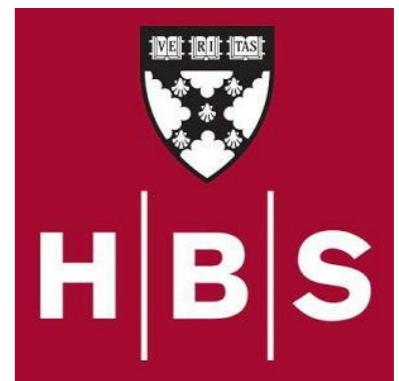


What the heck are we talking about?

Michael Yeomans



w/ Alison Wood Brooks, Karen Huang,
Martha Jeong, Julia Minson & Francesca Gino





CONTRACT

Teamwork and cooperation between all the members of company provides success in business. Constant feedback and interaction of business people is the powerful tool in getting the leading positions in market.





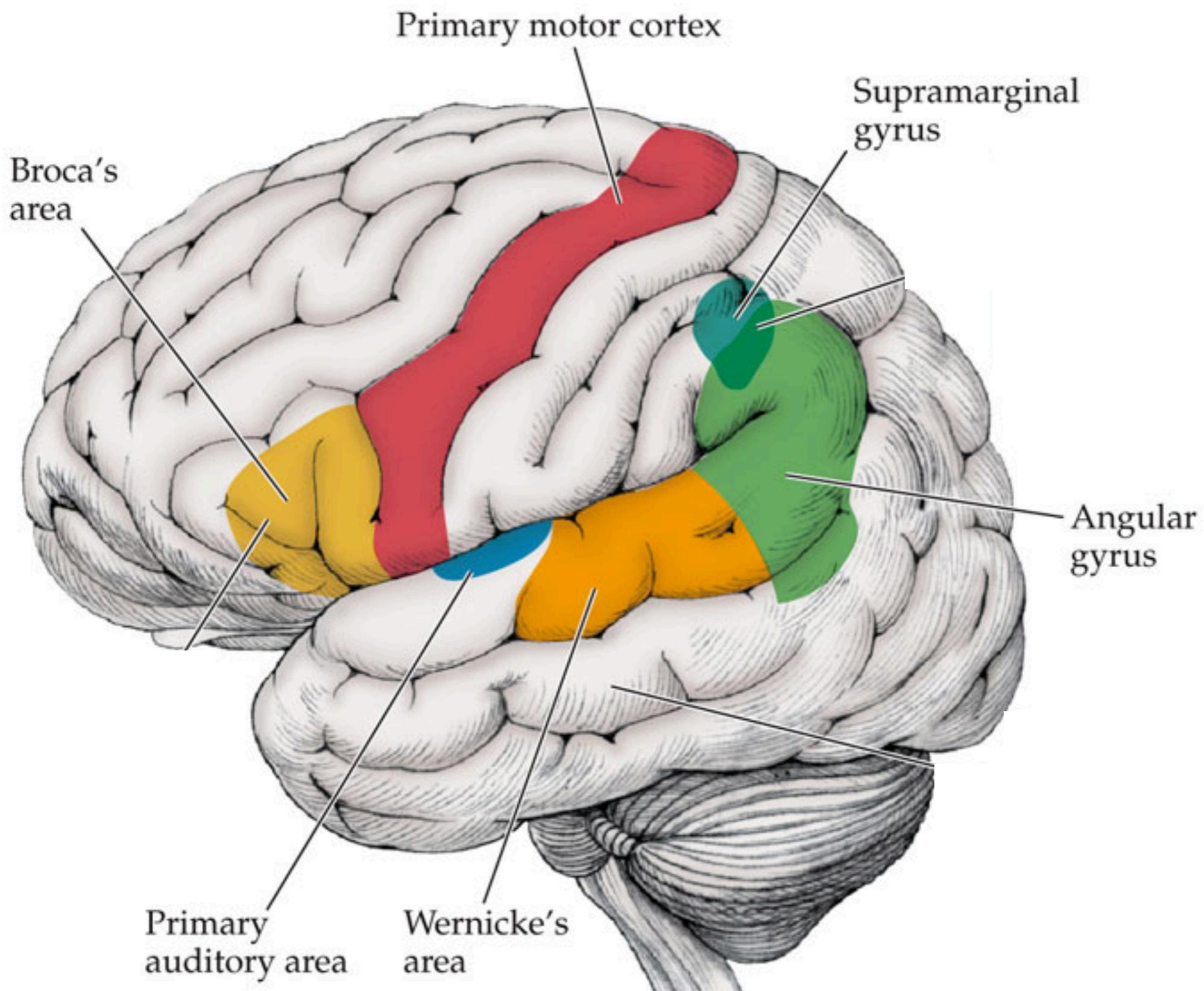








The Conversation Machine



The Conversation Machine



The Conversation Machine



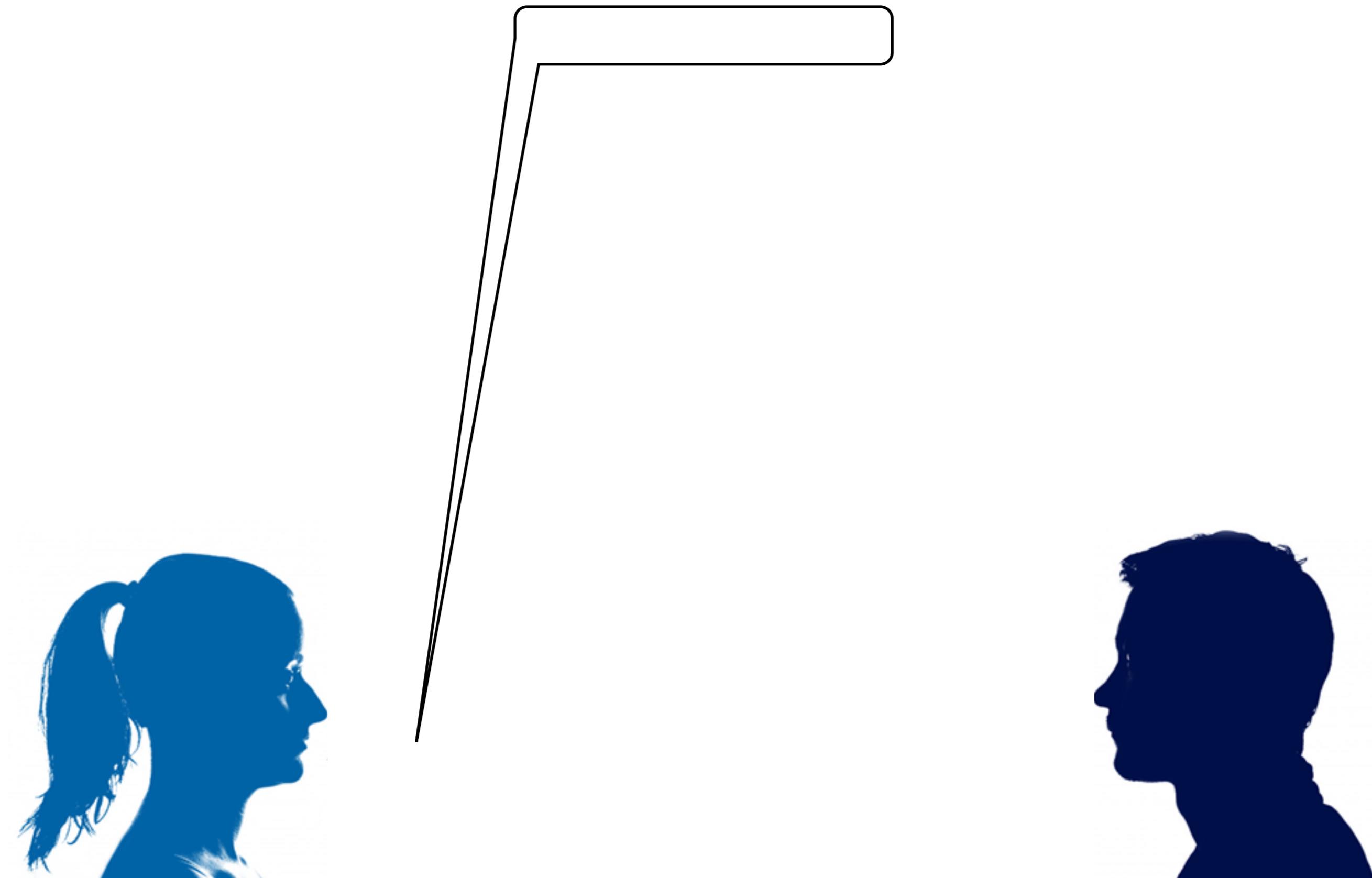
The Conversation Machine



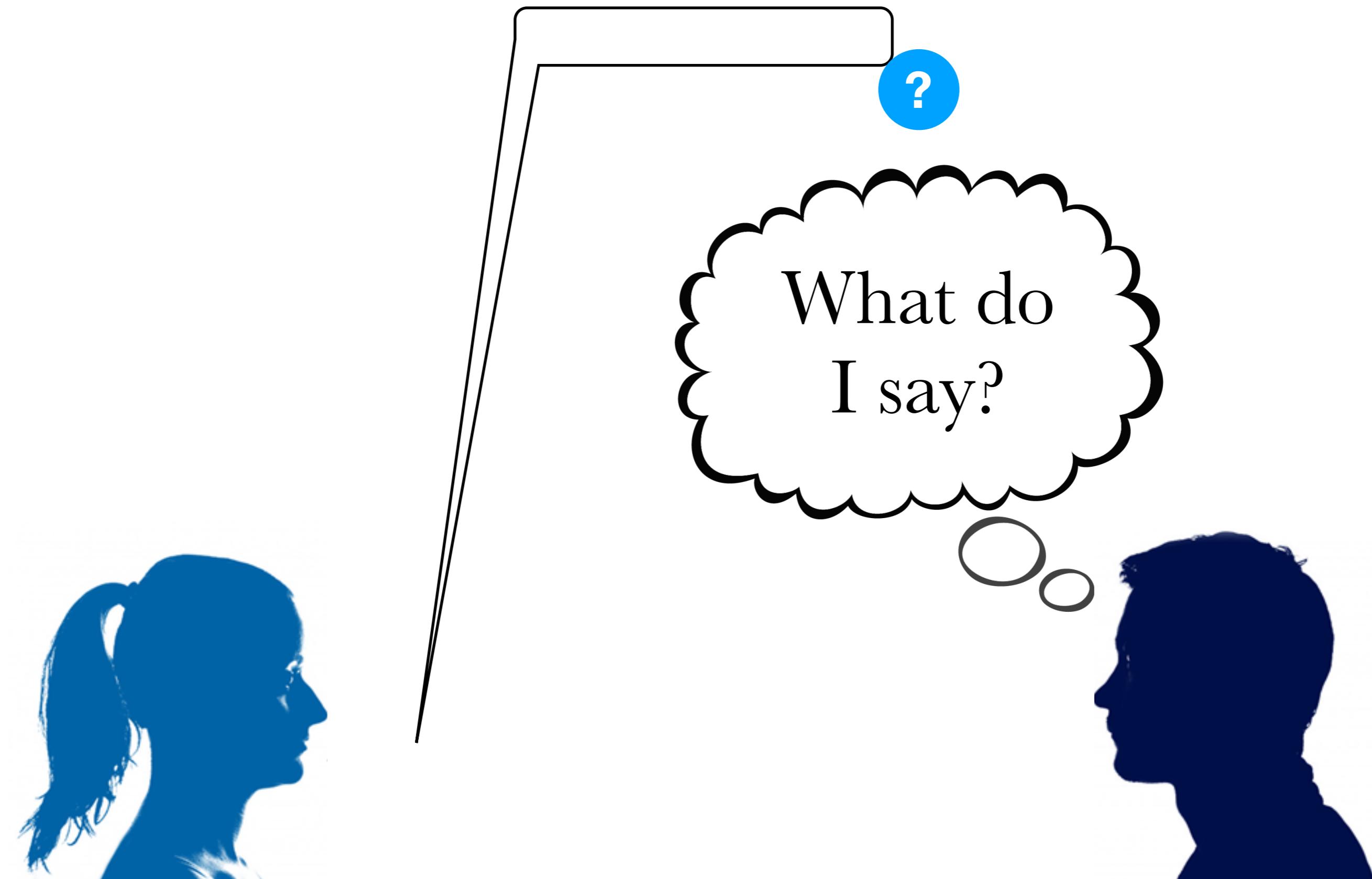
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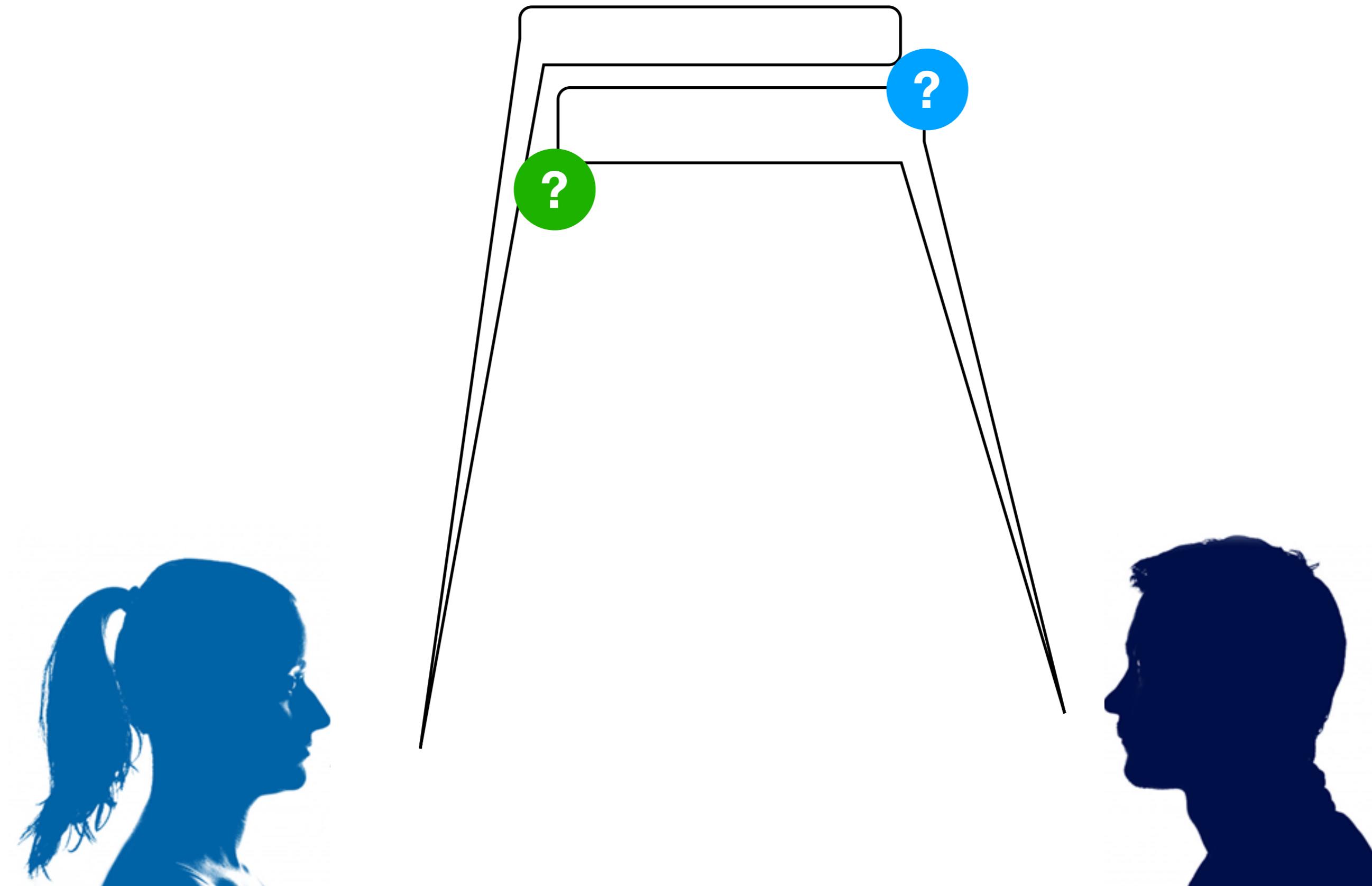
The Conversation Morass



