



seit 1558
Friedrich-Schiller-Universität Jena

Do Enterprises Have Emotions?

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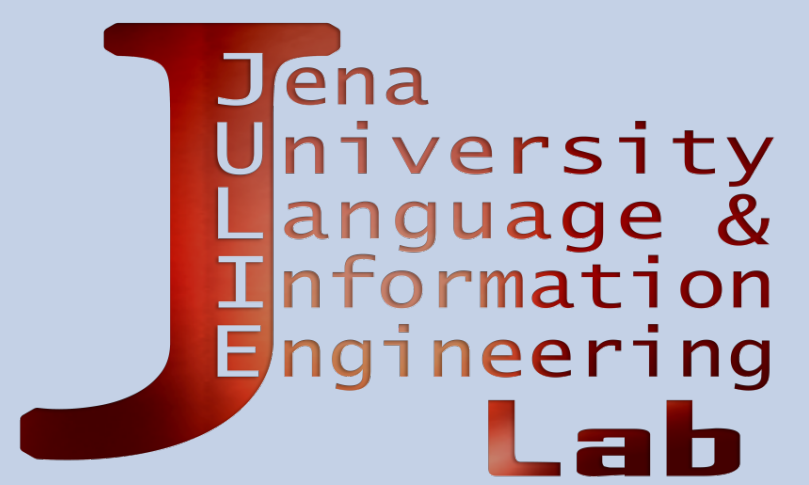
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Organizational Emotions

- Organizations are seen as social actors in management and organization studies (King et al., 2010)
- Anthropomorphic modelling with human-like traits
- Do emotions fit into this theoretical framework?
- Analyzing language *of* (rather than *about*) organizations

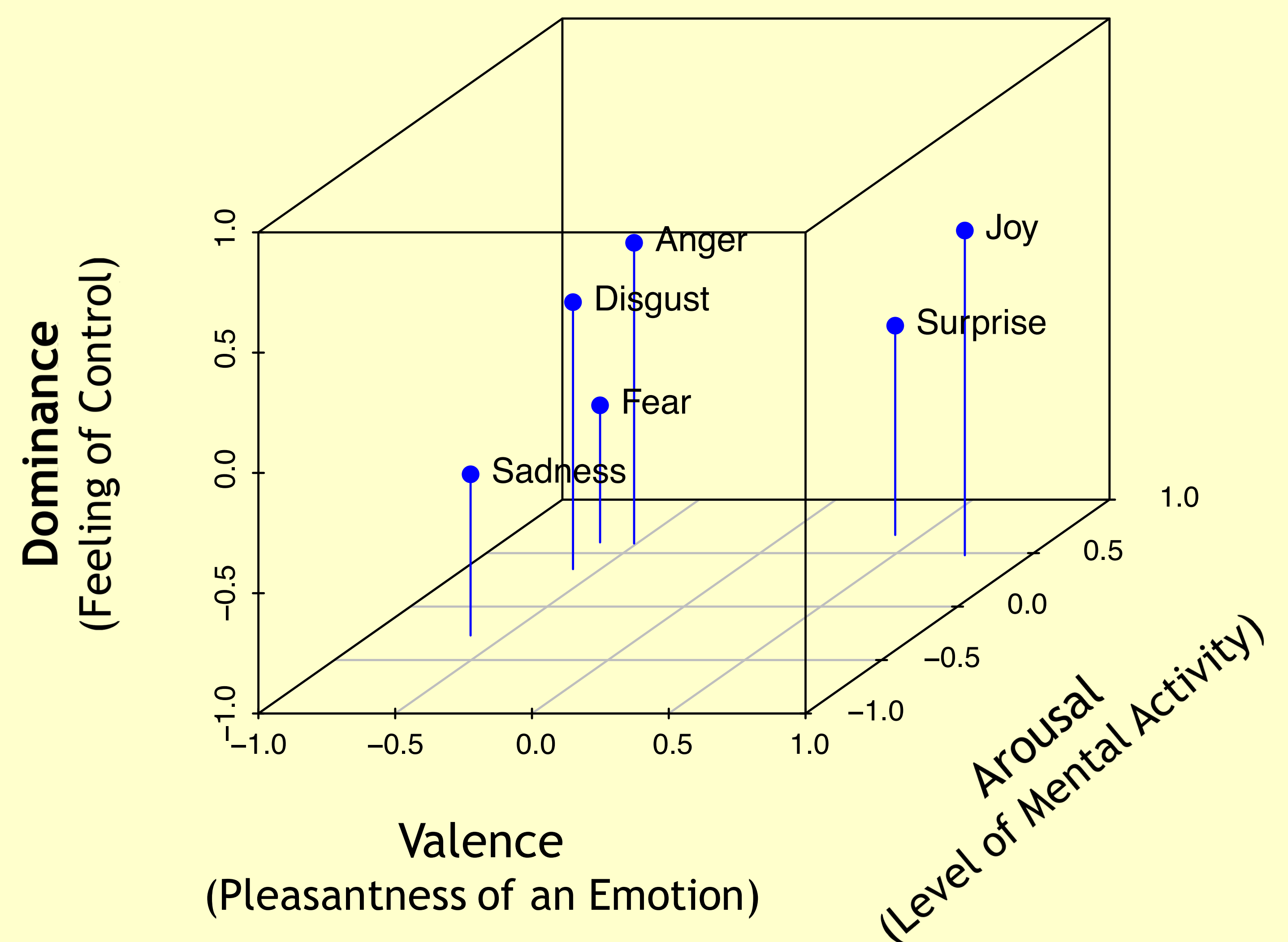
Warriner's Word-Emotion Lexicon (Warriner et al., 2013)

