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

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

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Depressive Volkswagen, happy Apple?

Organizations are actors!
Do they also have emotions?
Measuring organizational emotions

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

- Valence
- Arousal
- Dominance

- Anger
- Disgust
- Fear
- Sadness
- Joy
- Surprise
Corpus-based emotional analysis

Organizations show emotions!

For implications, stop by poster #42!