

## Weekly Seminar

12pm - 1pm, Friday, November 15, 2019  
UWM EMS E237

Social media virality:  
An investigation into a horror film tweets  
using sentiment strength analysis

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### Abstract:

In social media some tweets are retweeted heavily and create high virality, others are not. There are a variety of factors that may contribute to tweet virality. This talk introduces our study on how sentiment strength and cognitive language may influence the tweet virality by analyzing tweet data collected about a horror film ("Mother!"). Initial results indicate that a high virality tweet is associated with either a lower level of sentiment strength or a higher level of cognitive language use.