



Tuesday, June 24th, 12:15-12:45, room 4

Barbara **Lewandowska-Tomaszczyk**
University of Lodz

Emotion patterning in online discussion and a comparison of the users' group profiles

Keywords: cognitive corpus methodology, collectivism, Emotion Event, emotion, patterning, group identity, individualism, Interconnectivity, metaphoricity, online discussion

The paper discusses the concepts of *identity* and *self-projection* as observed in English and Polish online discussions on current events. Details of the dynamics of the encounters and the interactional effects they produce by the use of *language-* and *culture-specific* strategies are discussed and interpreted. The main goal of this work is to present corpus-based quantitative and qualitative properties of *emotion patterning* in Polish and English discussions of the topics which instigate strong emotional reactions of CMC users, primarily in terms of emotion *valence* and *arousal*, metaphoricity and corpus-based *Interconnectivity index* (Lewandowska-Tomaszczyk 2013, in press), expressed in their comments to political and social events, as described in newspaper online articles. The present analysis illuminates the linguistic contexts in which mostly negative emotions which arise in connection with these events spread in the audiences and the extent to which the type of interactional exchange identified in the study affects the users' emotionality dynamics. The dynamics axis concerns the development and maintenance of the community's common standpoint with regard to the issue (cf. also Atkinson et al. 2012). The common standpoint is a consequence of common group identity emerging to exert social pressure with reference to real life context. Results of the analysis contribute to the definition of an *Emotion Event* and portray preferences of the English and Polish groups of the commentators in this respect and the implications for a re-interpretation of Gert Hofstede's (Hofstede 1980) original dimensions of *individualism* and *collectivism* (cf. Lewandowska-Tomaszczyk and Wilson in press) are presented in the discussion and conclusions.

References

1. Atkinson, J. D., Rosati, C., Stana, A. and S. Watkins (2012). "The performance and maintenance of standpoint within an online community". *Communication, Culture and Critique* 5.4. 600-617.
2. Hofstede, G. 1980. *Culture's Consequences: International Differences in Work-Related Values*. Beverly Hills: Sage.
3. Kövecses, Zoltan. 2000. *Metaphor and Emotion: Language, Culture, and Body in Human Feeling*. Cambridge: Cambridge University Press.
4. Lewandowska-Tomaszczyk, B. (2013). "Interconnectivity and negative emotions patterning". In: *New Media and Emotional Connectivity* ed. Hada M. Sánchez Gonzales. *Sociedad de la Información* No. 44/2013.



UMCS
WYDZIAŁ FILOZOFII I SOCJOLOGII

LANGUAGE
CULTURE
AND
MIND VI



5. Lewandowska-Tomaszczyk, B. (in press). "Emergent Identity in Online Discussion: A Linguistic Perspective".
6. Lewandowska-Tomaszczyk, B. and P. Wilson (in press). "Self-Conscious Emotions in Collectivistic and Individualistic Cultures: A Contrastive Linguistic Perspective"