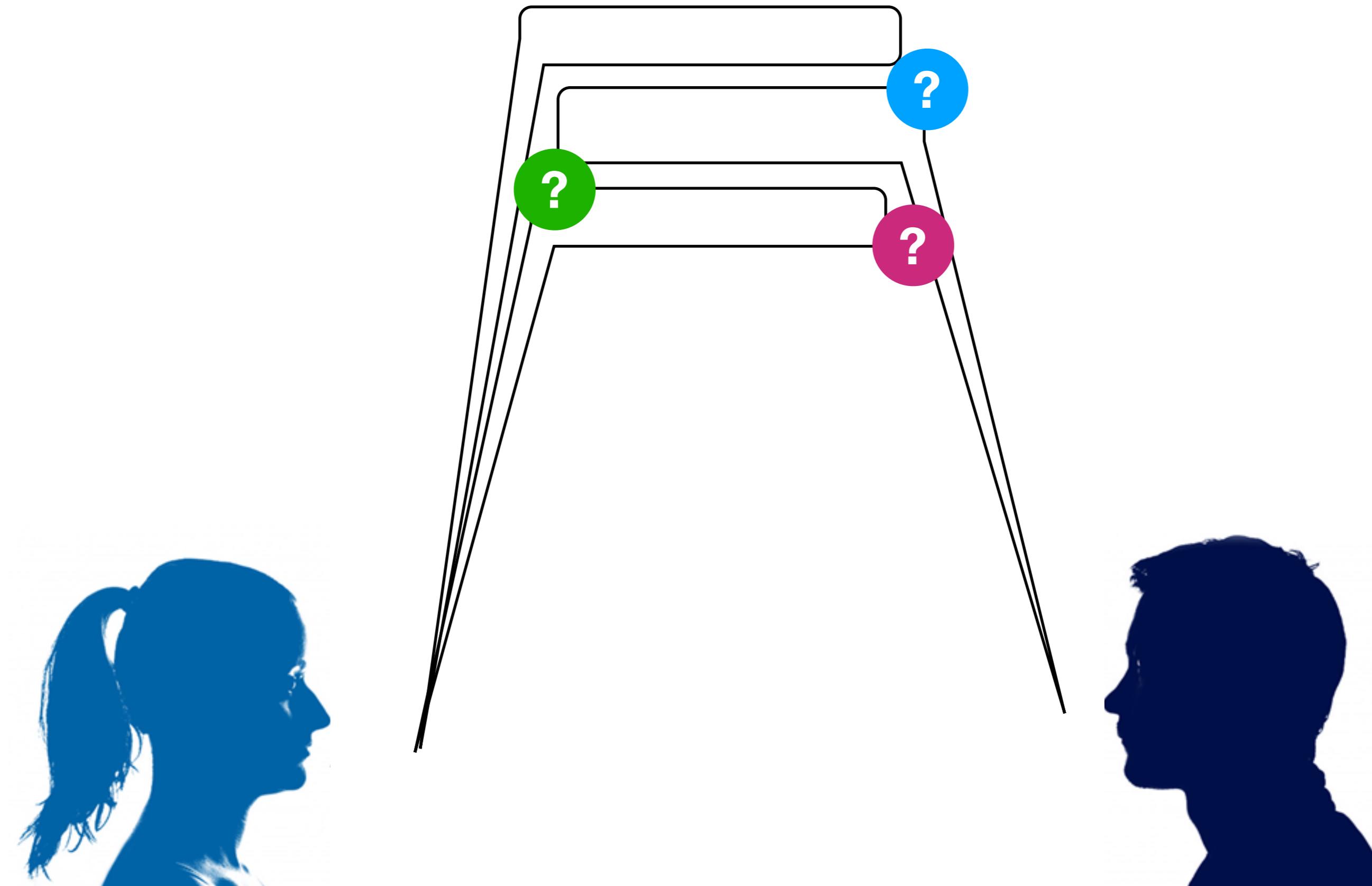
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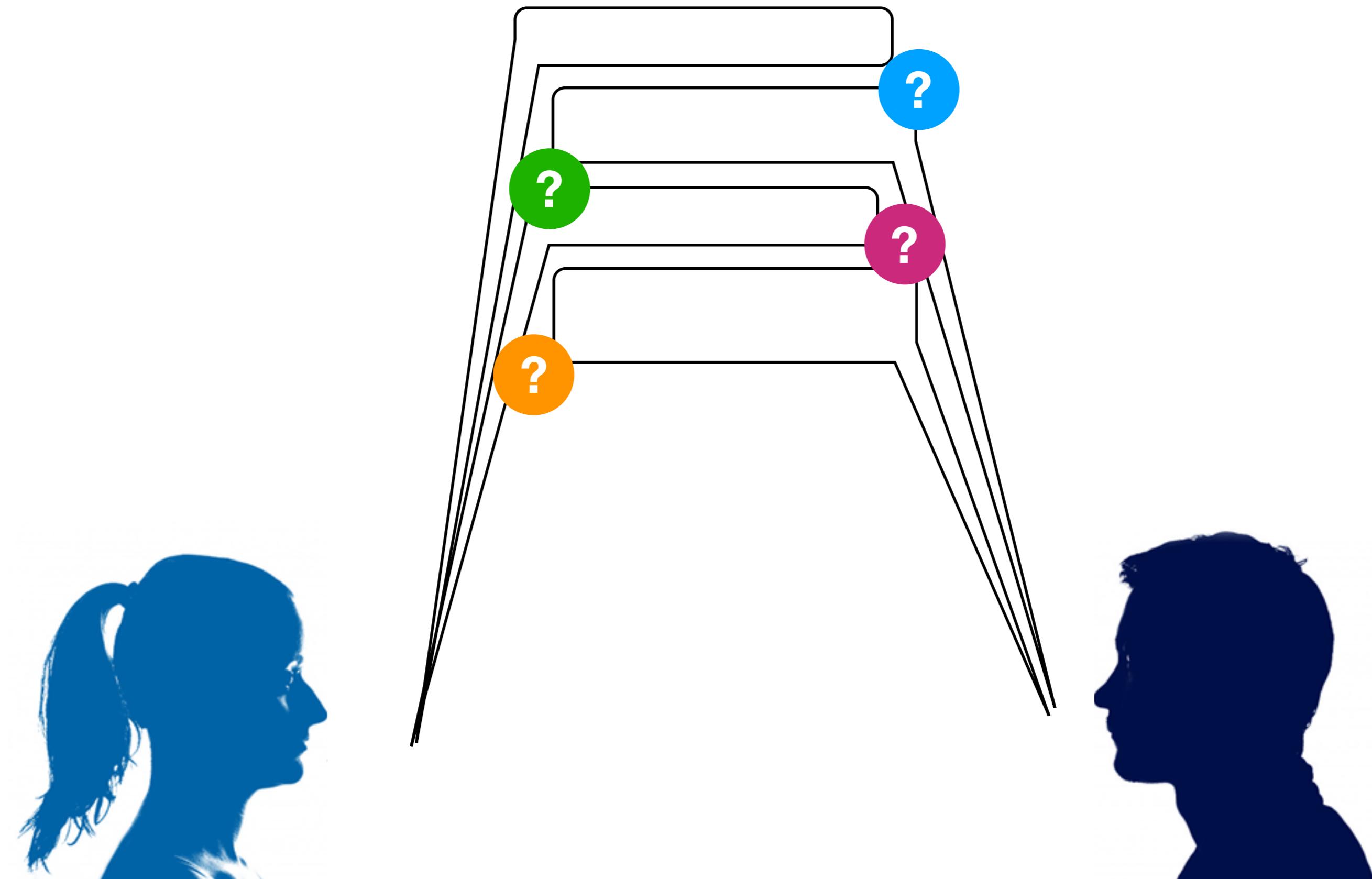
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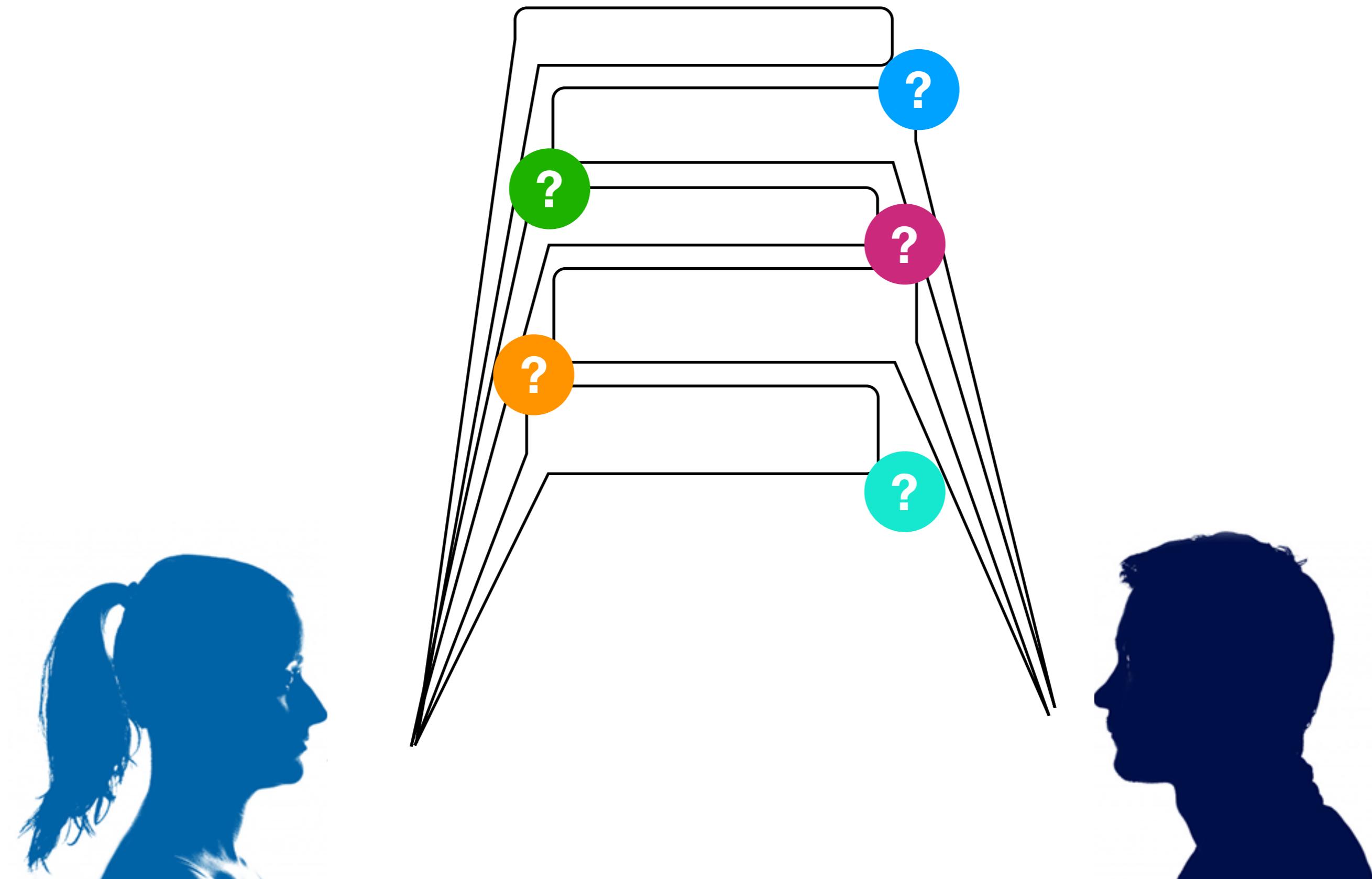
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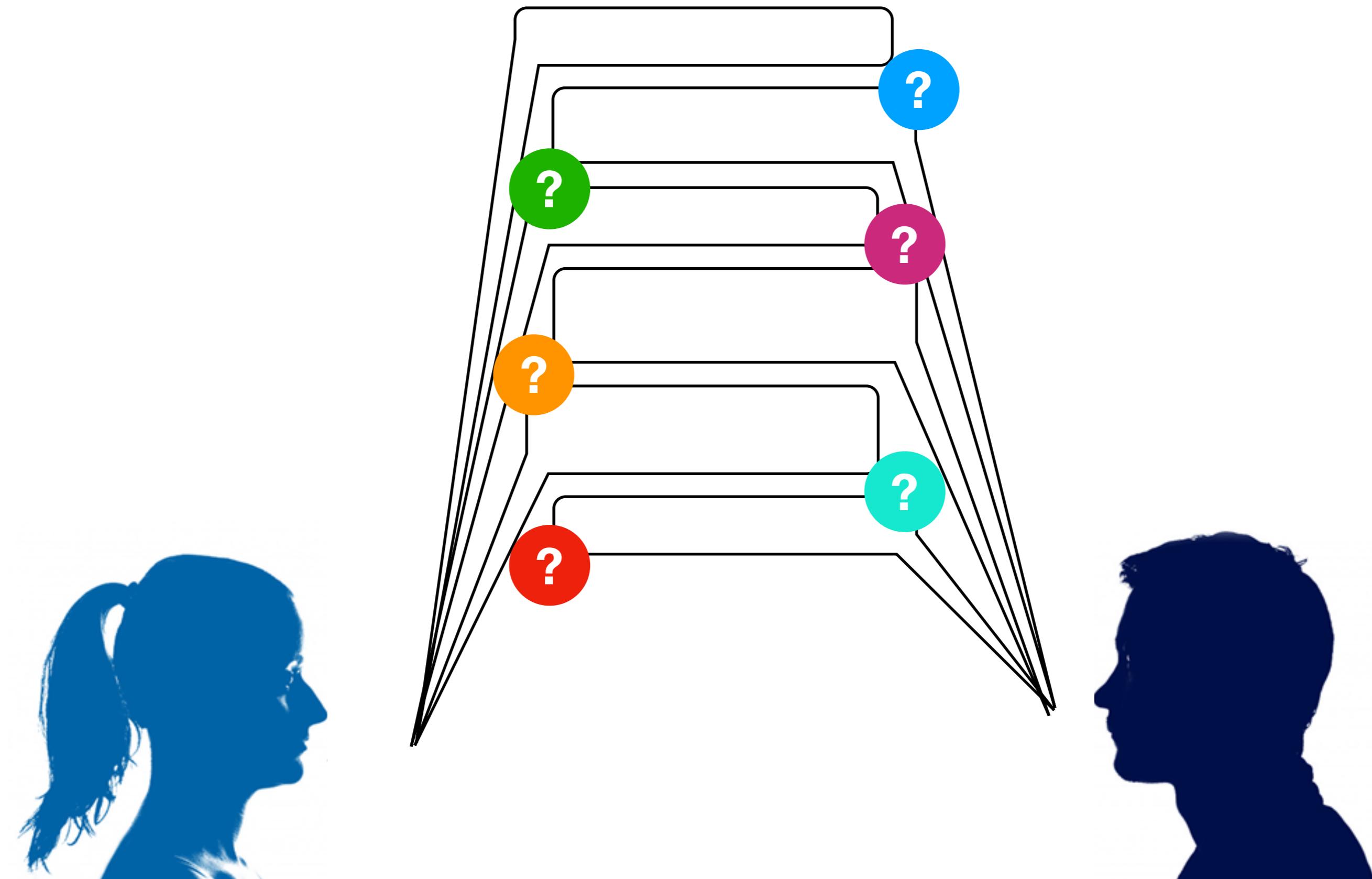
