



Lillian Lee

(Cornell University)

Friday, 5/3/19

2:30 pm Talk, DH 2315
4:00 pm Snacks, LTI 5th Floor

ON THE INFLUENCE OF PHRASING: MOVIES, TWITTER, AND CHANGEMYVIEW

This talk will focus on the effect of phrasing, emphasizing aspects that go beyond just the selection of one particular word over another. The issues we'll consider include: Does the way in which something is worded in and of itself have an effect on whether it is remembered or attracts attention, beyond its content or context? Can we characterize how different sides in a debate frame their arguments, in a way that goes beyond specific lexical choice (e.g., "pro-choice" vs. "pro-life")? The settings we'll explore range from memorable movie quotes, to posts that do or do not catch on in Twitter, to arguments that persuade in the ChangeMyView subreddit.

Joint work with Justin Cheng, Cristian Danescu-Niculescu-Mizil, Vlad Niculae, Bo Pang, and Chenhao Tan.

Lillian Lee is a professor of computer science and of information science at Cornell University, and co-editor-in-chief of *TACL*. Her research interests include natural language processing and computational social science. She is a AAAI, ACL, and ACM Fellow. She received one of three inaugural awards in 2018 for the Test of Time (2002-2012) Paper on Computational Linguistics (joint with Bo Pang and Shiv Vaithyanathan), the inaugural best paper award at NAACL 2004 (joint with Regina Barzilay) and the IJCAI 2016 Natural Language Processing meets Journalism workshop (joint with Liye Fu and Cristian Danescu-Niculescu-Mizil).

Her co-authored work has received several mentions in the popular press, including *The New York Times*, NPR's *All Things Considered*, and NBC's *The Today Show*, and one of her co-authored papers on the memorability of movie quotes was publicly called "boring" by YouTubers Rhett and Link in a video viewed 2.6 million times.