An apparatus for determining one or more preferred words of a user may include a processor and memory storing executable computer program code that cause the apparatus to at least perform operations including implementing a topic model including data associated with one or more word preferences of at least one user. The computer program code may further cause the apparatus to implement a training model of the topic model to generate the word preferences based in part on analyzing training data of the training model. The training data including content associated with one or more determined topics. The computer program code may further cause the apparatus to determine that the word preferences correspond to one or more preferred words of respective users. Corresponding methods and computer program products are also provided.