News Publication on Facebook: Emotional Analysis of Hooks

Authors : Gemma Garcia Lopez

Abstract : The goal of this study is to perform an emotional analysis of the hooks used in Facebook by three of the most important daily newspapers in the USA. These hook texts are used to get the user's attention and invite him to read the news and linked contents. Thanks to the emotional analysis in text, made with the tool of IBM, Tone Analyzer, we discovered that more than 30% of the hooks can be classified emotionally as joy, sadness, anger or fear. This study gathered the publications made by The New York Times, USA Today and The Washington Post during a random day. The results show that the choice of words by the journalist, can expose the reader to different emotions before clicking on the content. In the three cases analyzed, the absence of emotions in some cases, and the presence of emotions in text in others, appear in very similar percentages. Therefore, beyond the objectivity and veracity of the content, a new factor could come into play: the emotional influence on the reader as a mediatic manipulation tool.

Keywords : emotional analysis of newspapers hooks, emotions on Facebook, newspaper hooks on Facebook, news publication on Facebook

Conference Title : ICJMC 2018 : International Conference on Journalism and Mass Communication

Conference Location : New York, United States

Conference Dates : June 03-04, 2018