

Social Behavior and Trends

Reading and Activity Guide

Course materials: Slides available at

<https://github.com/lisette-espino/TeachingMaterials>

Lecturer: Lisette Espín-Noboa

<https://lisetteespino.info>

Core Readings

1. **The Parable of Google Flu: Traps in Big Data Analysis**

Explores the challenges and limitations of using large-scale digital data for predicting human behavior.

<https://www.science.org/doi/10.1126/science.1248506>

2. **Fashion** — *Georg Simmel*

A foundational essay on fashion as a form of social expression and differentiation.

<https://www.jstor.org/stable/2773129>

3. **Positive Forms of Social Behavior: An Overview**

Reviews cooperative and altruistic social behaviors and their psychological and social underpinnings.

<https://spssi.onlinelibrary.wiley.com/doi/10.1111/j.1540-4560.1972.tb00029.x>

Videos

1. **How Behavior Spreads** — *Damon Centola*

A talk on how social networks influence the diffusion of behaviors and innovations.

<https://www.youtube.com/watch?v=gamRnnk5lXs>

2. **Capturing Human Behavior and Language for Interactive Systems** — *Ethan Fast*

Examines how human behavior and language data are used to design responsive digital systems.

<https://www.youtube.com/watch?v=m5VII9RAwh0>

Other Activities

1. **Exploring Google Trends**

Go to Google Trends and visualize how the term “*covid*” has evolved over time. You may also explore your own name trends or other keywords of interest.

<https://trends.google.com/>

2. **Concept Introduction: What is Social Behavior?**

A concise overview of the concept of social behavior and its relevance to behavioral research.

<https://imotions.com/blog/learning/research-fundamentals/what-is-social-behavior>