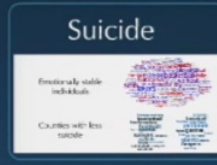
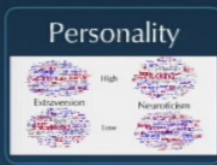
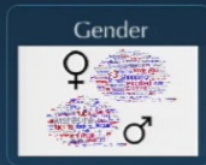
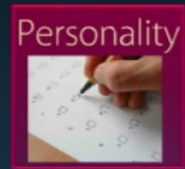


Words of Personality



Gender

Age

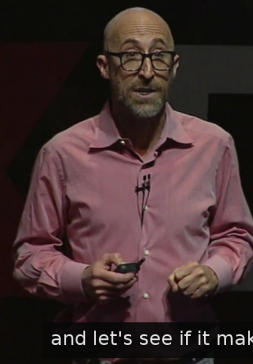


H. Andrew Schwartz, et al. 2013 Personality, Gender, and Age in the Language of Social Media: The Open-Vocabulary Approach

1:53 / 15:12



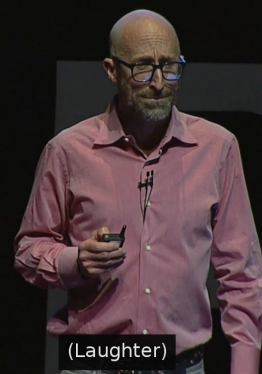
Let's start with something that's relatively clear,



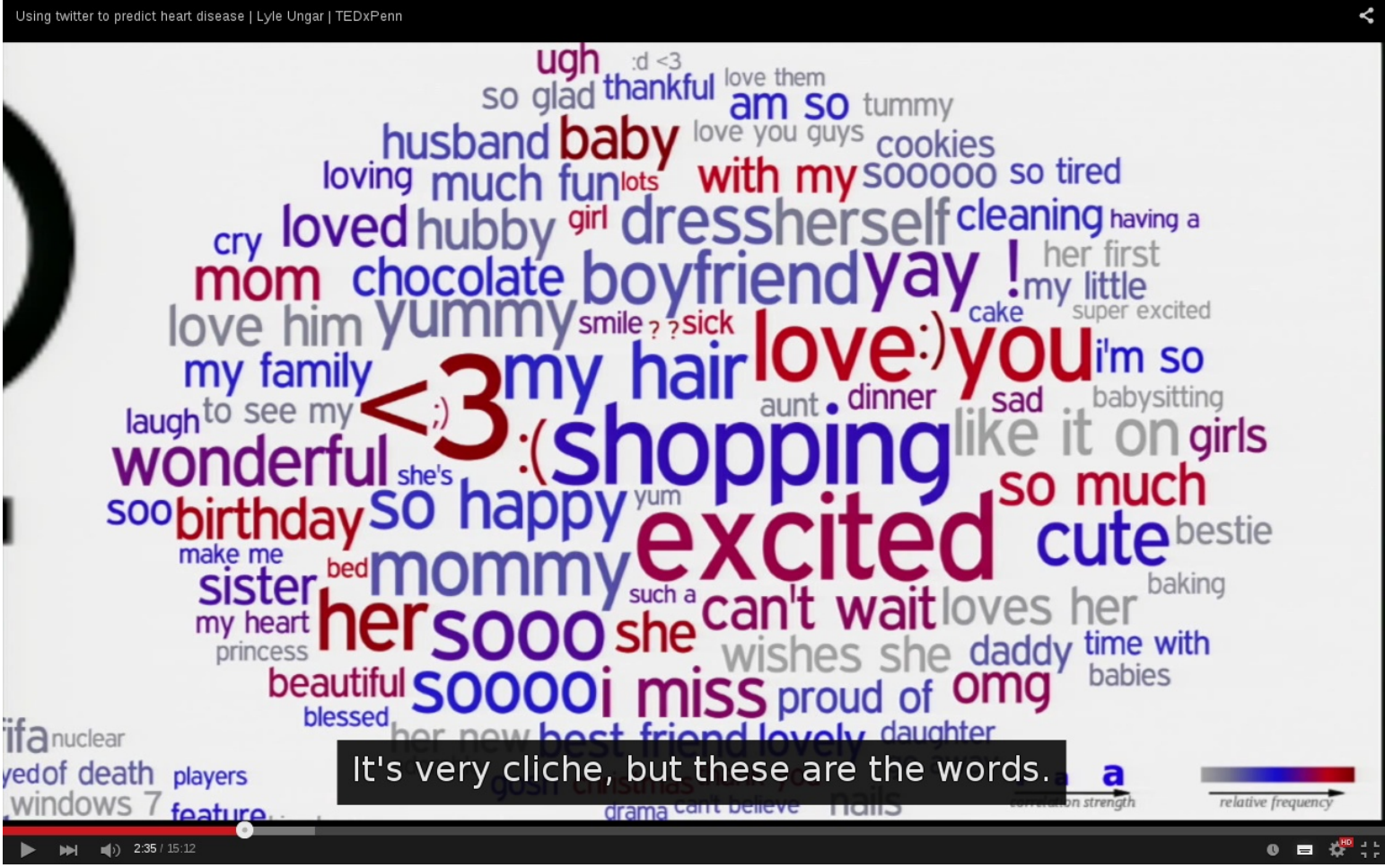
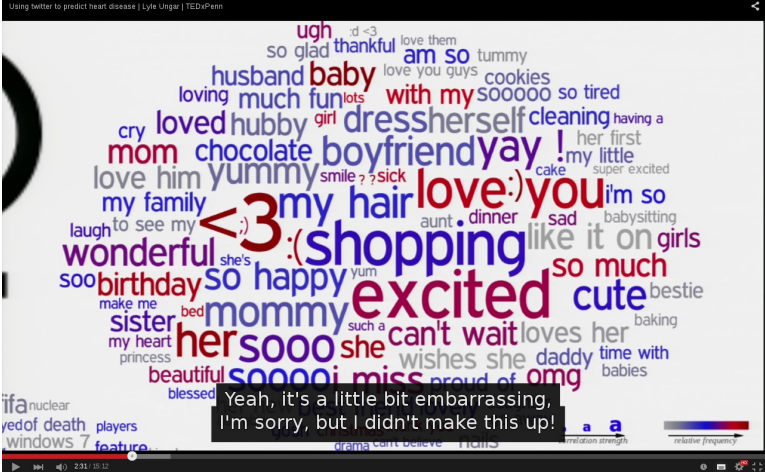
and let's see if it makes sense.



See the words that are most typical, most discriminative, most predictive,



(Laughter)



description: Can Twitter predict heart disease? Day in and day out, we use social media, making it the center of our social lives, work lives, and private lives. Lyle Ungar reveals how our behavior on social media actually reflects aspects about our health and happiness.