict between Missouri Israel and Hamas

Germany beats Brazil 7-1 in Cup semifinal

Death of Robin Williams

Arrest of Boston Marathon Bombing Suspect

Bombing at Boston Marathon

2009 2010 2011 2012 2013 Full Last 18 mo

6.4 6.3 6.2 6.1 6.0 5.9 5.8

2014

The University of Vermont MITRE

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Reader

Calendar Tasks +bitmark Weather News Blogs Training Life Stories Sports Words Hedonometer GTD Play Design Magazines
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## Average Happiness for Twitter





**Interactive Wordshift**
Major Event ...
W

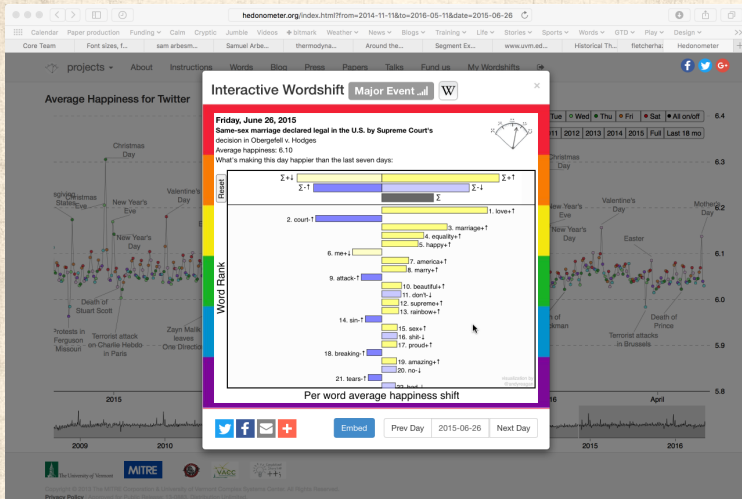
**Thursday, August 14, 2014**  
**Protests in Ferguson, Missouri over the shooting of Michael Brown**  
 Average happiness: 5.982  
 What's making this day sadder than the last seven days:

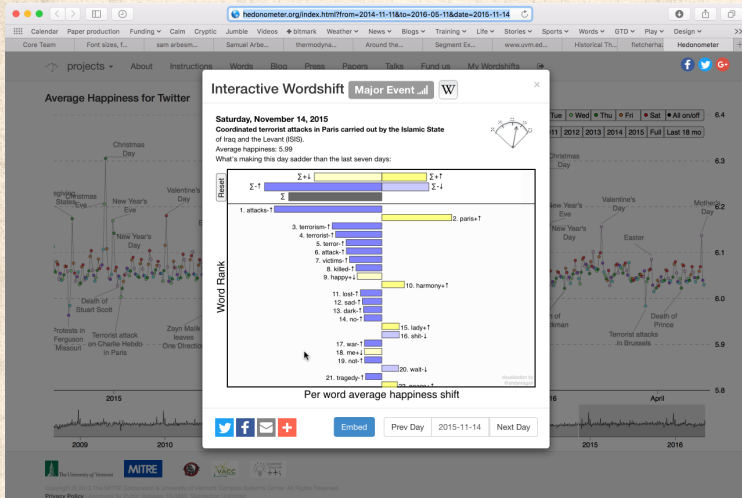
| Word         | Shift        |
|--------------|--------------|
| Σ+I          | Σ+T          |
| Σ-I          | Σ-I          |
| Σ-T          | Σ            |
| love         | best+T       |
| t-shr        | rip-I        |
| t-tear       | lead-I       |
| t-not        | disney+T     |
| t-rne        | suicide-I    |
| t-arrested   | lover-I      |
| t-bac        | no-I         |
| t-shot       | dead-I       |
| t-eyes       | video+T      |
| t-won        | mean-I       |
| t-war        | depression-I |
| t-protesters | lost-I       |
| t-friends    | hate-I       |
| t-violence   | lose-I       |
| t-old        |              |
| t-protest    |              |

