

## **Personality traits in online communication**

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### **Abstrak**

#### **Summary**

Authoritative and illuminating, this book demonstrates how we reveal the secrets of our character through the disclosures we make about ourselves in the online world. The author expertly explores whether online information about people, derived from their search patterns, personal detail disclosures and the language they use when posting text, are all related to their personalities. The Internet era has given rise to an enormous explosion of data that is refreshed daily on a massive scale. The growth of online social network sites has created opportunities for more and more people to reveal intimate details about themselves and their lives. While some of these disclosures are consciously made, other, more subtle forms of person profiling can be produced by examining patterns in our online behavior and the language we use in our online posts. As this book will show, techniques have been developed which enable researchers to build detailed personality profiles of people without their awareness, by examining online behaviour and psycholinguistic analysis. Establishing how unlocking the full potential of 'big data' is dependent on having the right analytical tools that can be applied speedily and cost-effectively on a massive scale, the author also asks how powerful these methods are, and can they really be used to influence us in the way their critics fear and proponents claim. Explaining how we reveal the secrets of our character through the disclosures we make about ourselves in the online world, this is fascinating reading for students and academics in psychology, linguistics, computer science, and related areas.