

## **Text Mining in Behavioral Economics with a Focus on the Solution of Social Dilemma Situations**

Initiative: Momentum - Förderung für Erstberufene

Bewilligung: 12.07.2020

Laufzeit: 5 Jahre

Projekt-Website: <https://www.uni-potsdam.de/de/vwl-mwi/text-mining>

The method of text mining, i.e. the computer-assisted analysis of large quantities of text, has great potential to improve the understanding of economic decision-making. While text mining is already firmly established as a method in other disciplines, there are few economists using this method and almost no one in behavioral economics yet. The aim of the implementation of the concept is therefore to establish text mining in this field. Text mining offers a wide range of possibilities to understand the economic behavior of humans and the deliberation processes behind their decisions. In particular, the method can be helpful to find out more about how people succeed in finding cooperative solutions in social dilemma situations. On the one hand, it makes it easier to evaluate very large data sets (e.g. conversations in social media); on the other hand, computer-assisted methods can assess the differences between different texts (e.g. negotiation protocols) more objectively than human readers can.

### **Projektbeteiligte**

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