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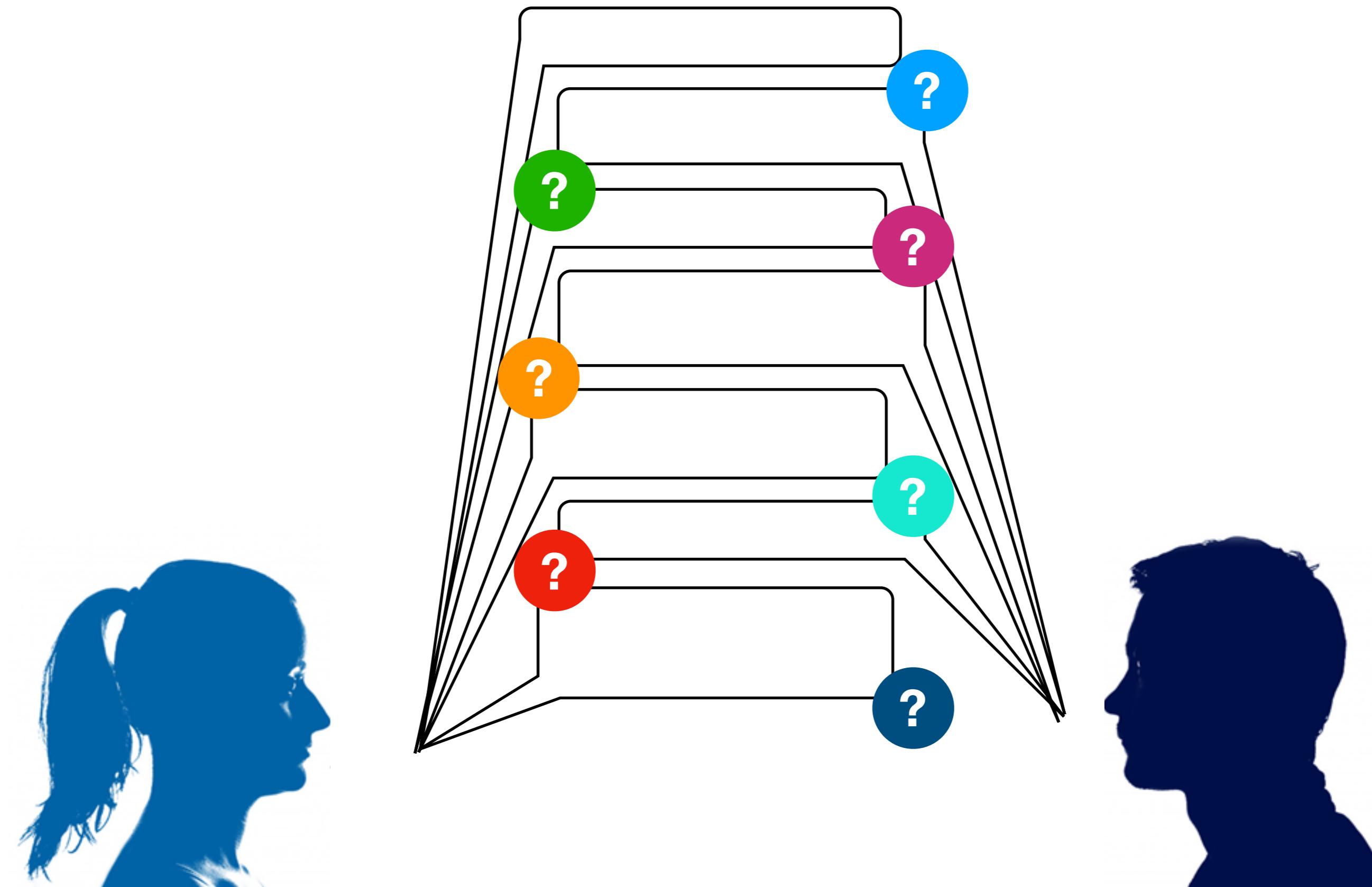
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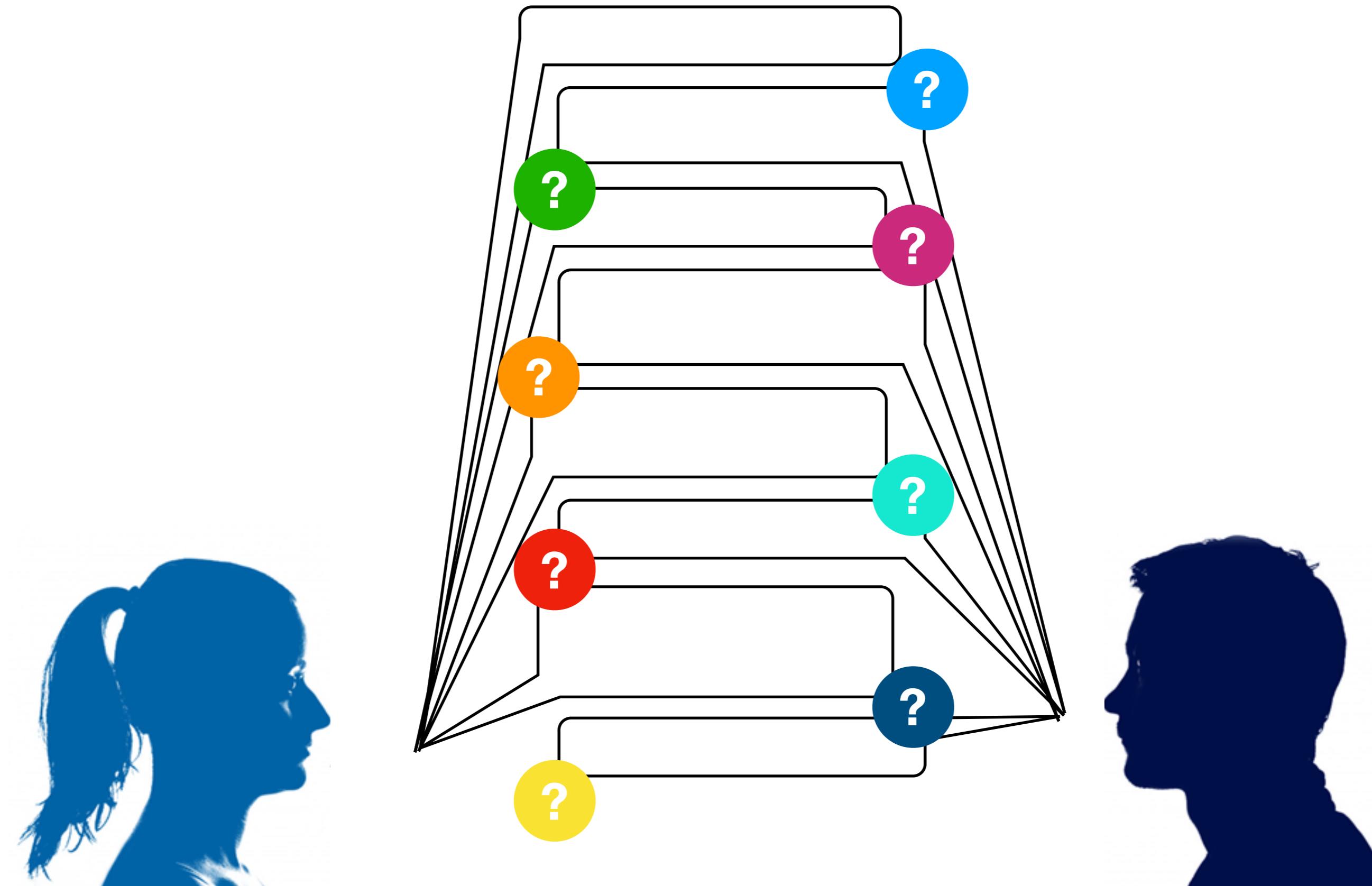
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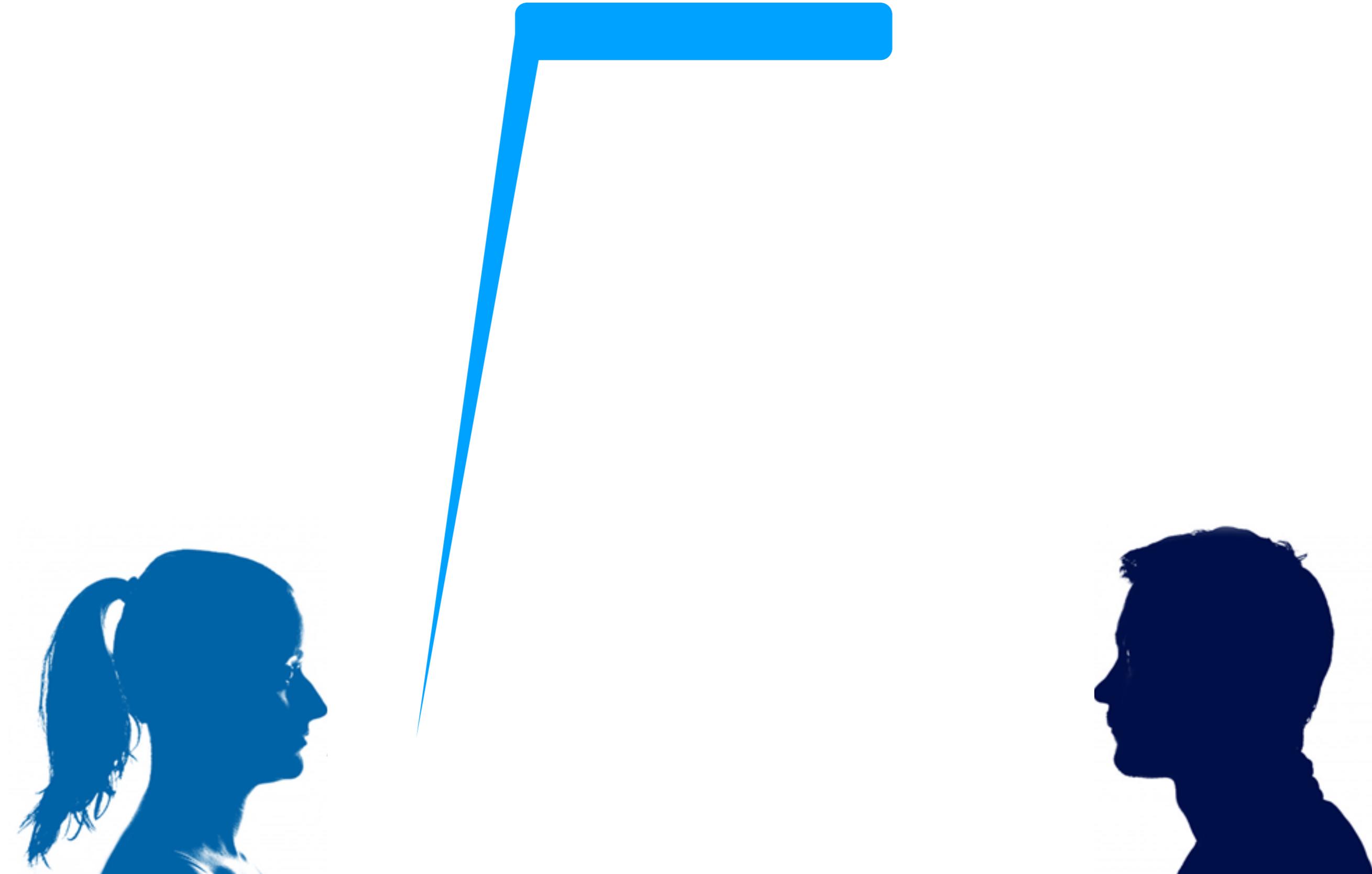
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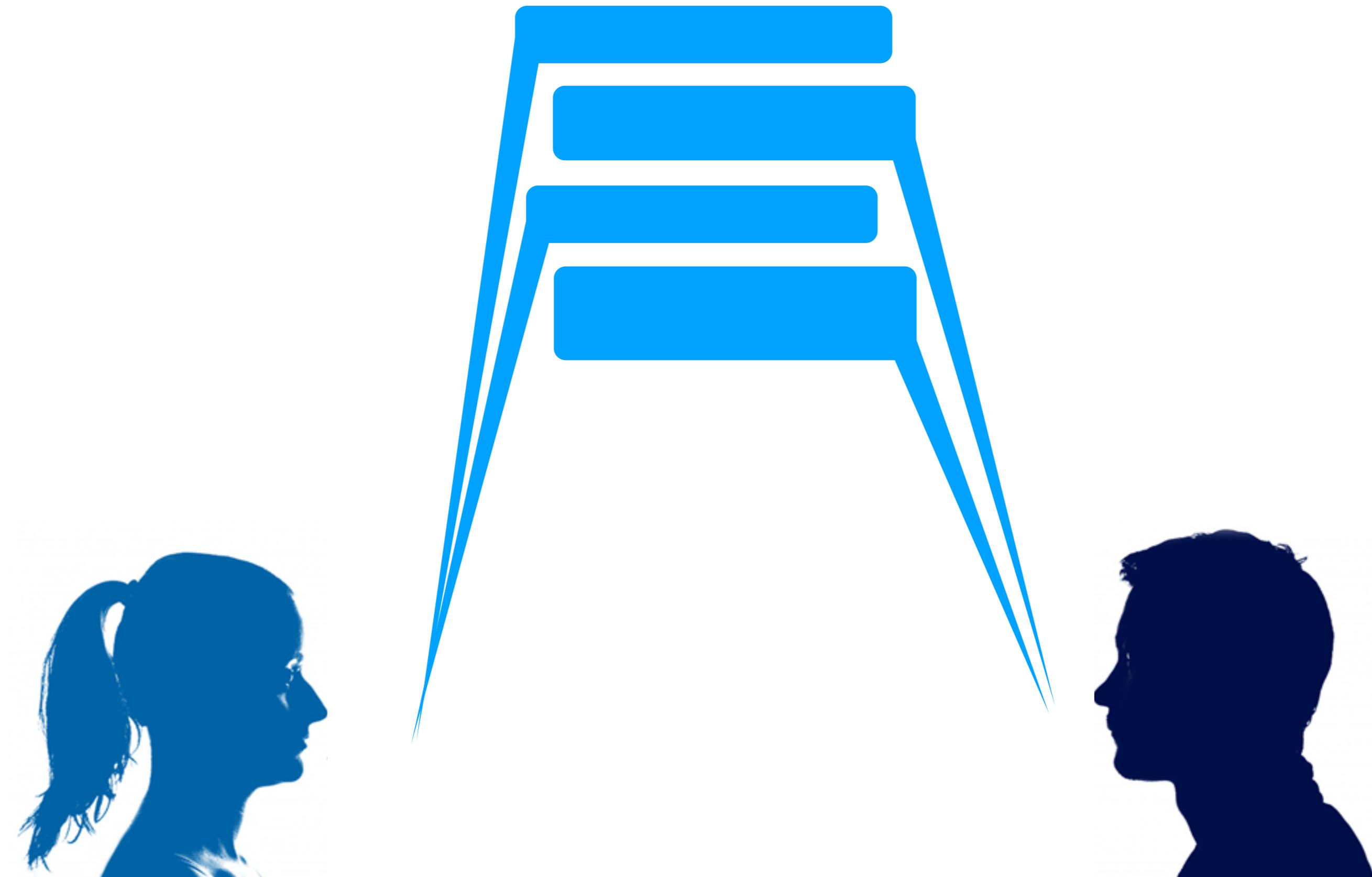
The Conversation Morass