Lemma	Valence	Arousal	Dominance
sunshine	3.14	0.32	0.43
leukemia	-3.53	0.75	-2.17
terrorism	-3.40	2.42	-2.31
calm	1.89	-3.33	2.44
successful	2.76	0.08	2.71
uncontrollable	-1.16	0.81	-2.82

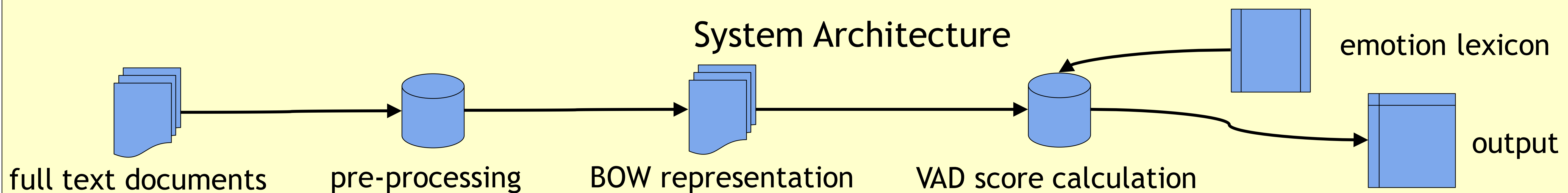
14k crowdsourced VAD-lemma pairs

VAD Model of Emotions

(Russell & Mehrabian, 1977)