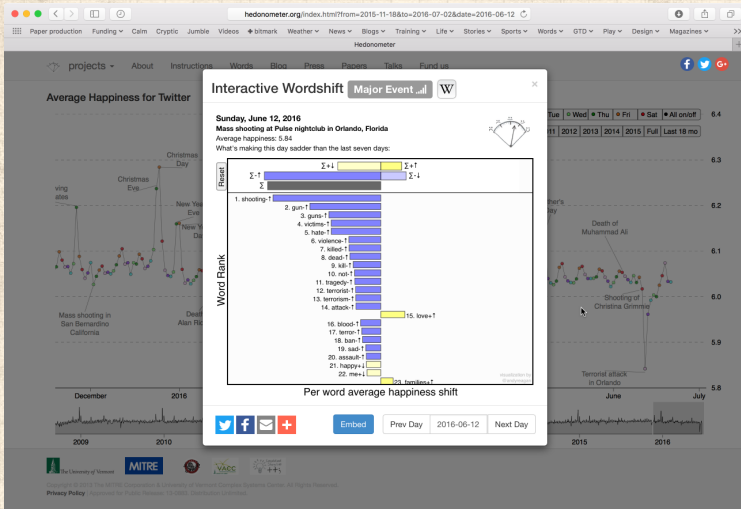
**Per word average happiness shift**












Make your own: 

hedonometer.org/wordshifterator/

Calendar Paper production Funding Cryptic NYT Crossword Videos bookmark Weather News Blogs Training Life Stories Sports Words GTD Play Design >>

Hedonometer Hedonometer Hedonometer

projects - About Instructions Words Blog Press Papers Talks API Fund us logout

# The Wordshifterator.

Generate your own embeddable, shareable wordshifts for any pair of texts.

Note: Texts must contain at least 1,000 words. Details about how this works can be found [here](#).

**Name of reference text:**

**Name of comparison text:**

**Reference text:**






**Comparison text:**

**Title:**

**Stopwords:**   
A comma separated list of words that do not make sense in the context of these texts.

**Language:**

[Generate Wordshift](#)

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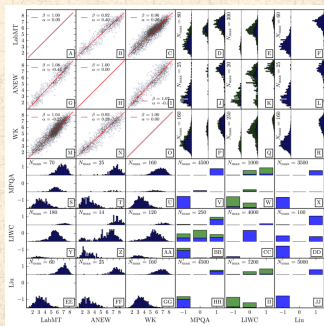
Quokka Labs





# "Sentiment analysis methods for understanding large-scale texts: A case for using continuum-scored words and word shift graphs"

Reagan et al.,  
EPJ Data Science, 6, , 2017. [37]



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Upshots: (1) do use wordshifts, and (2) do not use LIWC ...



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# Happiness in Manhattan:

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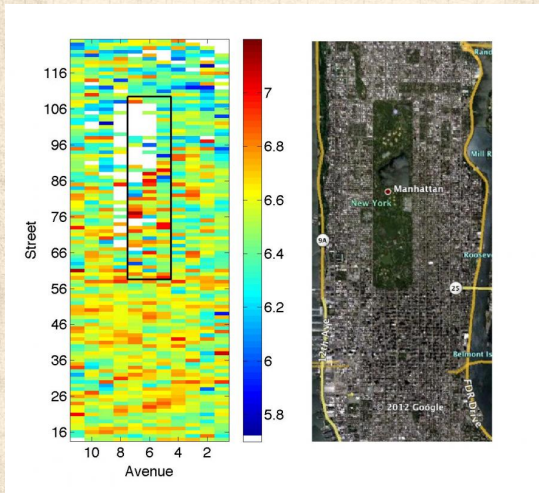
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See [Blog post on compstorylab.org](http://blog.compstorylab.org) 