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The Conversation Morass



What makes a good first impression?

What makes a good first impression?



What makes a good first impression?



Speaker

What makes a good first impression?

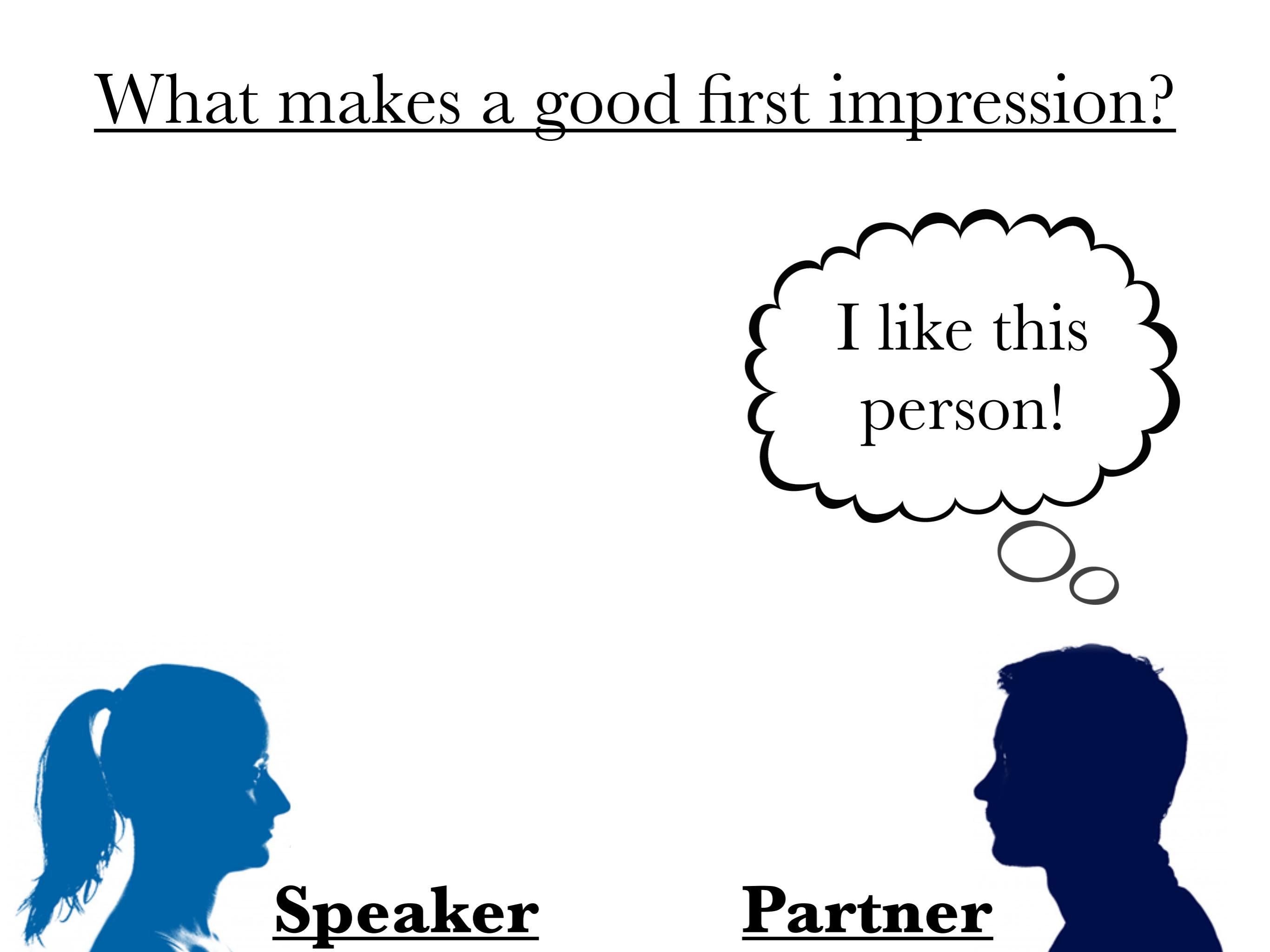


Speaker



Partner

What makes a good first impression?



I like this
person!

