

## Speech Perception by Video Hosting Services Actors: Urban Planning Conflicts

**Authors :** M. Pilgun

**Abstract :** The report presents the results of a study of the specifics of speech perception by actors of video hosting services on the material of urban planning conflicts. To analyze the content, the multimodal approach using neural network technologies is employed. Analysis of word associations and associative networks of relevant stimulus revealed the evaluative reactions of the actors. Analysis of the data identified key topics that generated negative and positive perceptions from the participants. The calculation of social stress and social well-being indices based on user-generated content made it possible to build a rating of road transport construction objects according to the degree of negative and positive perception by actors.

**Keywords :** social media, speech perception, video hosting, networks

**Conference Title :** ICPLL 2021 : International Conference on Psycholinguistics and Language Learning

**Conference Location :** Amsterdam, Netherlands

**Conference Dates :** August 05-06, 2021