

N1 Lewis, E.T., Diesner, J., & Carley, K. M. (2002). Using network analysis to extract and analyze self-presentation strategies in texts.

Extracting and representing the networks of ties between concepts in a set of texts creates a "map" of each text. Using map analysis, a researcher can systematically reduce the words in texts, then extracts and compares the networks of ties between concepts. In this paper we will present map analysis results that attempt to capture the self-presentation strategies authors use in their texts. Managing issues of self-presentation is a central goal of many different types of texts. Our research focuses on interpreting self-presentation strategies from map analysis networks that are created using different coding and data reduction techniques. We use an automated text analysis program (AutoMap©) to extract the concepts in the text, link them into statements based on their proximity in the text, and then into networks of statements within the entire text. The texts we study are a set of applications on behalf of entrepreneurs for an "Entrepreneur of the Year" award. The author's specific strategic intent in the text is reflected in different statements formed from the concepts in the text and the arrangement of those statements. Applicants value uniqueness in their application's content because it sets them apart and demonstrates their worthiness for the award, but the value placed on uniqueness in the structure of their strategic accounts is not as clear. Our analysis of the structure of concept networks in the text leads us to extract four general self-presentation strategies: the prepared entrepreneur, the driven entrepreneur, the creative niche entrepreneur, and the humble entrepreneur (a single entrepreneur may employ multiple strategies).