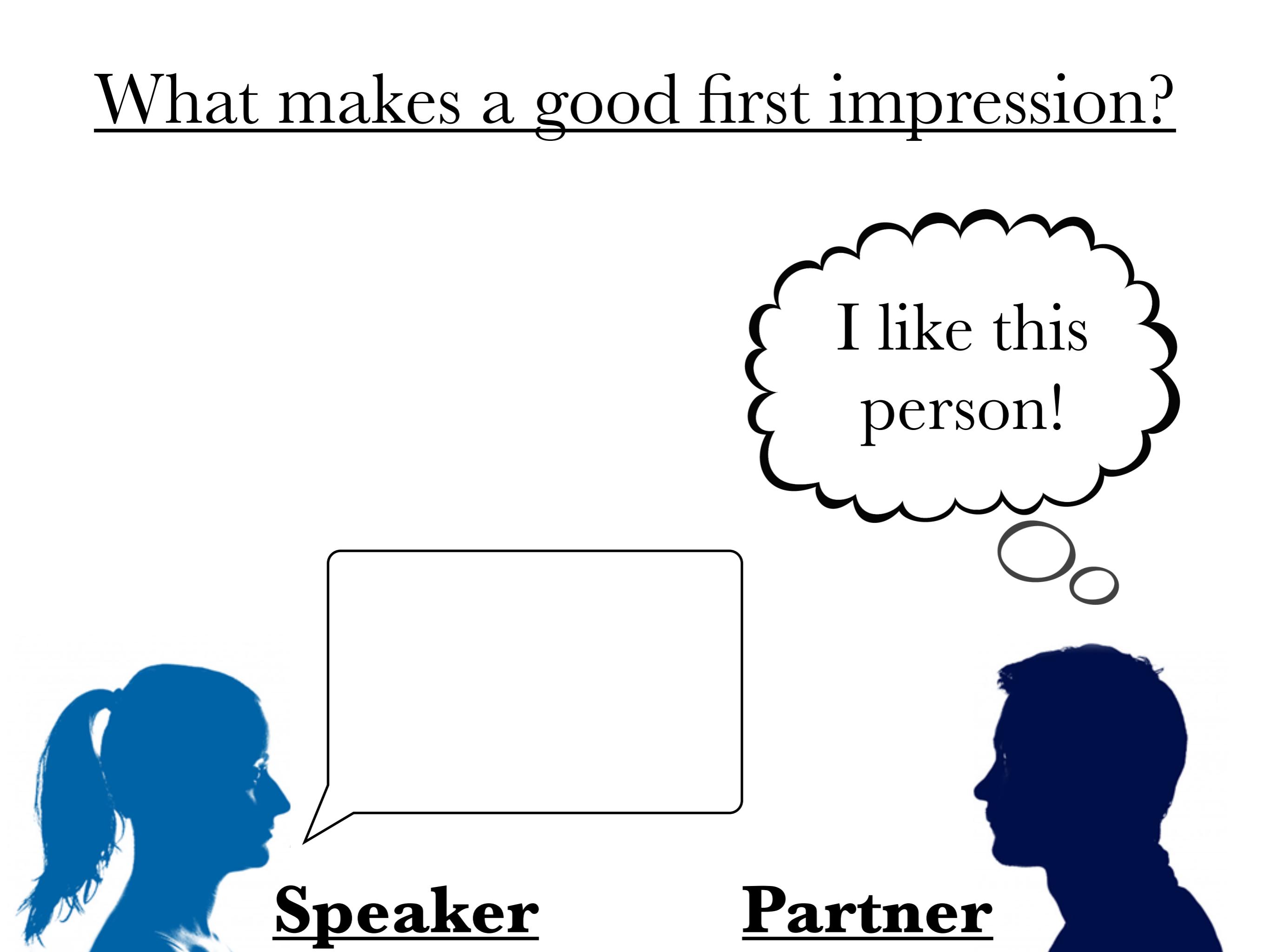


Speaker



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Partner

Does Question Asking Influence Interpersonal Liking?

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Studies 1 & 2

Does Question Asking Influence Interpersonal Liking?

Studies 1 & 2

- 15 min open-ended conversations

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- Strangers paired in dyads over ChatPlat

Does Question Asking Influence Interpersonal Liking?

Studies 1 & 2

- 15 min open-ended conversations
- Strangers paired in dyads over ChatPlat
- Treatment Effect: question-asking instructions

Does Question Asking Influence Interpersonal Liking?

Study 1

Study 2

Does Question Asking Influence Interpersonal Liking?

Study 1

- 398 Behavioral Lab Participants (199 dyads)

Study 2

Does Question Asking Influence Interpersonal Liking?

Study 1

- 398 Behavioral Lab Participants (199 dyads)
- One partner is told to ask many/few questions
- Other partner given no instructions

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Does Question Asking Influence Interpersonal Liking?

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Study 2

- 338 mTurk Participants (169 dyads)

Does Question Asking Influence Interpersonal Liking?

Study 1

- 398 Behavioral Lab Participants (199 dyads)
- One partner is told to ask many/few questions
- Other partner given no instructions

Study 2

- 338 mTurk Participants (169 dyads)
- Both participants told to ask many/few questions (2x2)

Does Question Asking Influence Interpersonal Liking?

Outcome: Interpersonal Liking

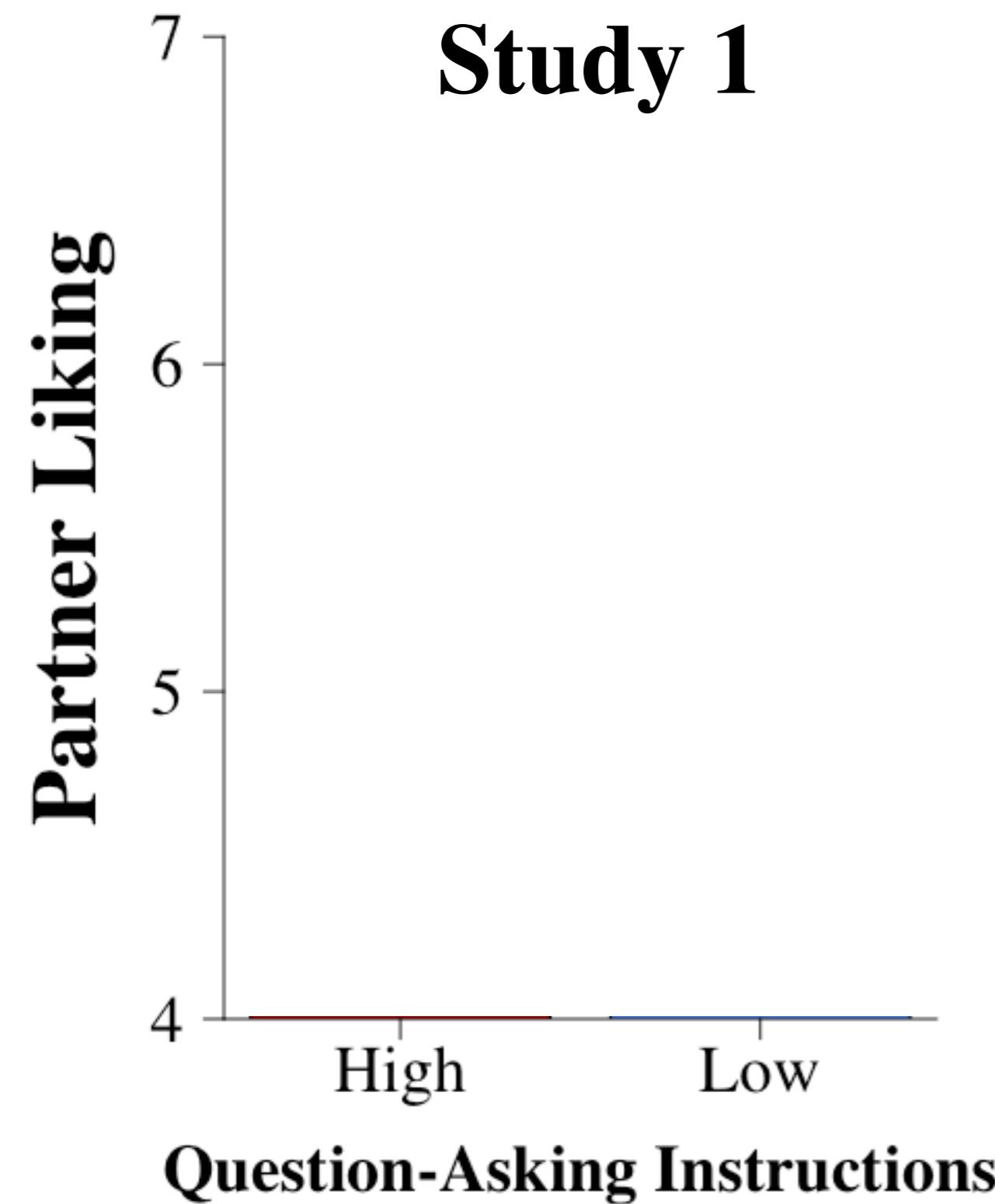
Does Question Asking Influence Interpersonal Liking?

Outcome: Interpersonal Liking

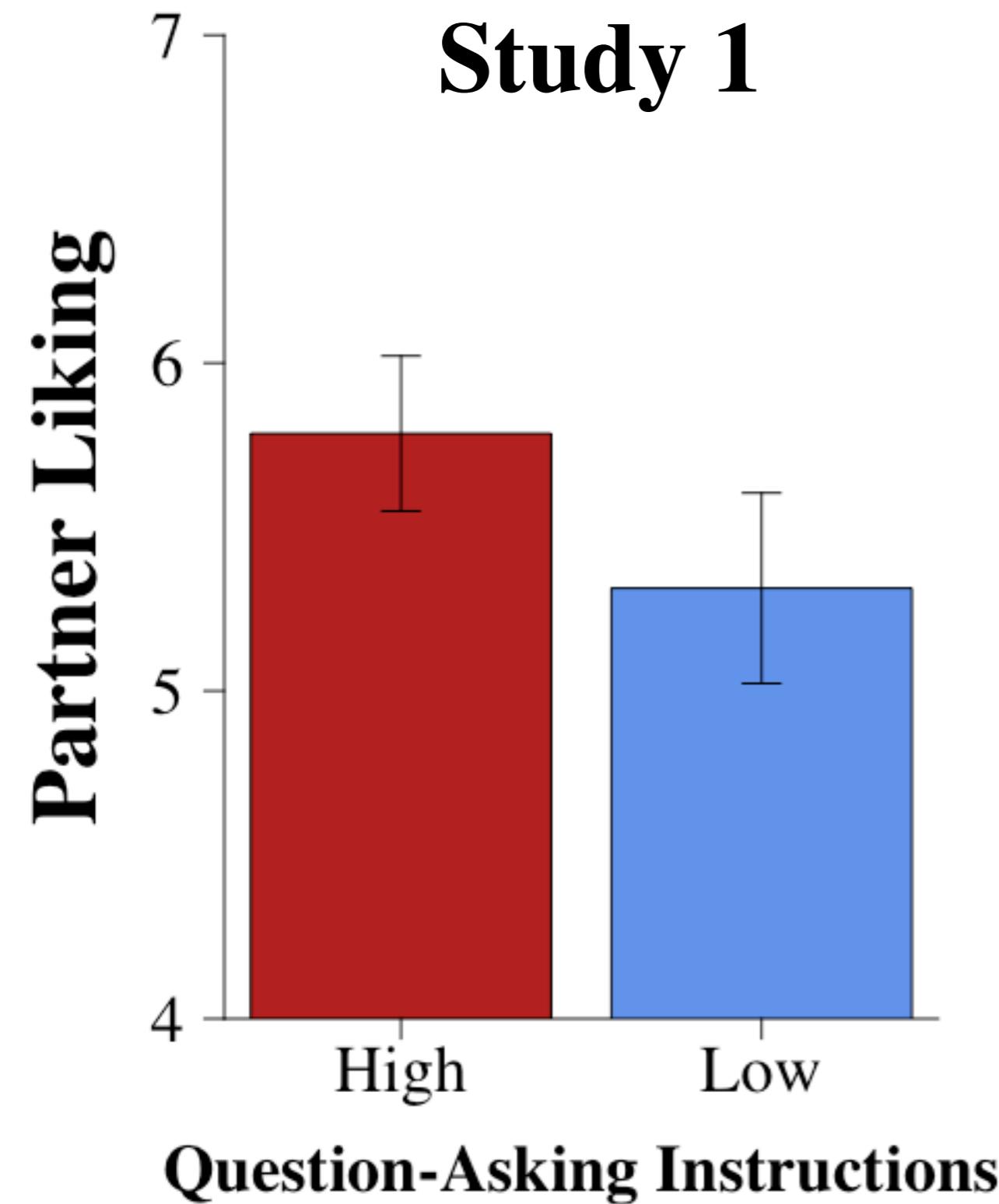
- My partner is likable.
- I liked my partner.
- I would enjoy spending time with my partner.
- I dislike my partner. (*reversed*)

(Cronbach's $\alpha = 0.96$)

