

Re: Permission to publish a figure

I. Richards <ir334@cam.ac.uk>

Thu 2022-12-15 1:46 PM

To: Jay Van Bavel <jay.vanbavel@gmail.com>

Thank you so much for the support and the quick response Jay.

Looking on PNAS it looks like you retain the copyright (as it was published in volume 114 in May 2017) so hopefully I'm good to go...

"For volumes 106–118 (2009–2021), except for open access articles submitted beginning September 2017, the author(s) retains copyright to individual articles, and NAS retains an [exclusive License to Publish](#) these articles and holds copyright to the collective work."

Thanks for the heads up about Sander van der Linden's lab - I've not yet connected with them although a behavioural scientist I know here in Cambridge recently also mentioned him. I will get in touch.

All the best and have a great festive season,

Isabel

From: Jay Van Bavel <jay.vanbavel@gmail.com>

Sent: 13 December 2022 5:09 PM

To: I. Richards <ir334@cam.ac.uk>

Subject: Re: Permission to publish a figure

You don't often get email from jay.vanbavel@gmail.com. [Learn why this is important](#)

Hi Isabel,

Congratulations on your research--it sounds very interesting. You certainly have my permission as long as you credit our paper, but I believe you'll also need to reach out to the Journal where we published since they may own the copyright for the image and need to give you permission. But people have reprinted that image elsewhere so I assume permission is easy to get.

Best of luck with your research! I have several collaborators at Cambridge in Sander van der Linden's lab so you should be sure to reach out to them.

Jay

Jay Van Bavel

[Associate Professor](#), New York University

[Director](#), Social Identity & Morality Lab

[Author](#), The Power of Us

On Tue, Dec 13, 2022 at 11:18 AM I. Richards <ir334@cam.ac.uk> wrote:

Dear Dr Van Bavel,

I am looking to publish a paper in the journal [AI and Ethics](#) concerning how machine-learning fuelled 'hypernudging' on social media influences our autonomy with respect to forming moral judgments. I would like to request permission to use the [third figure](#) in your paper "[Emotion shapes the diffusion of moralized content in social networks](#)".

I have worked for a number of years in the technology industry and, alongside this, I am now affiliated with the University of Cambridge where I am reading for a Masters in AI, Ethics and Society (here is [my LinkedIn](#) if that is of interest).

My paper argues that the machine-learning-enabled dynamics of social media platforms like Twitter, combined with our natural engagement with moral-emotional language can create the conditions under which our autonomy in forming moral judgments is undermined. I argue that this impact is particularly pronounced where moral judgments are conspicuously linked to ideology.

Your paper provided an invaluable study of how moral-emotional language spreads on social media and the figure specifically provides a vivid illustration of the pronounced pattern this takes when such language is linked to ideology.

I'd be very grateful for your support in providing me permission to use the figure. Of course, it would be reprinted with full attribution to you and your co-authors.

Many thanks,

Isabel