

EVALUATION OF LITERATURE BY PROFESSIONAL AND LAYPERSON CRITICS.

A DIGITAL AND LITERARY SOCIOLOGICAL ANALYSIS OF EVALUATIVE TALK OF LITERATURE

THROUGH THE PRISM OF LITERARY PRIZES (2007-2017)

What?

- Comparative, qualitative and quantitative study of the evaluation of literature by professional and lay critics
- Digitally empowered method of literary sociology
- Focus on the critical discourse generated by **six literary prizes** in three different linguistic communities (2007-2017)

Multilingual Corpus:

- Print-based: literary journals, jury reports...
- New (social) media: **Twitter**, **Instagram** and **Goodreads**

	UK	Germany	Low Countries
Academy-driven Prize	(Man) Booker Prize	Georg-Büchner-Preis	Prijs der Nederlandse Letteren
Audience-gearred Prize	Not the Booker Prize	Ingeborg-Bachmann-Preis	Gouden (Boeken)Uil/Fintro Literatuurprijs

Web Scraping:

- Twitter and Instagram: query/hashtag-based scraping
- marquisvictor's "Optimized-Modified-GetOldTweets3-OMGOT"
- instaloader's "Instaloader"
- Goodreads: reviews per book/text (own script)

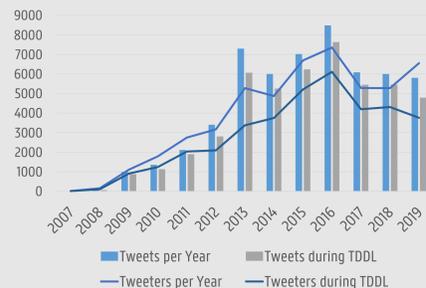


Current Focus: Critical discourse concerning the Ingeborg-Bachmann-Preis generated on Twitter

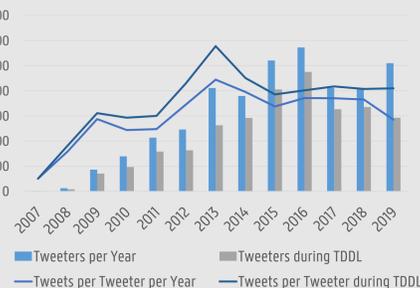
Tage der deutschsprachigen Literatur (TDDL):

- Annual literary event and competition during which the Ingeborg-Bachmann-Preis is awarded (Klagenfurt, AT)
- Online livestream and broadcast on live television
- Lively following of "lay critics" on social media, especially on Twitter

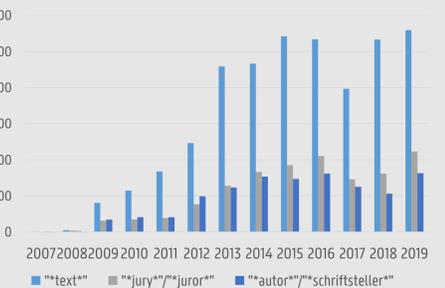
TDDL: Number of Tweets and Number of Participating Tweeters



TDDL: Number of Participating Tweeters and Average Number of Tweets per Participant



Frequency of "text*", "jury*" / "juror*" and "autor*" / "schriftsteller*" in TDDL-Tweets



Questions:

Which aspects of the texts, the event,... are being discussed on social media by the "lay critics" and how do they evaluate these aspects? Consequently, what criteria do they use to separate "good" from "bad" literature?

Annotation:

In Webanno
Three annotated layers:

- **Feature Expressions (FE):** e.g. text, contender, jury...
- **Named Entities (NE):** e.g. event, organisation...
- **Sentiment Expressions (SE):** linked to the FE's and NE's



Method:

Aspect-Based Sentiment Analysis (ABSA)
Semi-Supervised Learning:

- Small amount of labeled (annotated) data
- Large amount of unlabeled data

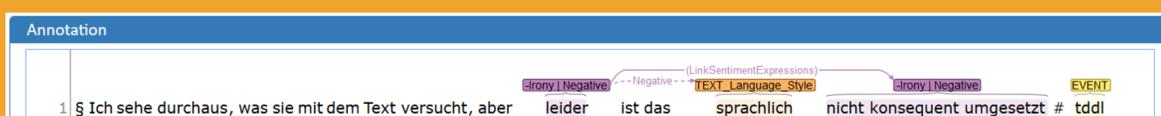
Ongoing pilot study:

Test corpus: #tddl-tweets during the TDDL in 2019

2 Annotation-systems:

1. More fine-grained
 - Tags more FE-(sub)categories
 - Three-layered polarity: positive, neutral and negative
2. More coarse-grained
 - Less FE-(sub)categories: main focus on "Text", "Reading", "Contender" and "Jury"
 - Dual polarity (positive-negative): "neutral" sentiment remains unlabeled

Example:



Different "focus" on different social platforms?

TDDL on Twitter: 30 Most Frequent Content Words (2007-2017)			TDDL on Instagram: 30 Most Frequent Content Words (2007-2017)		
Rank	Word	Wordcount	Rank	Word	Wordcount
1.	tddl	30695	1.	tddl	310
2.	tddl16	7544	2.	klagenfurt	152
3.	bachmannpreis	5197	3.	bachmannpreis	149
4.	text	4198	4.	tddl16	95
5.	klagenfurt	1761	5.	literatur	85
6.	bachmann	1594	6.	bachmann	77
7.	literatur	1467	7.	lesarten	45
8.	preis	1364	8.	ingeorgbachmann	44
9.	jury	1256	9.	kärnten	37
10.	spinnen	1004	10.	ingeorg	30
11.	gut	943	11.	ingeorgbachmannpreis	29
12.	winkele	855	12.	deutschsprachigen	28
13.	texte	831	13.	tddl17	28
14.	tddl09	741	14.	literature	26
15.	fehlmann	693	15.	3sat	25
16.	jahr	667	16.	anstria	23
17.	strgl	665	17.	bockstagram	23
18.	tddl17	659	18.	carinthia	23
19.	3sat	655	19.	orf	23
20.	literaturcafe	643	20.	wörthersee	23
21.	tag	642	21.	tage	22
22.	tddl15	572	22.	wetlesen	21
23.	autoren	545	23.	tagederdeutschsprachigenliteratur	20
24.	gerade	508	24.	bücher	19
25.	kastberger	508	25.	lesung	19
26.	genant	481	26.	wien	19
27.	lotte	443	27.	bachmannwettbewerb	18
28.	tage	443	28.	buch	18
29.	ingeorg	439	29.	preis	18
30.	rubinovitz	421	30.	igenkto	15

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