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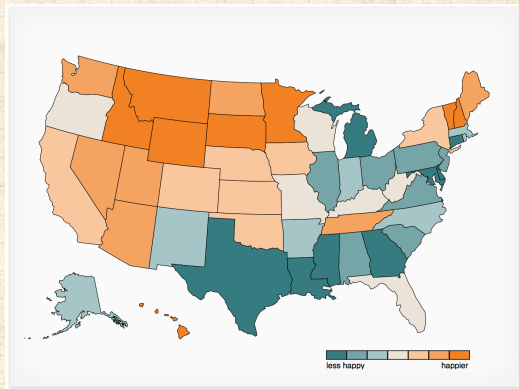
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Advertisement for Jamaica in Times Square. The ad features a large orange banner with white text and a photograph of a person in Times Square at night. The banner text reads: "TELL US WHY YOU'RE HAPPY FOR A CHANCE TO WIN A TRIP FOR 2 TO JAMAICA! INCLUDE #HAPPYNYC IN YOUR TWEET TO ENTER Clear Channel Outdoor JAMAICA Once you go, you know." Below the banner, it says "TIMES SQUARE IS THE HAPPIEST PLACE IN NEW YORK! COMPILED BY TRACKING TWEETS THAT INCLUDED SPECIFIC 'HAPPY' AND 'SAD' WORDS - THE UNIVERSITY OF VERMONT". At the bottom right, it says "COMPLETE TERMS AND CONDITIONS AVAILABLE AT FACEBOOK.COM/CCOUTDOOR". The Clear Channel logo is in the bottom left corner.



# The Geography of Happiness:



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References

 Mitchell et al., PLoS ONE, 2013. <sup>[35]</sup>

 It's a paper that tweets: [@geographyofhapp](https://twitter.com/geographyofhapp) 

 Online **Appendices** 

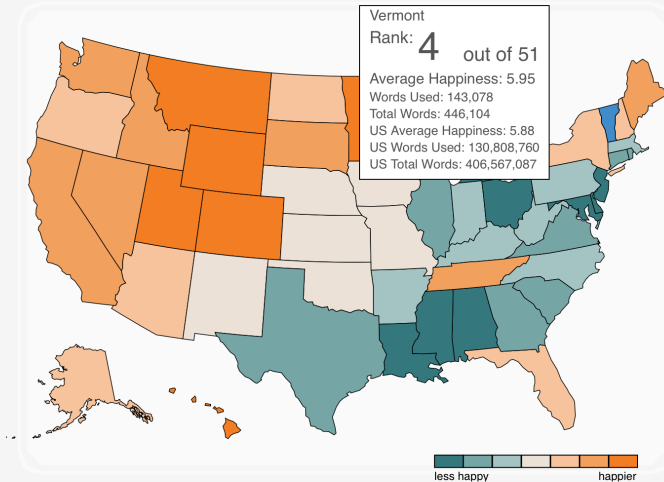
 Much interesting and amusing press ...

 Online, interactive US map at [hedonometer.org](http://hedonometer.org) 