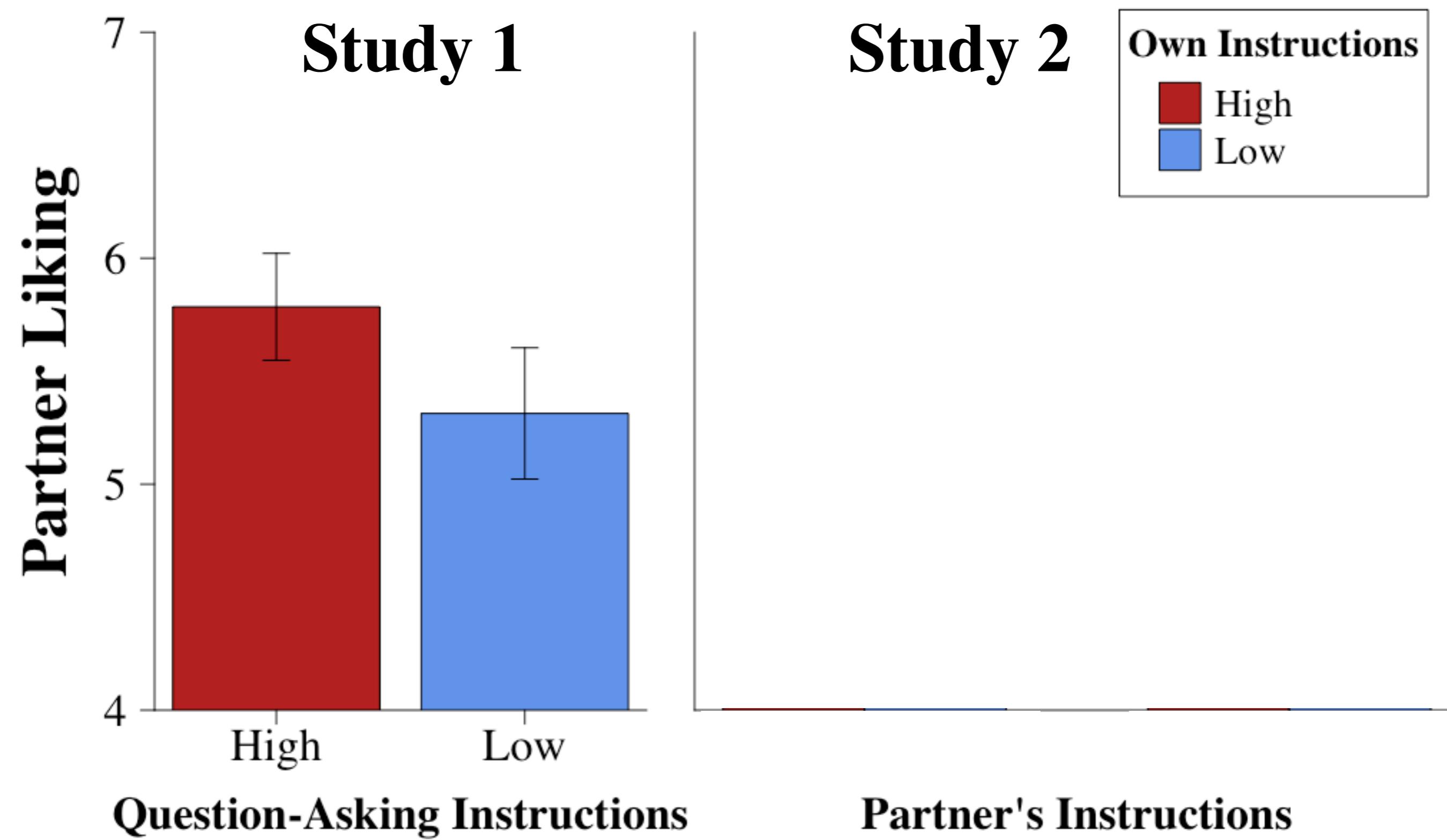
Main Effect of Question-Asking



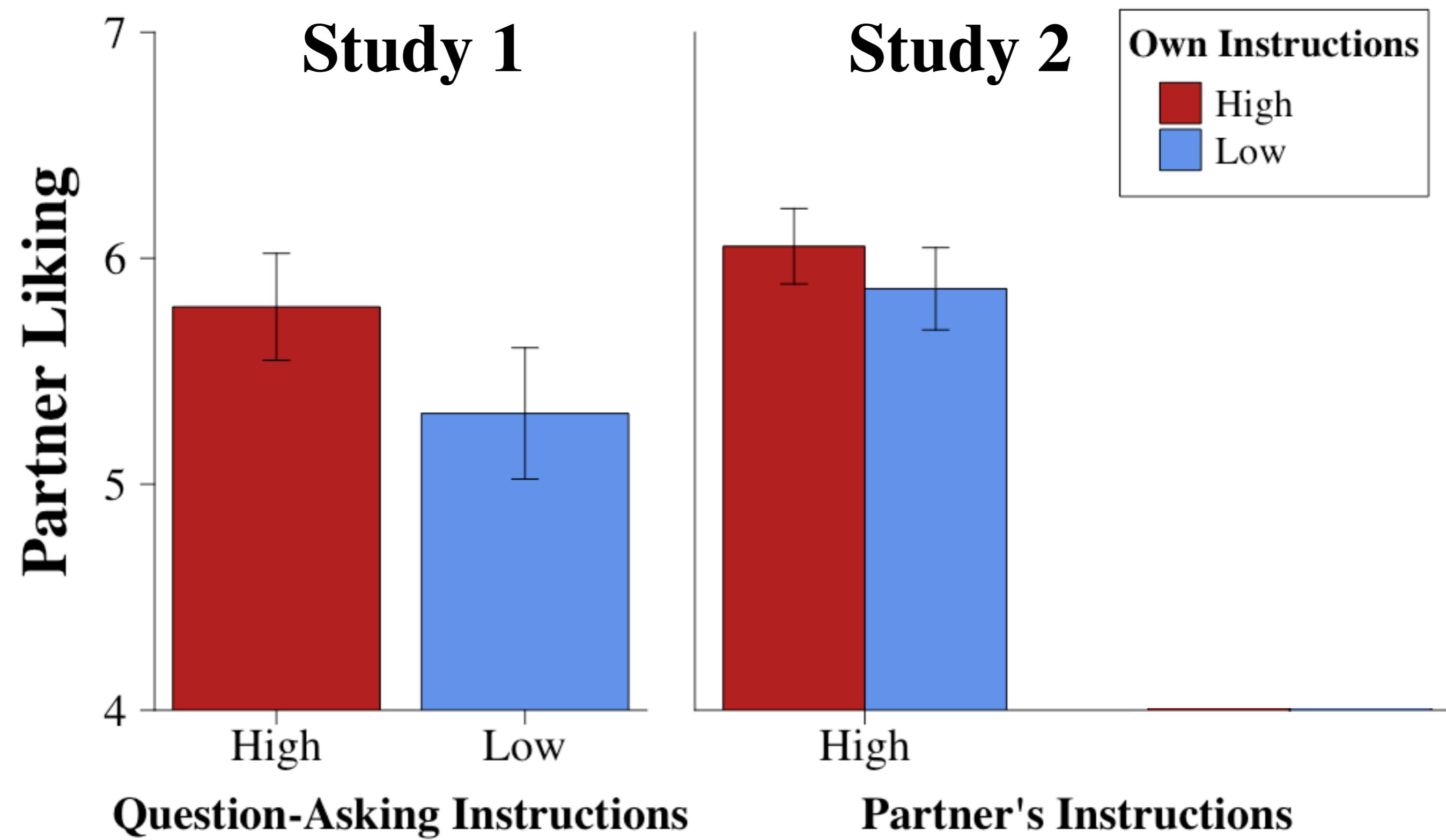
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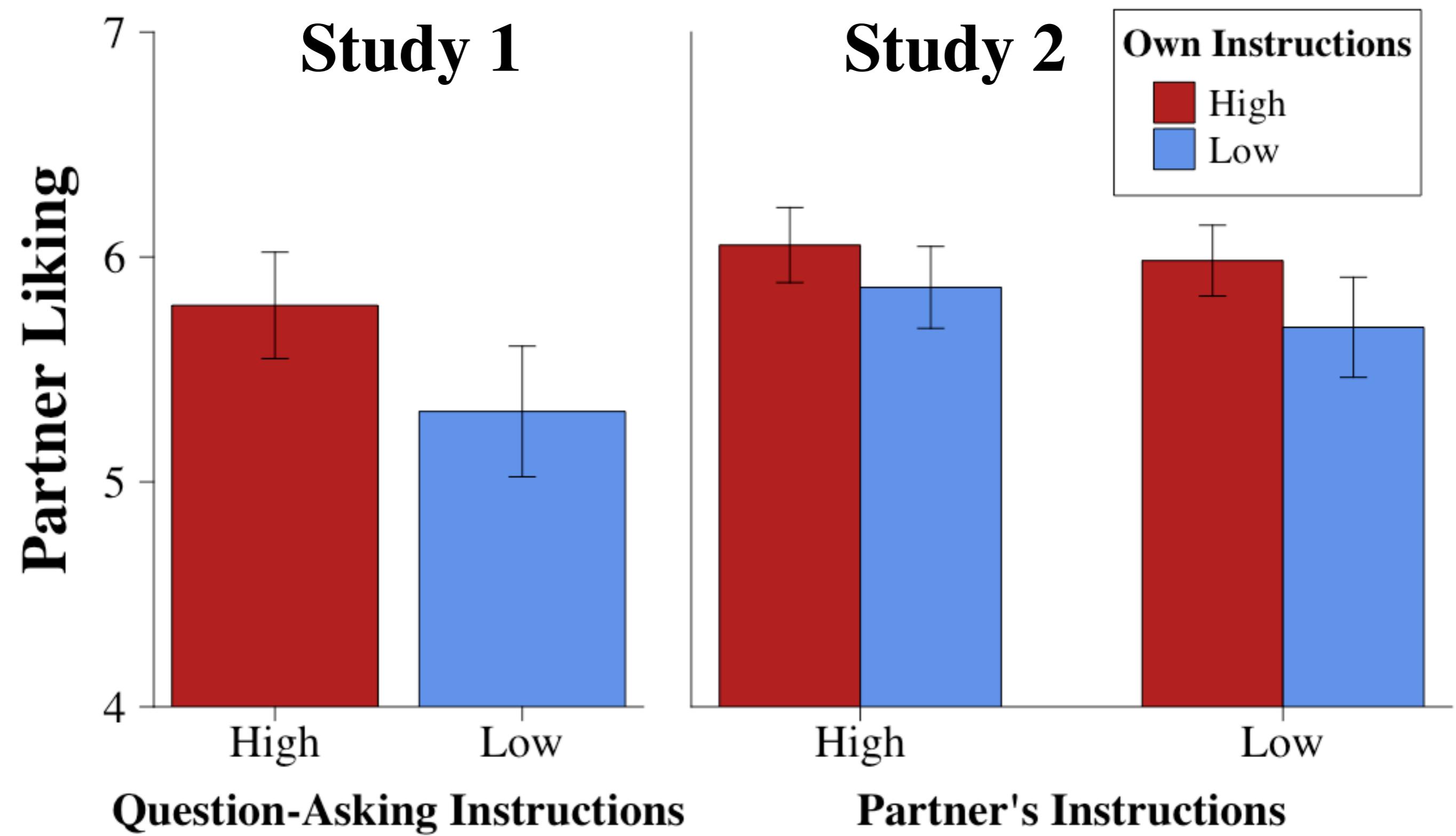
Main Effect of Question-Asking



Main Effect of Question-Asking



Main Effect of Question-Asking



Typology of Question-Asking

Question	Example from Study 1
Follow-Up	
Full Switch	
Partial Switch	
Mirror	
Introductory	
Rhetorical	

Typology of Question-Asking

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Follow-Up	<p>Person 1: I'm planning a trip to Canada. Person 2: Oh, cool. Have you been there before?</p>
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Question	Example from Study 1
Follow-Up	<p>Person 1: I'm planning a trip to Canada. Person 2: Oh, cool. Have you been there before?</p>
Full Switch	<p>Person 1: I am working at a dry cleaners. Person 2: What do you like doing for fun?</p>
Partial Switch	
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Follow-Up	<p>Person 1: I'm planning a trip to Canada. Person 2: Oh, cool. Have you been there before?</p>
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Rhetorical	Person 1: What's the craziest event you've been to? Person 2: Yesterday I followed a marching band around. Where were they going? It's a mystery.

