Friday, March 8, 2013, 11:00 a.m.
NTRP, B155

Prof. James Pennebaker
University of Texas at Austin

HOW OUR MOST FORGETTABLE WORDS REVEAL WHO WE ARE

Abstract: Pronouns, articles, prepositions, and other forgettable function words are the most commonly-used words in our vocabulary. Although we rarely pay attention to them, they reveal people's social and psychological states. Relying on various text analysis methods, researchers are finding that these words can tell us about people's emotional state, honesty, status, and social connections with others. Recent work on using function words to understand and guide group dynamics will be discussed.

About the speaker: James W. Pennebaker is the Regents Centennial Professor and Chair of the Department of Psychology at the University of Texas at Austin. Author of 9 books and over 250 scientific articles, he is among the most cited researchers in the social sciences. His recent work on natural language brings together thinking in computer science, linguistics, communication, and psychology and is now being used in fraud detection, job selection, social media, and education.

Everyone is invited!