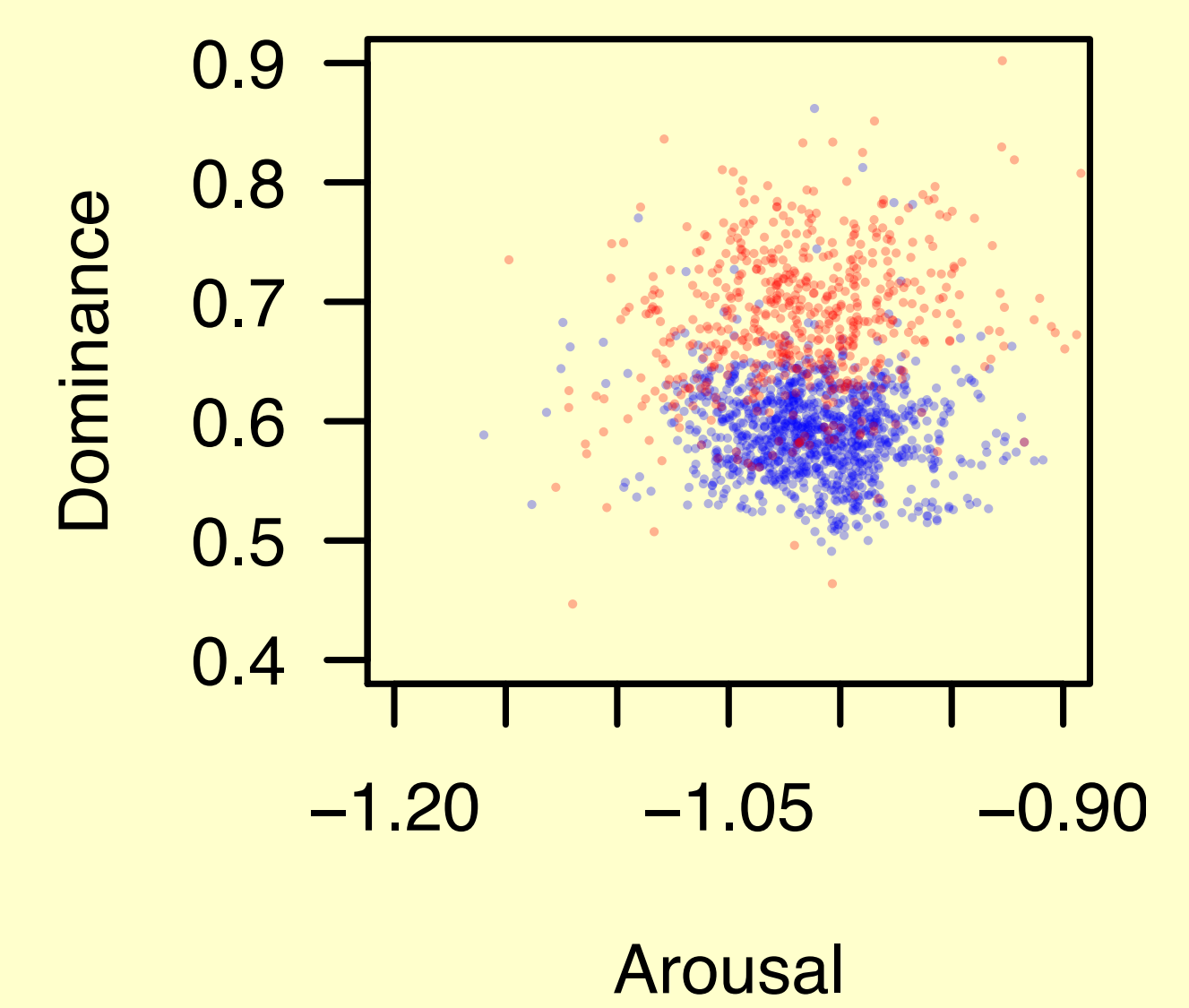
