

AFFECTIVE BEHAVIOUR ANALYSIS OF USER INTERACTIONS IN SUPPORT GROUP WEB FORUMS



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Motivations & Background

Online lives of users have a major influence on their self-definition.

People look at online forums either as a primary or secondary source of counseling services.

Objective

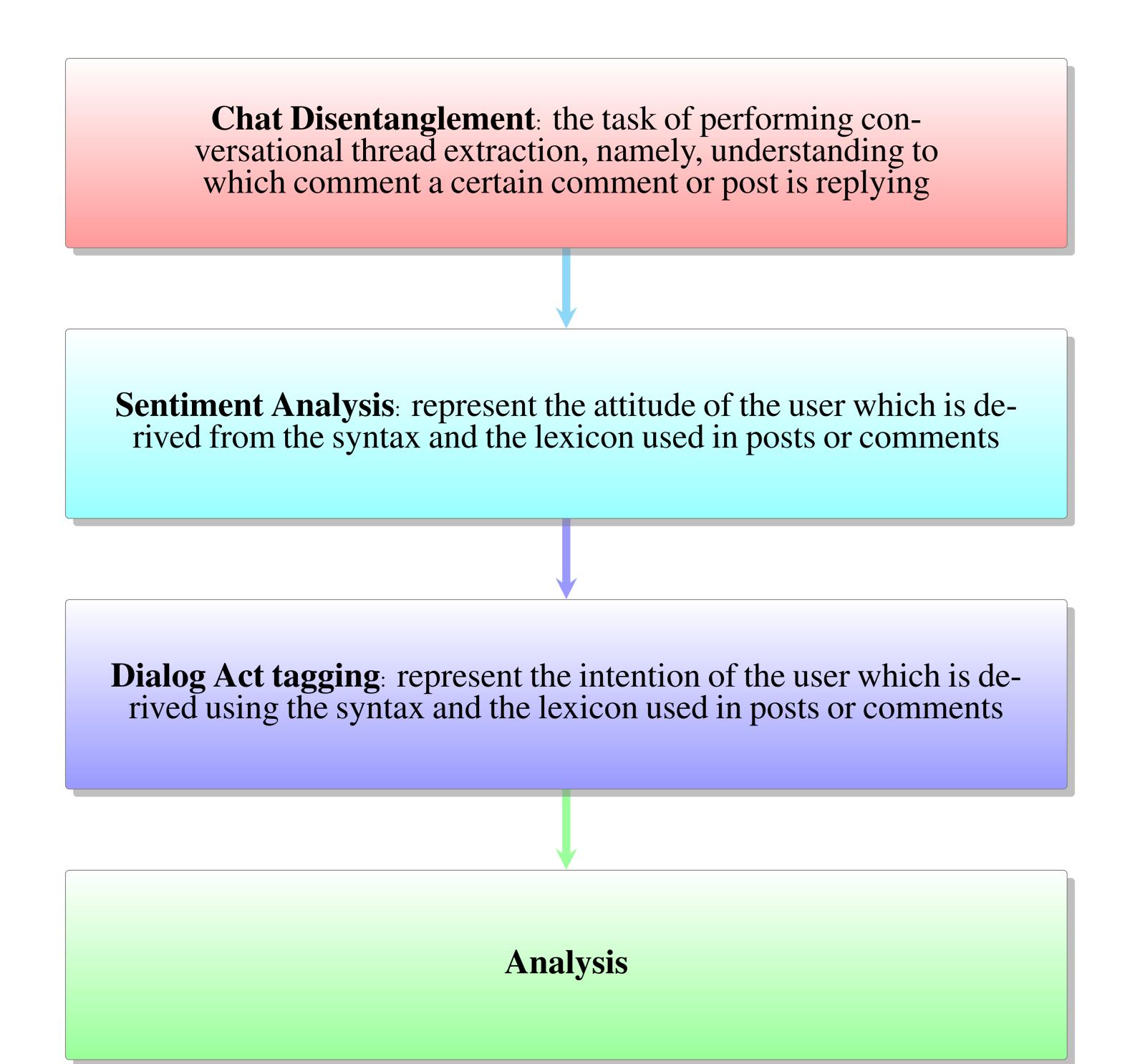
Verify the **presence of therapeutic factors of group therapy** in **online mental health groups forums** with respect to **the attitudes and intentions** of authors and responders

Results

- The observations support the view that in online group forums users experience at least some therapeutic factors of Group therapy
- The attitude of the respondents is influenced by the attitude of the authors.
- Authors may significantly change their attitudes and intentions by following the ones of responders
- Emotional states of users replying to a positive post are significantly different from those replying to a negative post

Methodology

Natural Language Processing techniques used to automatically identify users emotional attitudes and intentions.



Attitude Change as Sentiment Polarity

Initial Author Attitude			Final Author Attitude				
Post	Reply Polarity			Reply	Final Post Polarity		
Polarity	Neg	Neu	Pos	Polarity	Neg	Neu	Pos
Neg	27.25%	14.87%	57.88%	Neg	28.98%	18.27%	52.75%
Neu	21.37%	23.49%	55.14%	Neu	25.20%	25.70%	49.10%
Pos	18.79%	16.04%	65.17%	Pos	22.60%	18.01%	59.38%

Therapeutic Factors and Conditions

Altruism

Initial Author Attitude	Responder Attitude	Final Author Attitude
Negative	Positive Intended	Improved
	Emotional	
	Communication	

Instillation of Hope

Initial Author Attitude	Responder Attitude	Final Author Attitude
Negative	Positive	Improved

Universality

Initial Author Attitude	Responder Attitude	Final Author Attitude
Negative	Negative	Improved

Statistically significant differences between the attitudes at the beginning and at the end of a conversation.

Attitudes and Intentions

Attitude and Sentiment

Sentiment analysis aims to determine the attitude of a speaker or a writer with respect to the overall contextual polarity of a document.

The attitude may be either his or her affective state or the intended emotional communication.

Sentiment	Example
Positive	"I'm happy to day", "Don't give up, you'll get better soon"
Negative	"I feel depressed"
Neutral	"I read there is a clinic in the neighborhoods"d

Intentions and Dialog Acts

Dialog Act: represents the meaning of an utterance at the level of illocutionary force. The illocutionary force is the speaker's intention in producing an utterance.

Class	Percent	Example
Statement	73.0%	"I felt the same", "You're not alone"
Emphasis	6.3%	"Ok I'm gonna put it up ONE MORE TIME"
ynQuestion	4.7%	"Are you feeling better?"
Continuer	4.3%	"and thought I'd share"
whQuestion	3.66%	"What makes you feel depressed?"
Reject	2.87%	"You are not on meds"
Accept	1.26%	"It's true"
Greet	0.75%	"Hello"
	1	

Attitude Change: Summary

Significance Test Attitude Change Value $|\mathsf{comm}_{pos}|\mathsf{comm}_{neg}|$ 57.88% 27.25% 1st Set Mean 65.17% 18.79% 2nd Set Mean 45.70 -61.76 t-value 0.000.00p-value Increased Decreased

Unvaried