



scit 1558

Corporations have identities? – At least they're emotional!

Organizations' emotions and affective language: a joint analysis of corporations by organization and computer science

S. Händschke

(sebastian.haendschke@uni-jena.de)

S. Büchel, J. Goldenstein, P. Poschmann, P. Walgenbach, & U. Hahn

Friedrich Schiller University

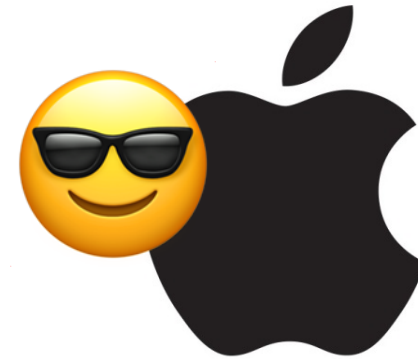
Jena

GESIS CSSWS 2016, Nov. 30th/Dec. 1st



seit 1558

Depressive *Volkswagen*, happy *Apple*?

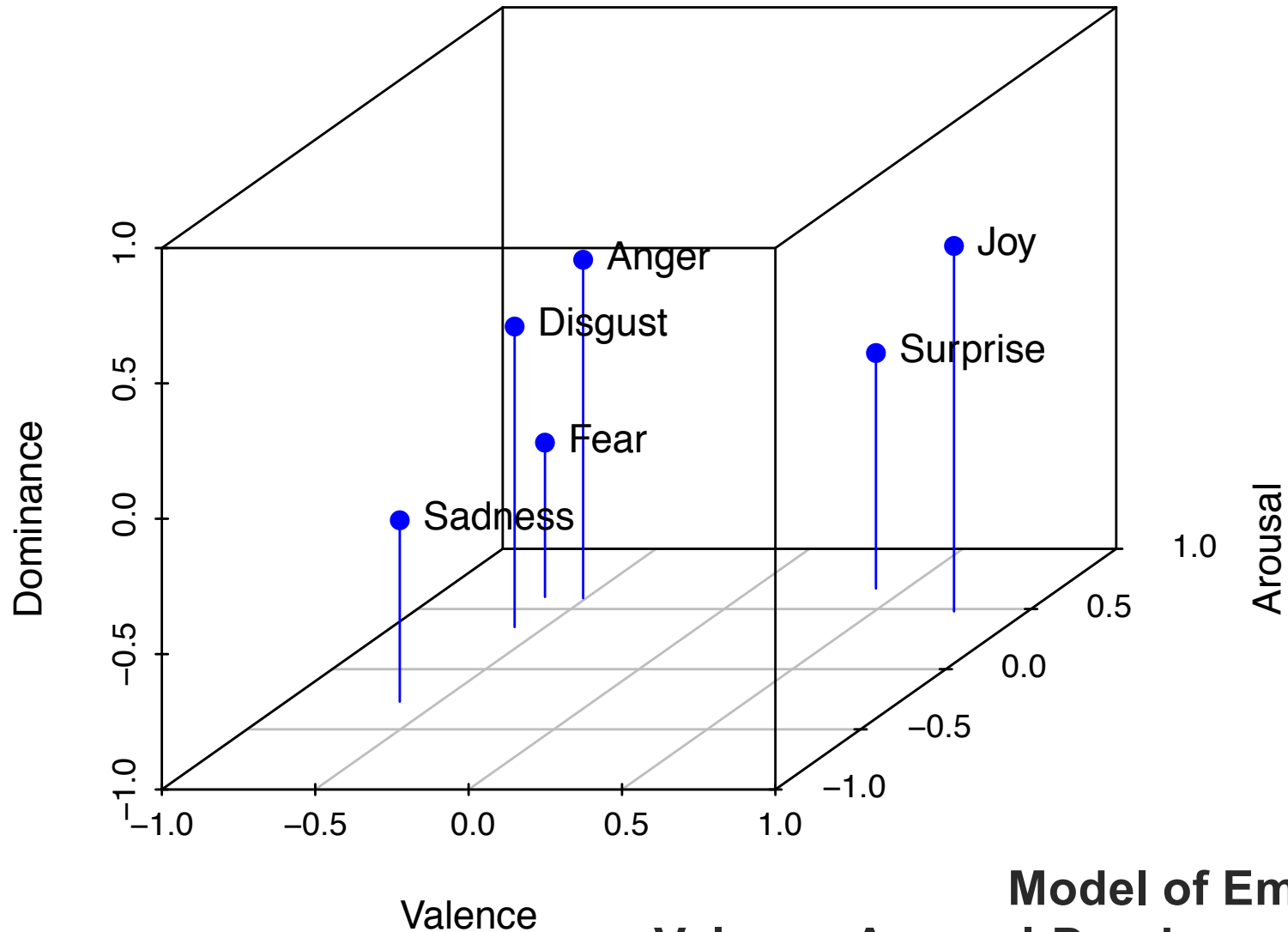


- Organizations are actors!
- Do they also have emotions?



seit 1558

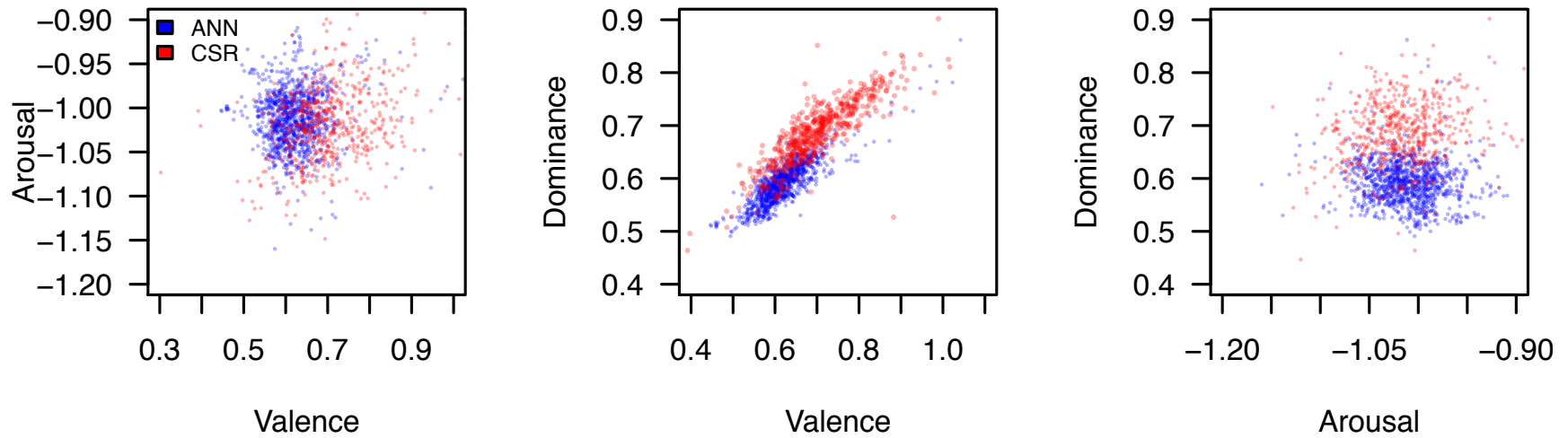
Measuring organizational emotions



**Model of Emotions:
Valence-Arousal-Dominance (VAD)**



Corpus-based emotional analysis



- Organizations show emotions!
- For implications, stop by poster #42!