Typology of Question-Asking

Question	Example from Study 1	α
Follow-Up	Person 1: I'm planning a trip to Canada. Person 2: Oh, cool. Have you been there before?	.87
Full Switch	Person 1: I am working at a dry cleaners. Person 2: What do you like doing for fun?	.86
Partial Switch	Person 1: Not super outdoorsy, but not opposed to a hike or something once in awhile. Person 2: Have you been to the beach in Boston?	.47
Mirror	Person 1: What did you have for breakfast? Person 2: I had eggs and fruit. How about you?	.94
Introductory	Person 1: hello! Person 2: Hey, how's it going?	.93
Rhetorical	Person 1: What's the craziest event you've been to? Person 2: Yesterday I followed a marching band around. Where were they going? It's a mystery.	.74

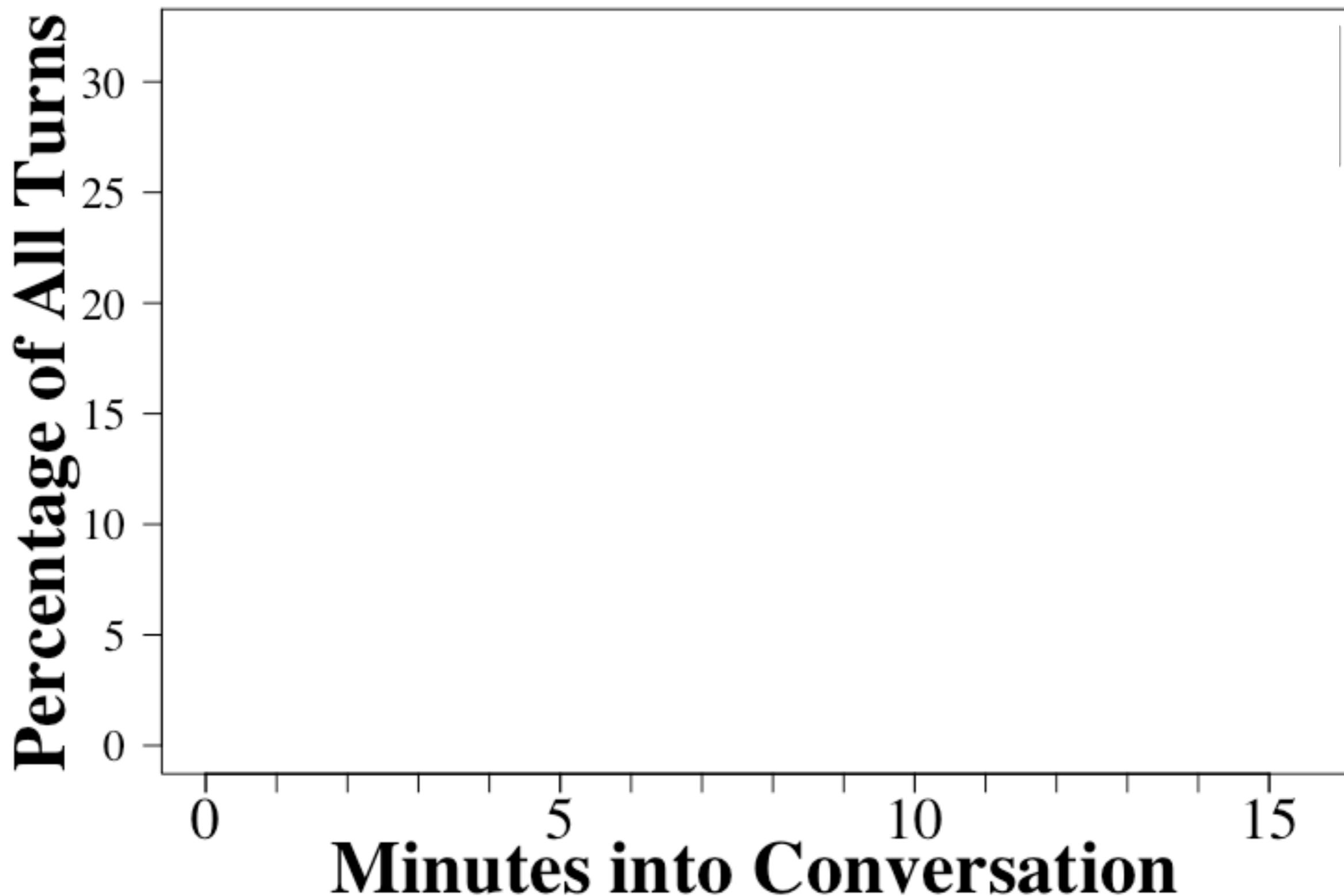
Typology of Question-Asking

Question	Example from Study 1	α	Q%
Follow-Up	Person 1: I'm planning a trip to Canada. Person 2: Oh, cool. Have you been there before?	.87	40.5%
Full Switch	Person 1: I am working at a dry cleaners. Person 2: What do you like doing for fun?	.86	27.6%
Partial Switch	Person 1: Not super outdoorsy, but not opposed to a hike or something once in awhile. Person 2: Have you been to the beach in Boston?	.47	5.5%
Mirror	Person 1: What did you have for breakfast? Person 2: I had eggs and fruit. How about you?	.94	19.0%
Introductory	Person 1: hello! Person 2: Hey, how's it going?	.93	5.8%
Rhetorical	Person 1: What's the craziest event you've been to? Person 2: Yesterday I followed a marching band around. Where were they going? It's a mystery.	.74	1.9%

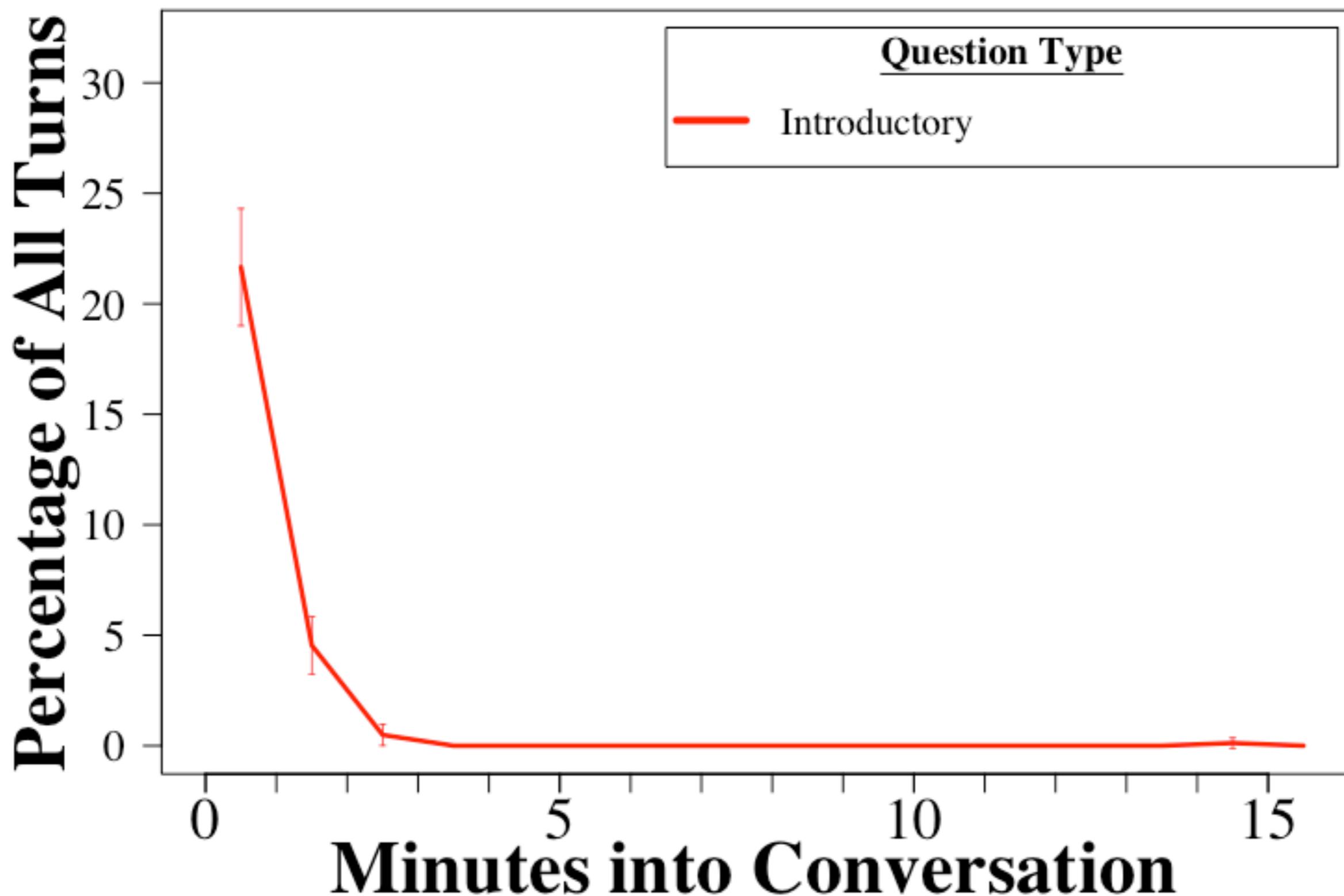
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<hr/>			
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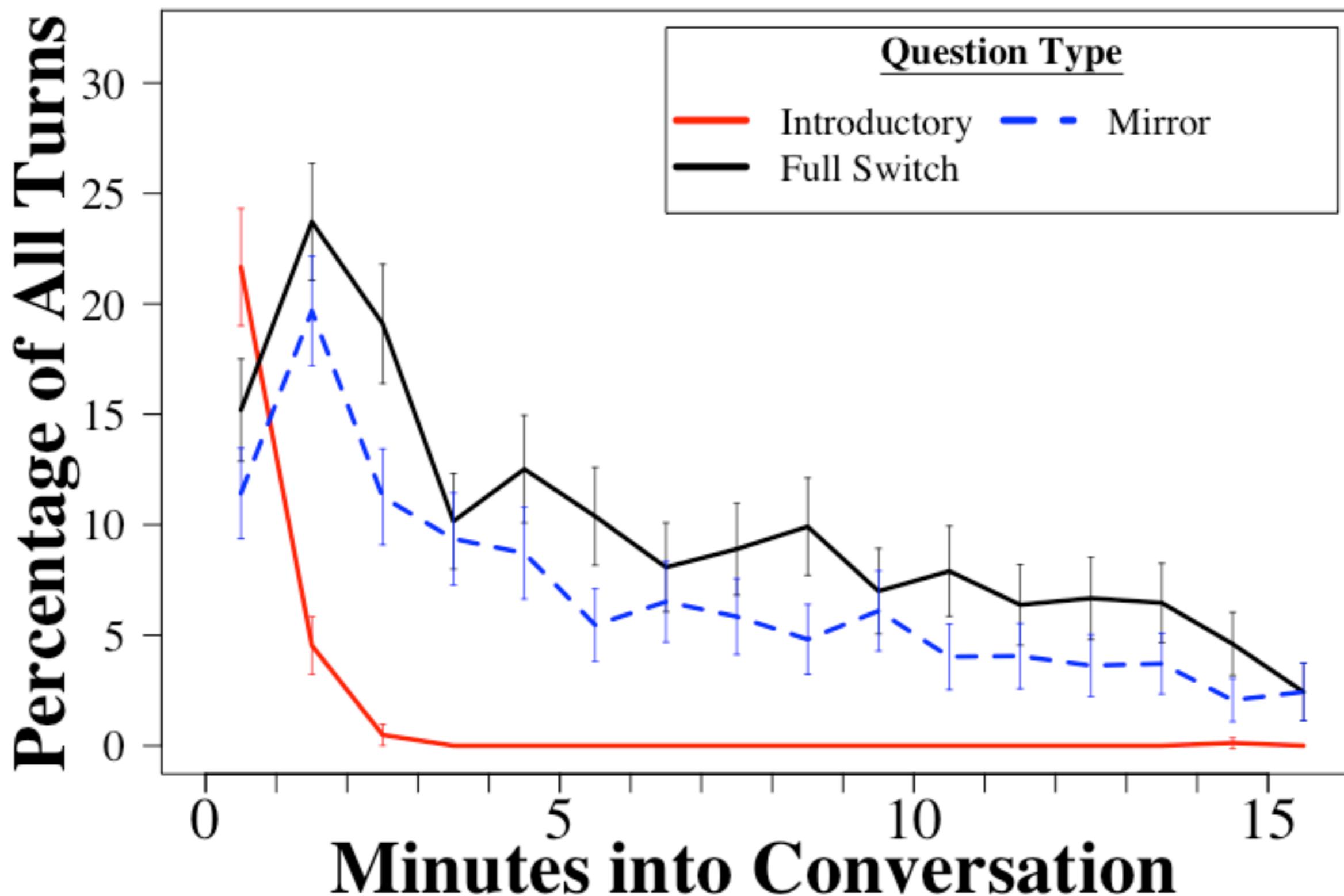
Time Course of Question-Asking



