


# Seeking collaboration

(w/ comp. linguistics, computer science)

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Communication Science

## 1. Automated generation of word (fragment) based implicit measurement instruments (Ivar)

=> Implicit measurement: To measure what people **really** think **right now** (alt. for fMRI, questionnaires)  
=> Usually word (fragment) based: people recognize words that are "on their mind" faster

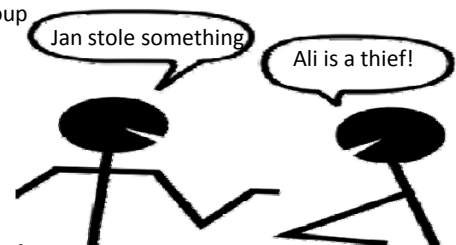
E.g. word fragment completion	E.g. word or no word?	E.g. word finder puzzles
DEA_	HOSPITAL	
GRA_E	NURSE	
COFF__	AMBUANCE	
.....		

Idea: automated generation of associated words or fragments using a thesaurus-based approach.  
Result: tool, open access to researchers.

## 2. Identifying Linguistic Intergroup Bias online (Ivar)

=> **Positive** ingroup behaviors described more *abstractly*, positive outgroup behaviors described more *concretely*  
=> **Negative** ingroup behaviors described more *concretely*, negative outgroup behaviors described more *abstractly*

Idea: combining Web retrieval techniques, semantic parsing, and linguistic categorizations using LIB's categories



## 3. Identifying instrumental and less instrumental writing styles in online support groups (Anika)



=> Cognitive reappraisal vs. emotional disclosure  
=> Distinguishing initiations (sharing of own experiences) and response (attempts to help others)

Idea: combining Web retrieval techniques, semantic parsing, thread parsing, and linguistic categorizations using Pennebaker's LIWC (or other methods?)

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