## Average Happiness of United States for

2013



## Average Happiness of United States for

2013



Rhode Island

Rank: **40** out of 51

Average Happiness: 5.85

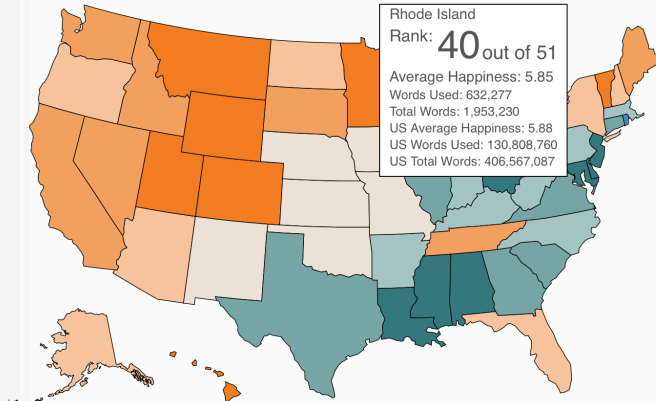
Words Used: 632,277

Total Words: 1,953,230

US Average Happiness: 5.88

US Words Used: 130,808,760

US Total Words: 406,567,087



less happy happier





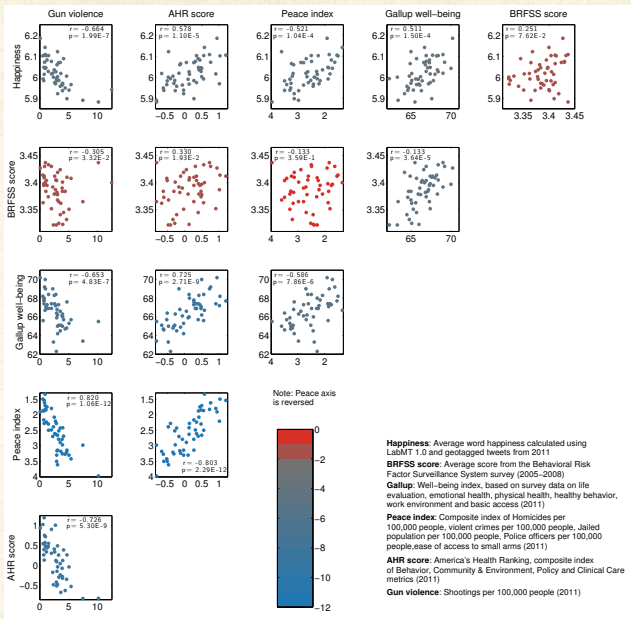
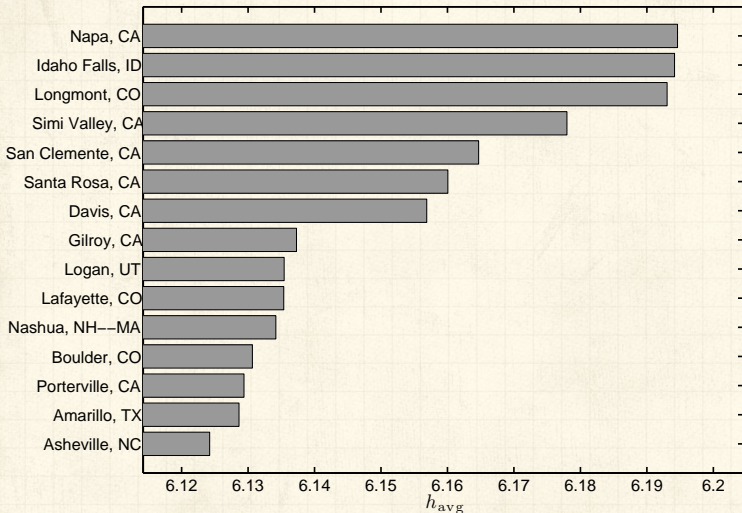


FIG. 2: Scatter plot matrix of correlations between different well-being measures. Points are colored by  $p$ -value, statistically insignificant correlations above  $p = 0.01$  are shown in red. Spearman's  $r$  and  $p$ -value are reported in the inset.



