INTRODUCTION

Users in Online Social Networks (OSN) leave traces that reflect their personality characteristics in a continuous digital reflection of the real (offline) world. We capture users’ language, behavioral and emotional expressions to target more generic psychological profiling. We utilize personality characteristics in the prediction of other traits employing a chain approach achieving state of the art results.

METHODS

Detecting Big Five and Attachment styles (Holistic Personality Profiling) in Twitter

Detecting Narcissism in Twitter

APPLICATIONS

Narcissistic Tendencies of Organizational leaders

- Leaders’ narcissism is associated with organization fundraising success
- Narcissistic leaders attract more anxious followers in times of uncertainty

Personality profiling of fake news spreaders

- Explainable fake-news-spreader classifier is built based on psychological and behavioral cues
- Openness, Neuroticism and Anxiety are among the top 10 features to classify a user as a fake news spreader

Lessons learnt:

- unbiased ground truth acquisition
- model’s transparency
- interpretable results

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Fig. 1 Features importance in fake news spreaders classifier