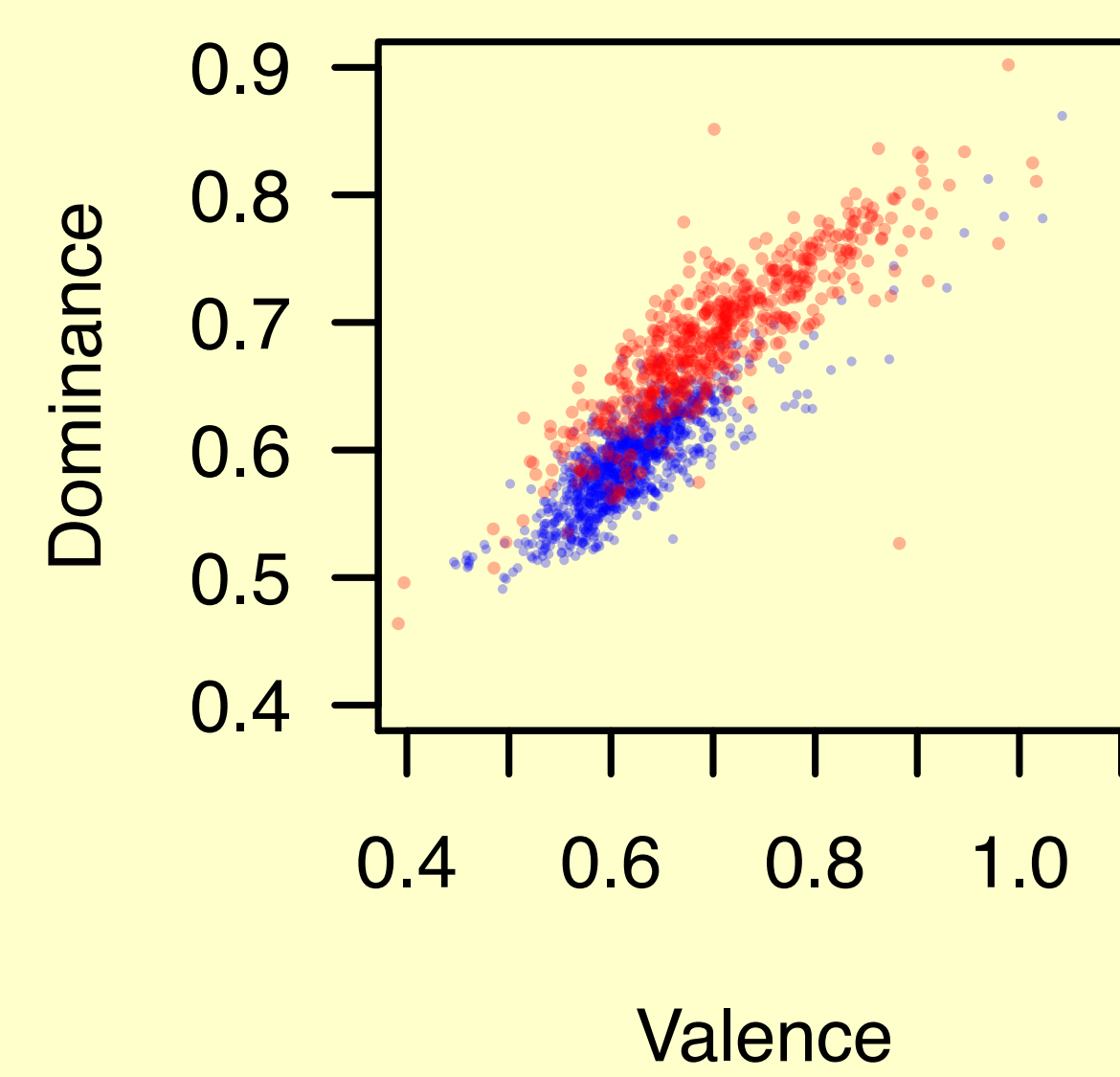
