**Session Title:** Impact by the Numbers: Results from a 4-year Harvard Study on Sentiment Analysis

**Session Type**—Speaker Duo

**Session Difficulty Level**: Intermediate

**Speaker One**: Benjamin Schneer

**Speaker Two**:

**Tell us about your session. What do you envision? How will it be presented? How will you keep people engaged?** (1500 character)

Can impact be measured by assessing changes in sentiment on Twitter? Our study shows it can.

Effect of coordination vs volume

Can this kind of sophisticated work be accessible to small as well as large outlets? Yes, because the test subjects were all independent outlets with audiences ranging from 1M to 20K.

Qualitative gains.

Next steps.

**What will your audience have gained by the time your session is over? \* E.g., a tip sheet for addressing a common challenge? A list of great reading or training materials to check out on their own? A shared doc to work on? (1500 character limit)**

**Please summarize session in a tweet: \* It helps the program team easily reference your pitch during the selection process. (140 character limit)**

**How does your submission contribute to the diversity of the conference? \* (1500 character limit)** Few academics present at ONA—this session brings a quantative sociologist into conversation with a second speaker from a sm