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INVESTIGATING THE RELATIONSHIP BETWEEN HAPPINESS AND PERSONALITY BY TEXT MINING

Abstract:

Despite the growing interest in happiness in social science, empirical understanding of how the individual definition and perception of happiness affect experiential consumption is still limited. Prior studies have found that the specific meaning of happiness individuals adopt determines the choices they make. An individual's definition of happiness affects choice; defining happiness more as excitement (calm) increases the tendency to choose an exciting (calm) option over a calm (exciting) option. Extending this stream of research, we used the Big Five scale which is widely used in social science and marketing research. To address the research problem, we adopted computational text mining method. Over a thousand of Internet blog texts that express the happy mood of the authors were analyzed using LIWC, a text mining program. The analysis uncovered the differences in the authors' style of happy experience depending on the personality features of them that were also discovered from the texts.

Keywords:

Happiness, Experiential Consumption, Big Five Personality, Emotion, Text- Mining