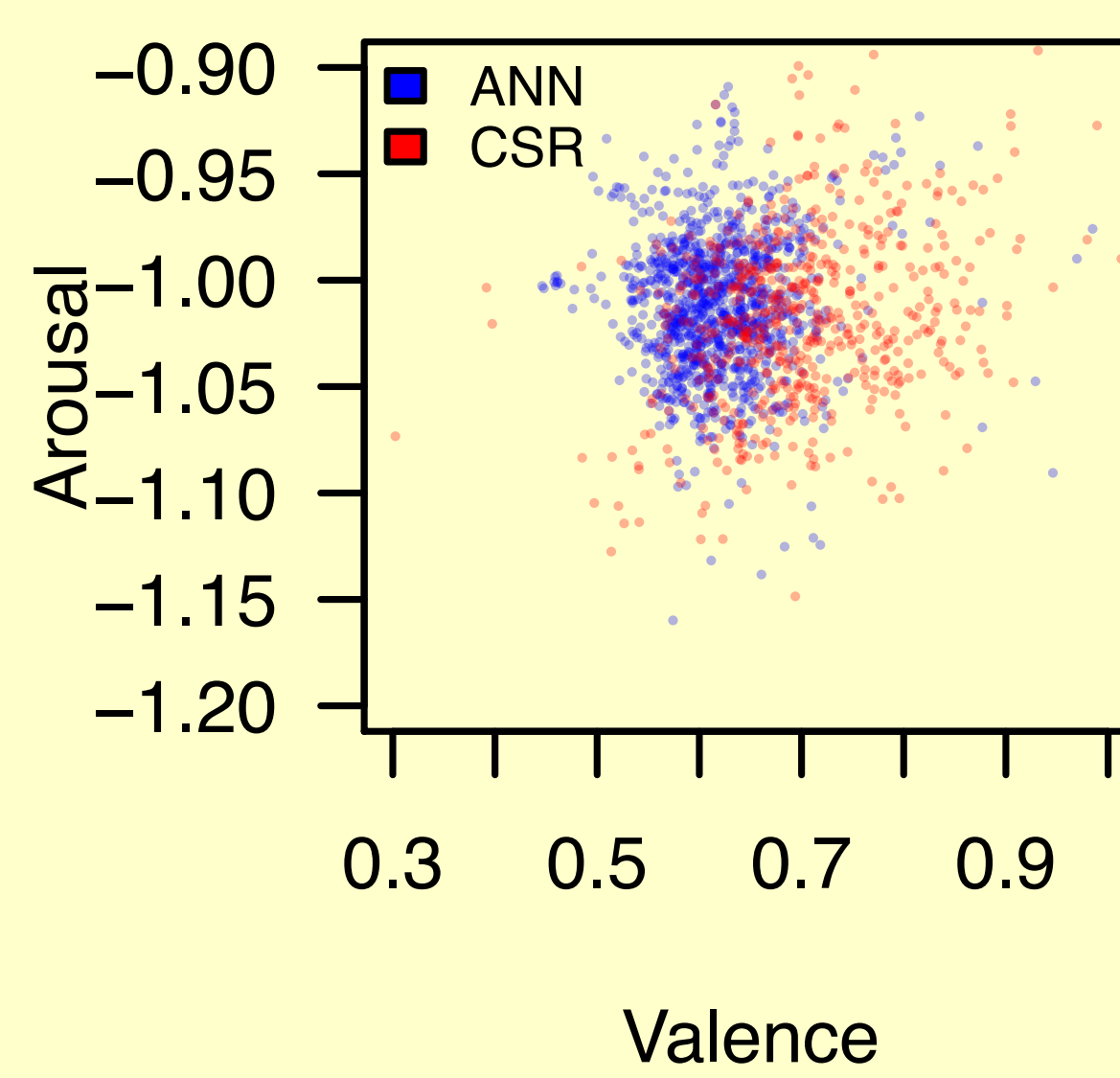
System Architecture



