



Department of Psychology
The University of Hong Kong
香港大學心理學系

Departmental Seminar Big Data Approach to Cultural Research in Psychology



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Big Data analysis affords analyses of human behaviors at the scale unimaginable before. This presentation introduces our work that takes a big data approach to understand the cultural influence on human minds. In one line of work, we use quantitative text analysis to study long-term trends in psychological characteristics. For example, we used this analysis to show rising individualism in mainland China since the 1980s. In another line of work, we use Google search data to advance emotion research, particularly in probing emotion's cultural and socio-ecological factors. For example, recently we showed that 'anxiety' is Googled more in Japan when and where Japanese people are feeling anxious. Finally, we are currently developing a machine learning procedure to provide a novel understanding of cultural differences.

🕒 4:00 p.m. - 5:00 p.m.

📅 December 10, 2019 (Tuesday)

📍 Rm 813, 8/F, The Jockey Club Tower,
Centennial Campus, The University of Hong Kong

SKL
State Key Laboratory of Brain and Cognitive Sciences
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All are Welcome!

Enquiry

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