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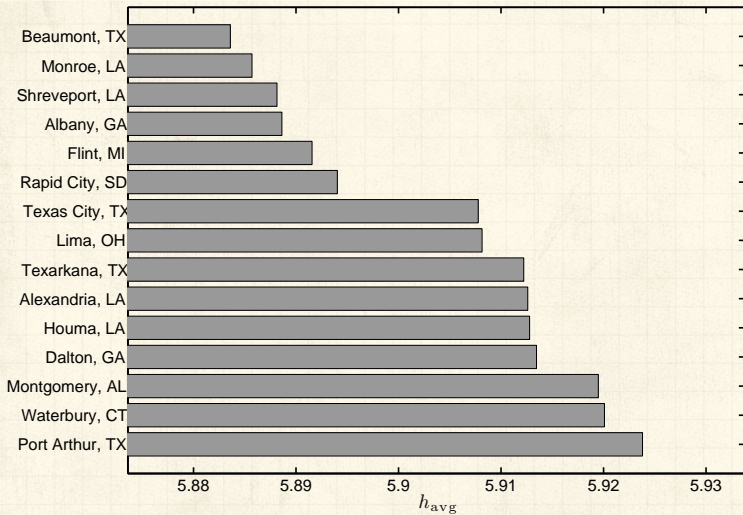
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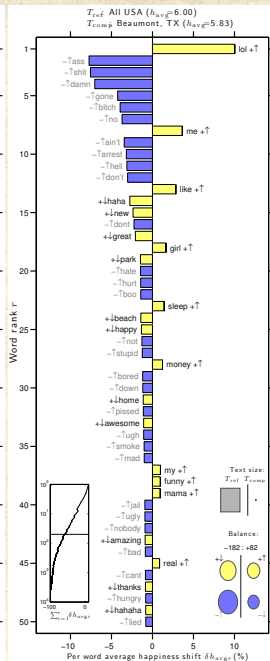
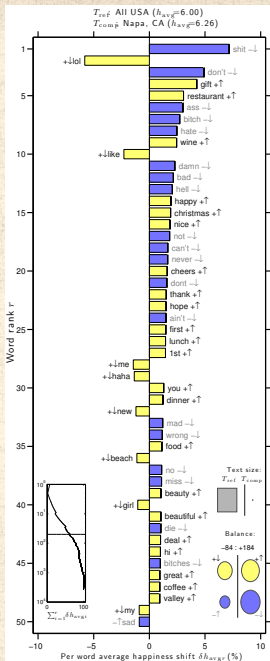
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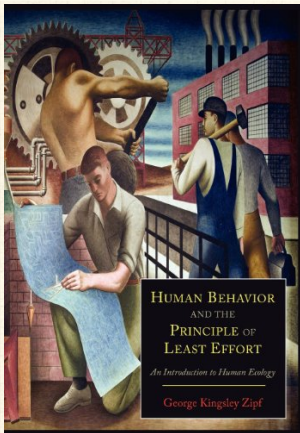
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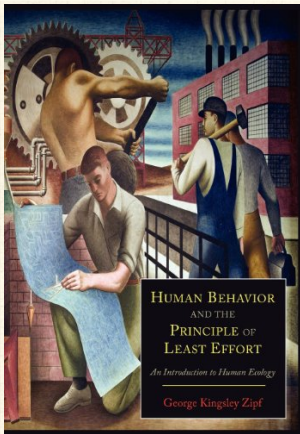
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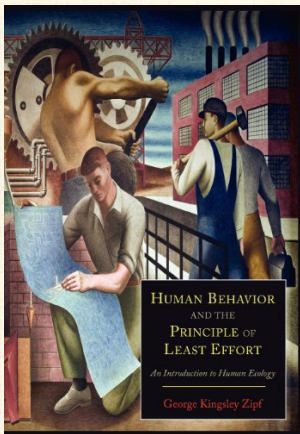
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**rednnneecckckkkkkkkk**

2013/02/18 at 8:53 pm (Edit)



I've lived in quite a few places. The most recently Beaumont, TX. Its a pure hellhole. Hot, humid, trashy, terrible schools, corrupt government, lots of crime, no public parks or activities, terrible culture (other than crawfish boils), completely lacks diversity. This study confirms my suspicions that cities don't get any more miserable than this.

[Reply](#)

Blog post: [Where is the happiest city in the US?](#)



## The Bayou

Biting satire, commentary & opinion Southeast-Texas style

Email | Twitter | Facebook



## Eggheads find Beaumont IS the 'saddest city'

February 19, 2013 at 10:41 am by [gator](#)

Comments(3) | E-mail | Print

Tweet 0

Recommend 0

+1 0

That's what some eggheads at the Department of Mathematics and Statistics at the University of Vermont have determined.

The method to their madness? [Twitter](#). They say they plotted 10 million geotagged Tweets in 2011.

SEARCH

RSS Posts Log in

### Categories

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### Beaumont Enterprise Blogs



The Bayou

Biting satire, Southeast Texas style



Newsworthy

Breaking news for Southeast Texas



Whaddya Think?

