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申請者 (ふりがな)	村田 英理奈 (むらた えりな)
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発表者 (※学会発表の場合のみ記載、共同発表者の氏名も記載すること)	Erina Murata, Kiichi Tago, Qun Jin
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<p>【Position of this research】 Most of the research on approval desire focused on the psychological side and used questionnaire survey and statistical analysis method. Few works on analysis of relevance between the approval desire and the content itself and its context, such as the intention and frequency of a post in social media, have been done, using a computational approach based on data analysis. In this study, we use machine learning methods to conduct linguistic and contextual analysis of tweets that make people feel the need for approval. In addition, by introducing a degree index, Degree of Approval Desire (DAD), regarding the presence or absence of the desire for approval, we further use text mining and statistical analysis methods to examine what linguistic and contextual characteristics exist between users with high and low degrees of approval desire.</p> <p>【Method】 First, tweets are collected and a small portion of them are used by a human evaluator to make a judgment. The resulting labeled data set is used to build a machine learning model. Next, the same evaluator further evaluates a small subset obtained from the machine learning results. This improves the accuracy of the machine learning model and allows us to assess and determine the desire for approval of a post. Furthermore, statistical tests will be conducted to verify the effectiveness of the proposed language and context analysis and approval desire quantification method. Through this research, we try to establish a computational method for determining whether a post is seeking approval from peers in SNS.</p> <p>【Conclusion】 The experiment results show that the agreement between the created naïve Bayes classifier and human evaluations was about 60%. In addition, from the experiment results, it is found that users with a high percentage of posts for approval desire tend to post less frequently and with a higher average number of characters. This implies that such users post for approval desire when it is important or when they really want to say something on SNS. As for future work, we plan to improve the experiment with the framework proposed in this study using a larger social media dataset. In addition, we will try to grasp and clarify the characteristics of tweets indicating the desire for approval by conducting a dependency analysis.</p>	

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