**LISTENING IN, READING BETWEEN THE LINES: MOTIVATIONS BEHIND POLITICAL COMMUNICATIONS**

**STATEMENT OF RESEARCH PROJECT**

In political psychology, implicit motive imagery in political communications has been found to be related to important national as well as diplomatic outcomes. The primary goal of this research seeks to analyze the implicit motives of prominent or political figures, organizations or communities in Singapore and in the region, and using these motive scores to anticipate and/or predict the likely behaviors of the political agents as events unfold in real-time. However, the process of scoring for the implicit motives is time consuming. Implicit motives which are non-conscious have traditionally been measured by hand-coding textual content for motive imagery. For practitioners and policy makers to act on these insights timely, with the continual influx of textual content from interview, email, social media posts, political speeches, and other publicly available domain, it is necessary for the implicit motives to be coded quickly, accurately, and automatically. Hence, a secondary goal of this research aims to extend the work of Pang & Ring (2020), by incorporating contextualized hand-coded data to the existing machine-learning classifier to improve the model performance in scoring for such content.

**SCOPE OF WORK FOR SELECTED PHD STUDENT**

1. Data Collection: Web-scrapped contemporary articles from online media which includes, but not limited to, content generated by prominent and political figures on from social media, government and news sites

2. Hand-Coding for Implicit Motives. Perform manual thematic content analysis on the collected articles

3. Examine the relationship between implicit motives and important national and diplomatic outcomes

4. Enhance the machine learning-classifier with contextualized hand-coded data. Progressively incorporate relevant hand-coded data from disparate contexts into machine-learning classifier in order to improve its performance on unseen data and experiment on different pre-trained language-based model (e.g., BERT, GPT) to improve the model performance.