We want to hear from you



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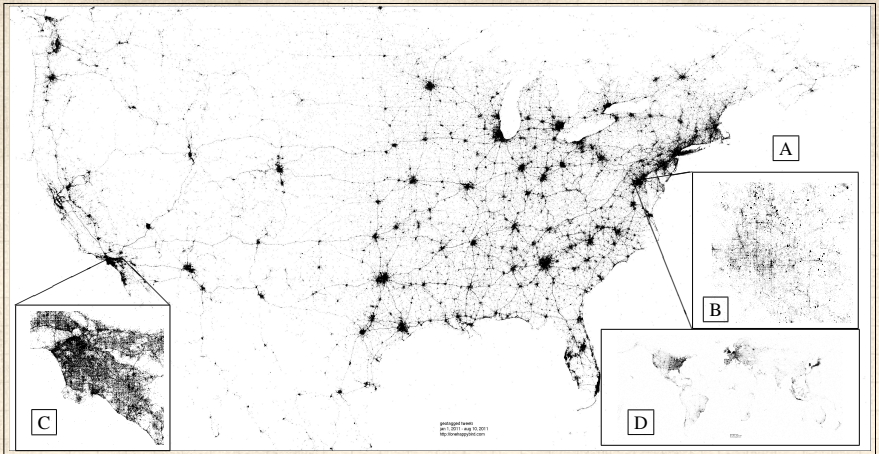
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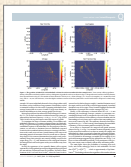
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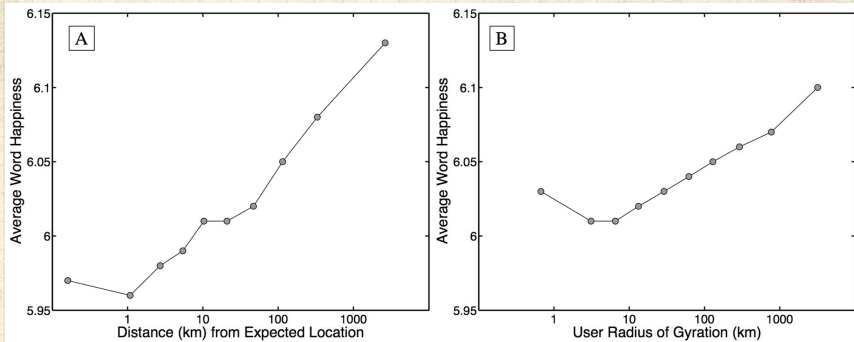
**Figure 1.** Each point corresponds to a geo-located tweet posted between 1/1/11 and 8/10/11. Twitter activity seems to correlate with urban areas. Note that the image contains no cartographic borders, simply a small dot for each message. Insets: **A** (U.S.), **B** (Washington, D.C.), **C** (Los Angeles, C.A.), and **D** (Earth).



