

THE HONG KONG POLYTECHNIC UNIVERSITY DEPARTMENT OF MANAGEMENT AND MARKETING

Departmental Research Seminar



(From left) Prof. Kai-Lung Hui & Dr Hyungsoo Lim

Sentiment Influences on Sentiment with
discussion in football subreddits
By

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Date : 22 Nov 2023 (WED)

Time : 10:30 am – 12 noon

Venue : M714

Abstract

We propose a novel empirical approach to investigate sentiment contagion in social media, building upon existing literature on sentiment contagion. Our findings provide robust evidence of the presence of sentiment contagion in social media after controlling for concurrent events and user's past behavior. We further conduct additional analyses to investigate the influence of exposure content source, content valence, and individual heterogeneity on heterogenous sentiment contagion. Our results demonstrate robust evidence of sentiment contagion within the same thread, as well as across different threads of the same forum. However, we observe that the impact of content varies depending on the source of thread when consecutive messages are posted in different threads. Furthermore, we find weak empirical evidence that more experienced social media users may exhibit lower sensitivity to sentiments in social media. Our study also reveals interesting evidence of both negativity bias and positivity bias, which has been the subject of ongoing debate. We demonstrate that these conflicting findings may be attributed to the inclusion or exclusion of certain individual factors as control variables, and we propose that individual habituation could be one possible explanatory mechanism. Moreover, we examine how the sentiment of exposed content influences the behaviors of social media users. Our findings suggest that the more users are exposed to negative content, the more likely they are to quickly generate subsequent messages within a short time period. However, they are also more likely to remain inactive for longer periods, including even after two years following the empirical period. Lastly, we shed light on the mediating role of sentiment contagion in the relationship between exposed sentiment and user engagement on social media. Managerial and practical implications are also discussed.

Prof. Kai-Lung Hui is Senior Associate Dean, Elman Family Professor of Business, and Acting Head and Chair Professor in the Department of Information Systems, Business Statistics, and Operations Management at the HKUST Business School. He is also the Director of the Center for Business and Social Analytics (CBSA) and Academic Director of the Kellogg-HKUST EMBA program.

Prof. Hui's research interests include cybercrime economics and policy, Fintech, privacy, IT policy, and electronic commerce. He has provided expert advice and consultancy services to various government and non-government organizations and companies. He obtained his BBA and PhD degrees from the Hong Kong University of Science and Technology.

Dr Hyungsoo Lim is a Visiting Scholar at CBSA in HKUST. His research focuses on business insights from text, multi-channel dynamics, and choice utility modeling. His papers have been published in *Information Systems Research* and *Technological Forecasting and Social Change*. He received his Ph.D., M.S., and B.S. in Management Engineering from the College of Business, Korea Advanced Institute of Science and Technology (KAIST).

All interested are welcome.



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