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

<table>
<thead>
<tr>
<th>E.g. word fragment completion</th>
<th>E.g. word or no word?</th>
<th>E.g. word finder puzzles</th>
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<tr>
<td>D E A _</td>
<td>HOSPITAL</td>
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<td>G R A _ E</td>
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<td>C O F F _ _</td>
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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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