## "Happiness and the Patterns of Life: A Study of Geolocated Tweets"

Frank et al.,

Nature Scientific Reports, **3**, 2625, 2013. <sup>[16]</sup>

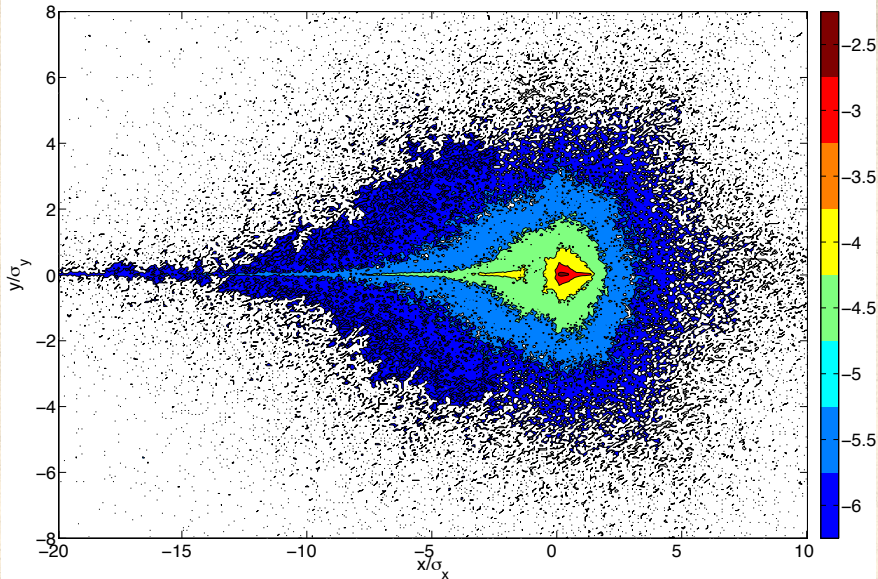


**Figure 6** | (A) Average happiness of words written as a function of distance from an author's expected location, with tweets grouped into ten equally populated bins. Expressed happiness grows logarithmically with distance from expected location. (B) A similar trend is observed when individuals are grouped into ten equally populated bins according to their gyradius. Both trends persist through variations in binning and different measures of mobility.



We grow fonder as we wander.





Raw movement patterns agree with cell phone data findings. [18]

For cell phone data: Time spent at locations

MR

Summarize the PLOS one publication entitled "The Geography of Happiness: Connecting Twitter Sentiment and Expression, Demographics, and Objective Characteristics of Place" by Lewis Mitchell, Morgan R. Frank, Kameron Decker Harris, Peter Sheridan Dodds, and Christopher M. Danforth using a rhyme scheme like Dr. Seuss



In this study of sentiment on Twitter,  
The authors sought to see if they could deliver  
A connection between happiness and place,  
By analyzing tweets and what they could trace.



They found that location played a big part,  
In the positivity of a Twitter art,  
With income, education, and nature too,  
All contributing to a happier view.

The words people used were also telling,  
In happier places, there was more yelling,  
About love and friends and other good things,  
And fewer mentions of money or bling.

Overall, the study makes clear,  
That social media data can help us steer,  
Towards a better understanding of community well-being,  
And how we can improve it, by seeing what we're feeling.

MR

Summarize the PNAS article entitled "Human language reveals a universal positivity bias" by Peter Sheridan Dodds, Eric M Clark, Suma Desu, Morgan R Frank, Andrew J Reagan, Jake Ryland Williams, Lewis Mitchell, Kameron Decker Harris, Isabel M Kloumann, James P Bagrow, Karine Megerdooimian, Matthew T McMahon, Brian F Tivnan, and Christopher M Danforth. Write the summary in a rhyming scheme like Dr. Seuss.

2 / 2 >



This study looked at language, and what it can teach,  
About how people express themselves when they speak.  
The researchers analyzed words that were used,  
To see if there was a bias, positive or abused.



And what they found was quite revealing,  
A positivity bias, all people revealing.  
From English to Chinese, to Spanish and more,  
People speak positively, that's what the data bore.

Words like "love" and "happy" are used with more weight,  
Than negative ones like "hate" that people debate.  
This bias is universal, across all tongues,  
A happy outlook, with few pessimistic lungs.

So next time you're talking, try to keep in mind,  
That positive words can be quite a find.  
They make people happier, and that's no fable,  
As this study shows, with language on the table.

MR

Summarize the PLOS one publication entitles "The Geography of Happiness: Connecting Twitter Sentiment and Expression, Demographics, and Objective Characteristics of Place" by Lewis Mitchell, Morgan R. Frank, Kameron Decker Harris, Peter Sheridan Dodds, and Christopher M. Danforth. Write the summary as a sad poem in the style of Edgar Allen Poe.



Upon Twitter's vast and dreary plain,  
A study sought to find what brings us pain,  
By analyzing tweets from sea to sea,  
To uncover what plagues our society.

"The Geography of Happiness" was its name,  
A study in PLOS ONE that sought to claim,  
That our well-being is tied to location,  
And objective factors cause our damnation.

Income, education, and access to nature,  
Were all factors that could shape our future,  
And the sentiment expressed on Twitter,  
Could reveal what makes us bitter.

In sad communities, words were often bleak,  
Depression, suicide, and loneliness we'd seek,  
But in happier places, joy was all around,  
Hope, laughter, and love could be easily found.

