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Estimating well-being from Tweets and Facebook Posts

The words people use on social media such as Twitter and Facebook are a rich, if imperfect, source of information about their personality and psychological state. This talk will give an introduction to recent work in estimating subjective well-being from social media word use, focusing on an effort at Penn to use tweets and Facebook posts to characterize variations in PERMA (positive emotion, engagement, meaning, and accomplishment) over time and location. These estimates of psychological states correlate significantly with a variety of health outcomes as measured by Gallup polls and the CDC.

Joint work with Andy Schwartz, Johannes Eichstaedt, Peggy Kern, Stephanie Ramones, Lukasz Dziurzynski and Martin Seligman