

## Detecting Emotions and Parasocial Relationships on Twitter

Colton Aarts<sup>1</sup>

Being able to determine the relationships that people form with a social media personality is important in determining how successful that personality is. One type of relationship that can form is a parasocial relationship. These relationships can be viewed as a form of friendship. The presence of parasocial relationships on a social media profile can be a strong indicator of the success of the social media personality. In order to determine what level of relationship is taking place, we first need to be able to detect what emotions are being expressed.

In this talk, I will introduce the concept of parasocial relationships, how to detect emotions in a tweet and finally our proposed algorithm for determining the level of parasocial relationship that a user is expressing on Twitter.

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<sup>1</sup>Department of Computer Science, University of Northern British Columbia, Prince George, B.C., V2N4Z9, Canada (aarts@unbc.ca).