Experiments

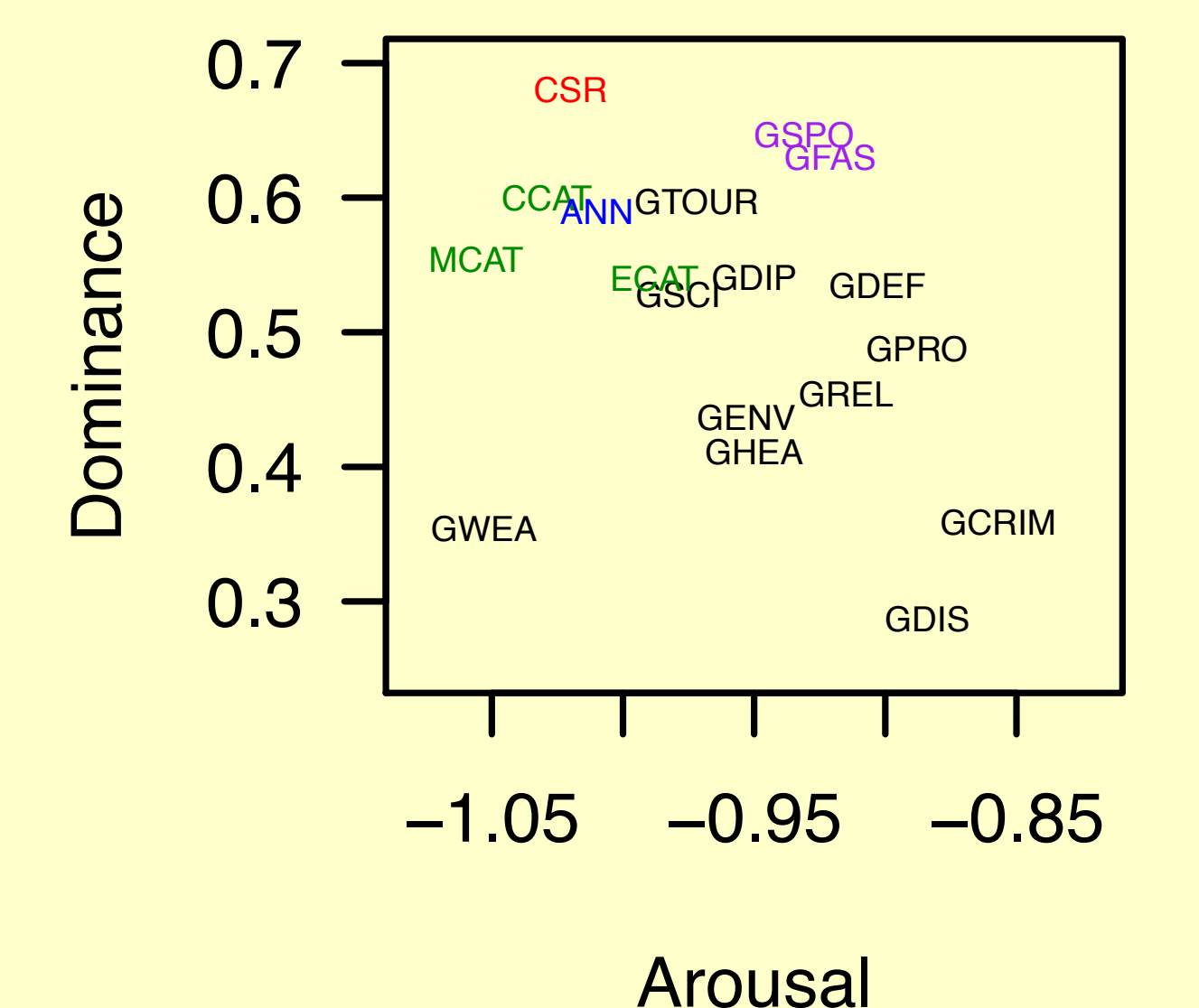
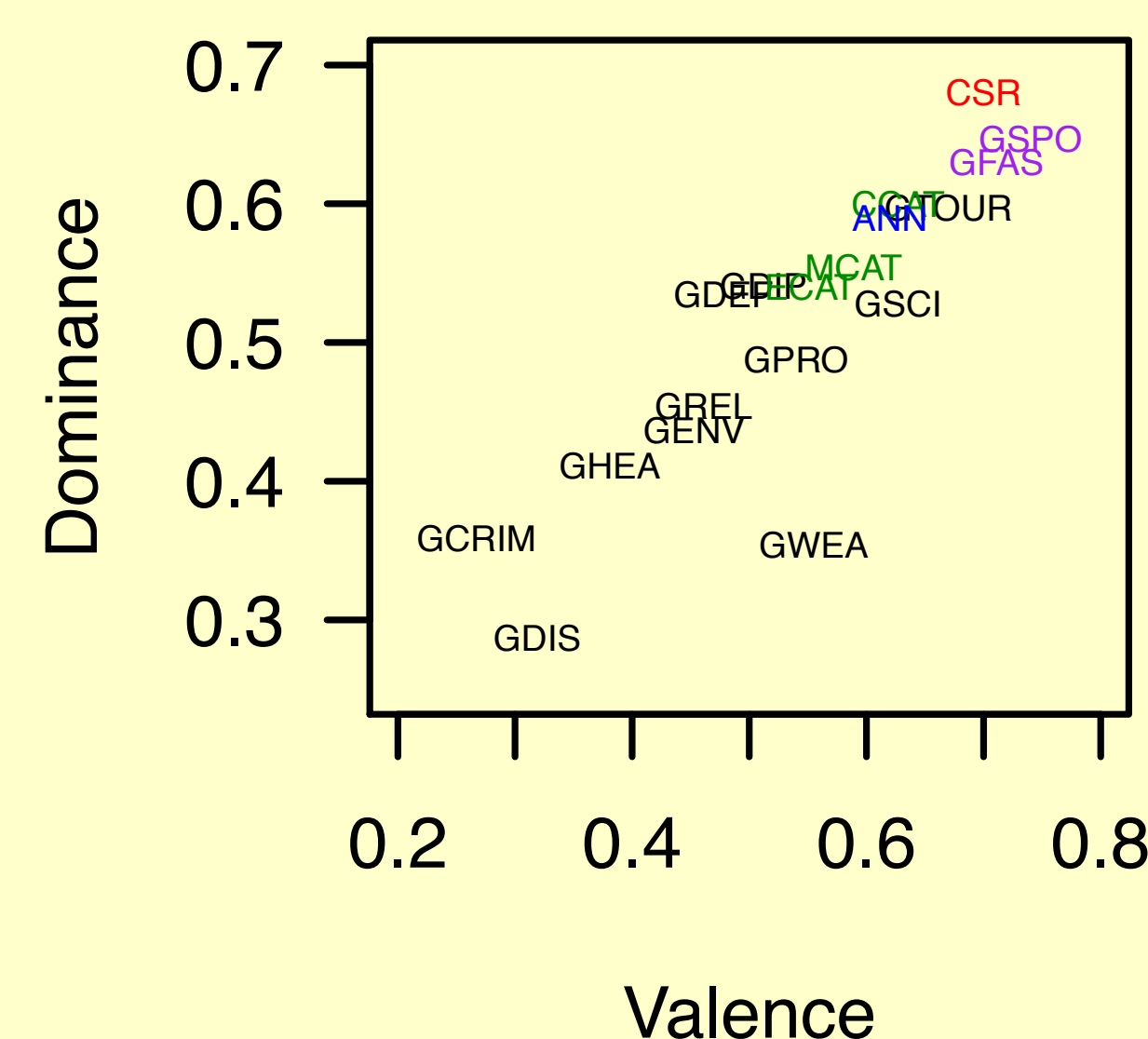
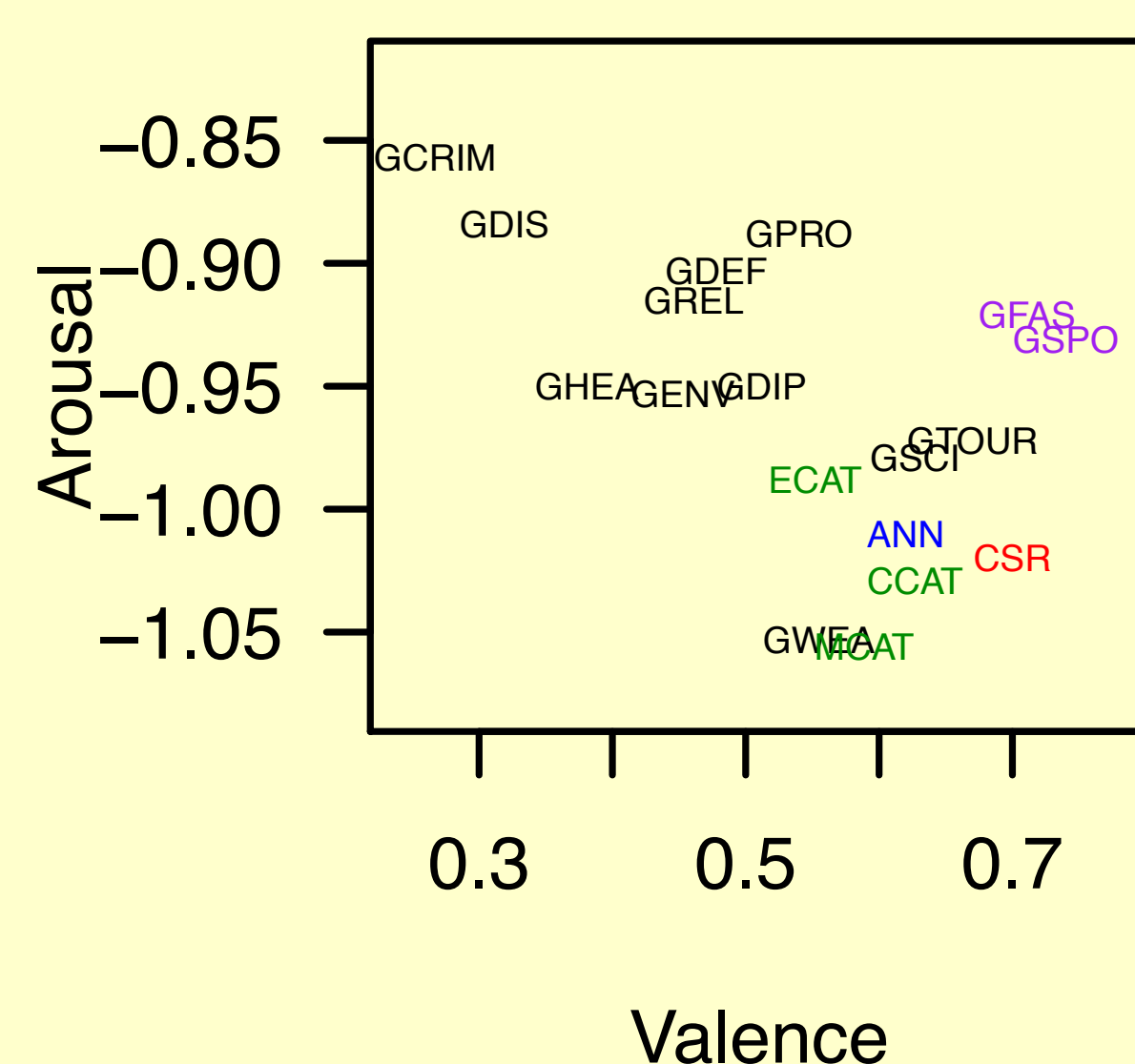
Jena Organization Corpus

- 90 top-performing corporations from Dow Jones (US), FTSE100 (UK) and DAX (Germany) index (covering 7% of worldwide GDP in 2014)
- 1087 annual business reports (ANN)
- 589 corporate social responsibility reports (CSR)
- 130M tokens



Comparison with RCV1 News Corpus

blue	annual business reports
red	corporate social responsibility reports
green	RCV1 business and economy news
purple	RCV1 fashion and sports news
black	miscellaneous RCV1 news categories



References

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- David D. Lewis, Yiming Yang, Tony G. Rose, and Fan Li. 2004. RCV1: A new benchmark collection for text categorization research. *Journal of Machine Learning Research*, 5:361-397.
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- Amy Beth Warriner, Victor Kuperman, and Marc Brysbaert. 2013. Norms of valence, arousal, and dominance for 13,915 English lemmas. *Behavior Research Methods*, 45(4):1191-1207.