So take heed, dear reader, and look around,  
Your community's health may be easily found,  
In the words that we tweet and the things that we say,  
Our well-being is tied to our environment, come what may.



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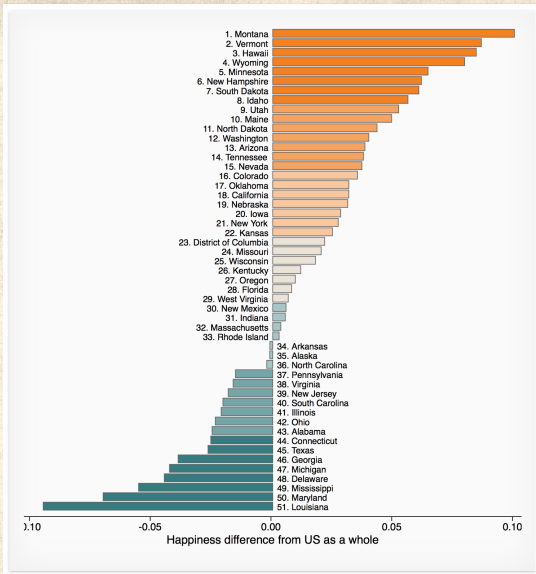
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Developmental Sankey diagrams [states](#) and [cities](#).



# Or here: Facebook Lexicon Sentiment Analysis (2008)

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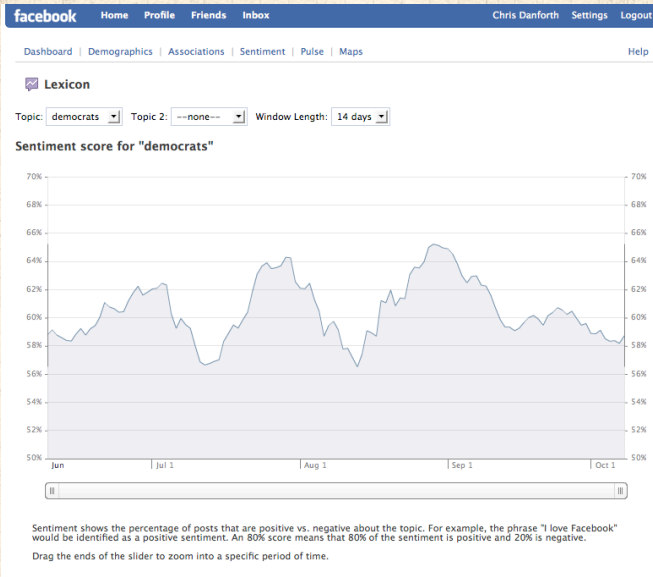
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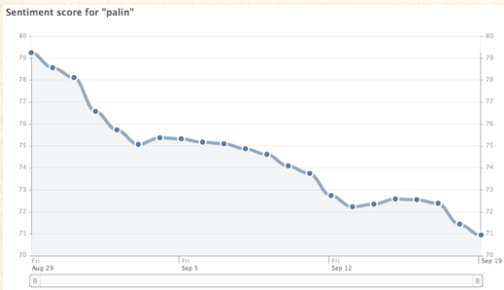
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# Facebook Lexicon Sentiment Analysis

## Binary decision on emotional content



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# Facebook Lexicon Sentiment Analysis

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Limitation: Sentiments are classified as either **positive** or **negative**.

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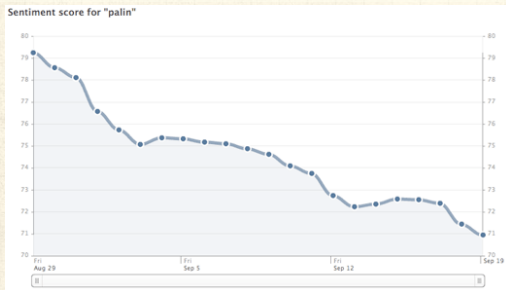
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## Binary decision on emotional content




Limitation: Sentiments are classified as either **positive** or **negative**.



'I like Sarah Palin' **given same score** as 'Sarah Palin's voice fills me with unbridled joy!'




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