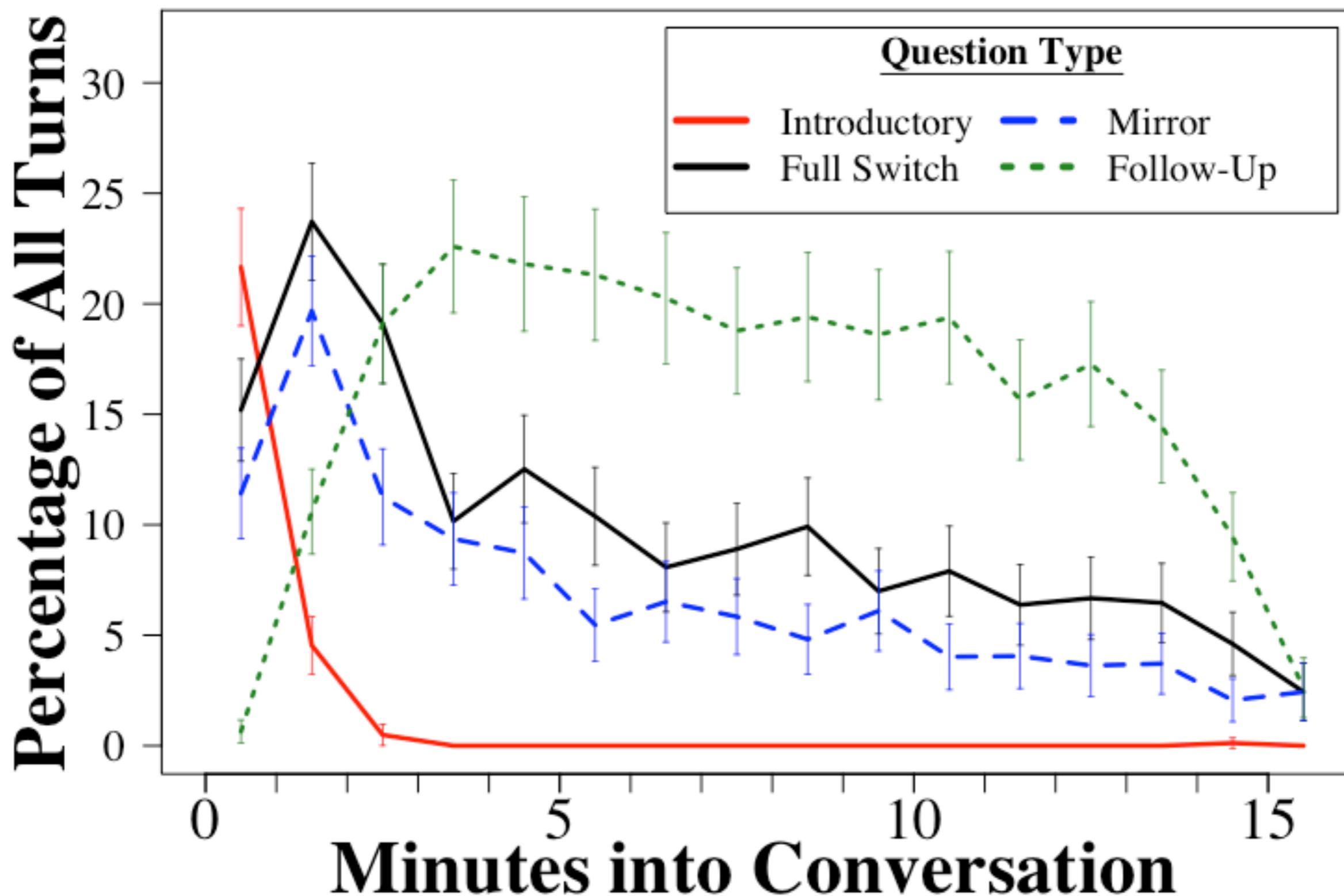
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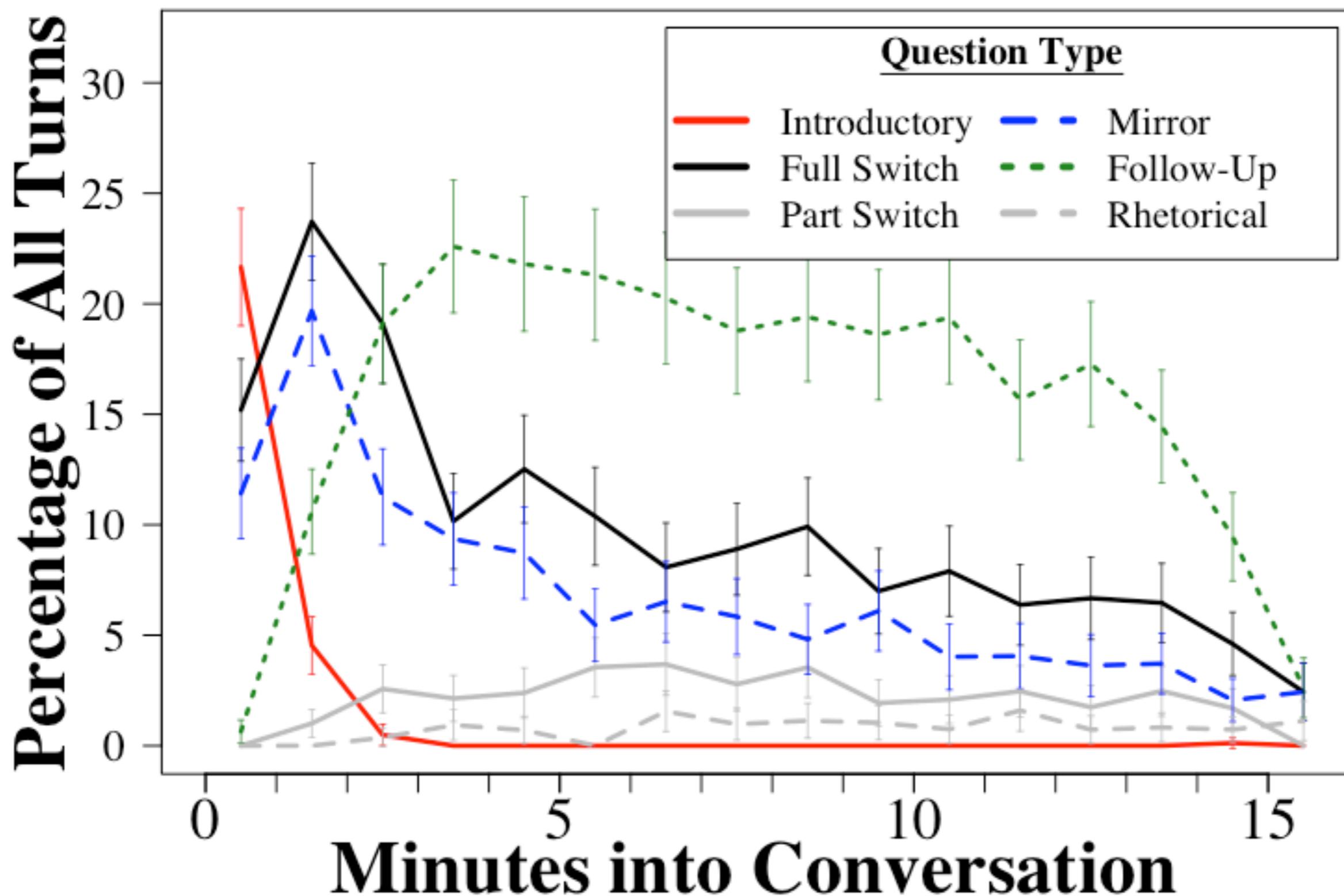
Time Course of Question-Asking



Time Course of Question-Asking



Time Course of Question-Asking



Question Type Detector

Bag of Words Features

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- spell-check, expand contractions, strip punctuation

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Contextual Features

Question Type Detector

Bag of Words Features

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Contextual Features

- word count of question turn
- time into conversation

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Bag of Words Features

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Contextual Features

- word count of question turn
- time into conversation
- questions in askee’s previous turn
- questions in asker’s previous turn
- multiple questions in the turn
- size of pre-question statement in the turn

Distinctive Question Features

Contextual Feature

Word Count of turn

Time into Conversation

Question in askee's last turn

Question in asker's last turn

Multiple questions in the turn

Pre-question statement in turn

Distinctive Question Features

Contextual Feature	Follow-Up	Switch	Intro	Mirror
Word Count of turn				
Time into Conversation				
Question in askee's last turn				
Question in asker's last turn				
Multiple questions in the turn				
Pre-question statement in turn				

Distinctive Question Features

Contextual Feature	Follow-Up	Switch	Intro	Mirror
Word Count of turn	.20	—	—	—
Time into Conversation	.25	—	-1.34	—
Question in askee's last turn				
Question in asker's last turn				
Multiple questions in the turn				
Pre-question statement in turn				

Distinctive Question Features

Contextual Feature	Follow-Up	Switch	Intro	Mirror
Word Count of turn	.20	—	—	—
Time into Conversation	.25	—	-1.34	—
Question in askee's last turn	—	—	- .43	.61
Question in asker's last turn	.30	.12	- .33	- .12
Multiple questions in the turn				
Pre-question statement in turn				

Distinctive Question Features

Contextual Feature	Follow-Up	Switch	Intro	Mirror
Word Count of turn	.20	—	—	—
Time into Conversation	.25	—	-1.34	—
Question in askee's last turn	—	—	- .43	.61
Question in asker's last turn	.30	.12	- .33	- .12
Multiple questions in the turn	.08	- .04	—	—
Pre-question statement in turn	- .10	—	—	.37

Distinctive Question Features

Distinctive Question Features

Follow-up	Switch	Introductory	Mirror
which			
why			
what kind			
cool			
nice			
wow			
is it			
how do			
where do			
want to			

Distinctive Question Features

Follow-up	Switch	Introductory	Mirror
which	how old		
why	do you like		
what kind	travel		
cool	fun		
nice	do you live		
wow	interests		
is it	hobbies?		
how do	you a student		
where do	weather		
want to	you from?		

Distinctive Question Features

Follow-up	Switch	Introductory	Mirror
which	how old	how are you	
why	do you like	hello	
what kind	travel	your name	
cool	fun	how are	
nice	do you live	hi how	
wow	interests	today?	
is it	hobbies?	what is	
how do	you a student	go?	
where do	weather	name?	
want to	you from?	are you?	

Distinctive Question Features

Follow-up	Switch	Introductory	Mirror
which	how old	how are you	how about
why	do you like	hello	what about
what kind	travel	your name	yourself?
cool	fun	how are	and
nice	do you live	hi how	i am
wow	interests	today?	and you
is it	hobbies?	what is	what about you
how do	you a student	go?	and
where do	weather	name?	no, i
want to	you from?	are you?	yes, i

Question Type Detector Accuracy

Human Label of Question

Follow-up	Switch	Introductory	Mirror
------------------	---------------	---------------------	---------------

Question Type Detector Accuracy

		Human Label of Question			
		Follow-up	Switch	Introductory	Mirror
Machine Label of Question	Follow-up				
	Switch				
	Introductory				
	Mirror				

Question Type Detector Accuracy

		Human Label of Question			
		Follow-up	Switch	Introductory	Mirror
Machine Label of Question	Follow-up	1377			
	Switch		806		
	Introductory			202	
	Mirror				609

Question Type Detector Accuracy

		Human Label of Question			
		Follow-up	Switch	Introductory	Mirror
Machine Label of Question	Follow-up	1377	358	7	99
	Switch	373	806	30	139
	Introductory	2	17	202	18
	Mirror	89	71	12	609

Question Type Detector Accuracy

Accuracy = 71.0%
95%CI: [69.6,72.4]

Human Label of Question

		Follow-up	Switch	Introductory	Mirror
Machine Label of Question	Follow-up	1377	358	7	99
	Switch	373	806	30	139
	Introductory	2	17	202	18
	Mirror	89	71	12	609

Question Type Detector Accuracy

Accuracy = 87.0%
95%CI: [86.0,88.0]

Human Label of Question

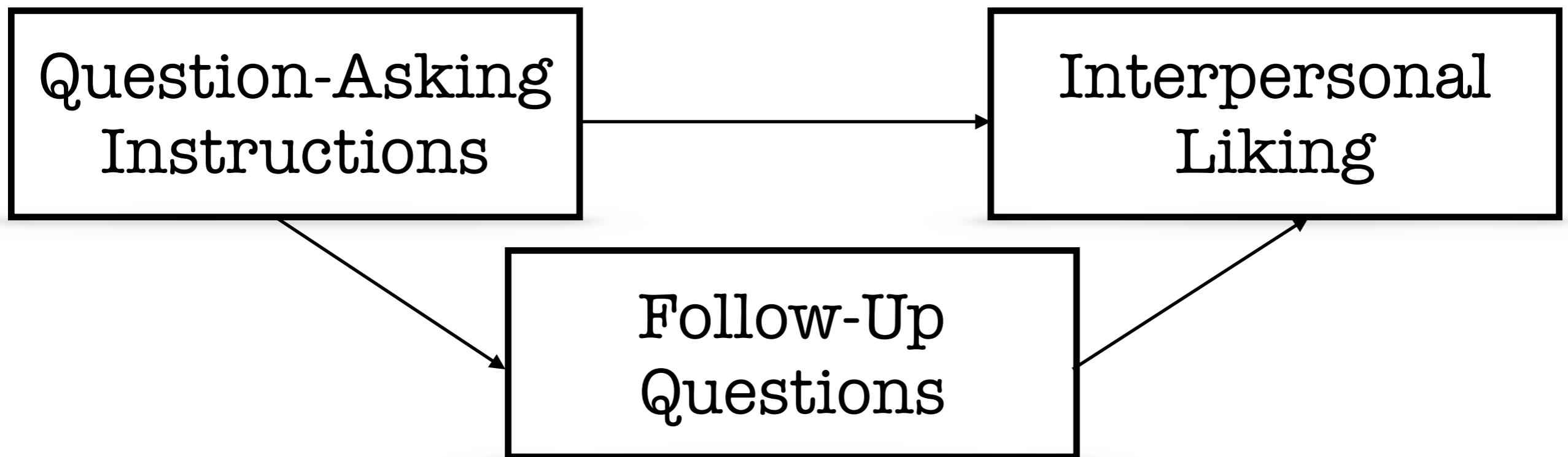
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How does Question-Asking Increase Liking?

Question-Asking
Instructions

Interpersonal
Liking

How does Question-Asking Increase Liking?

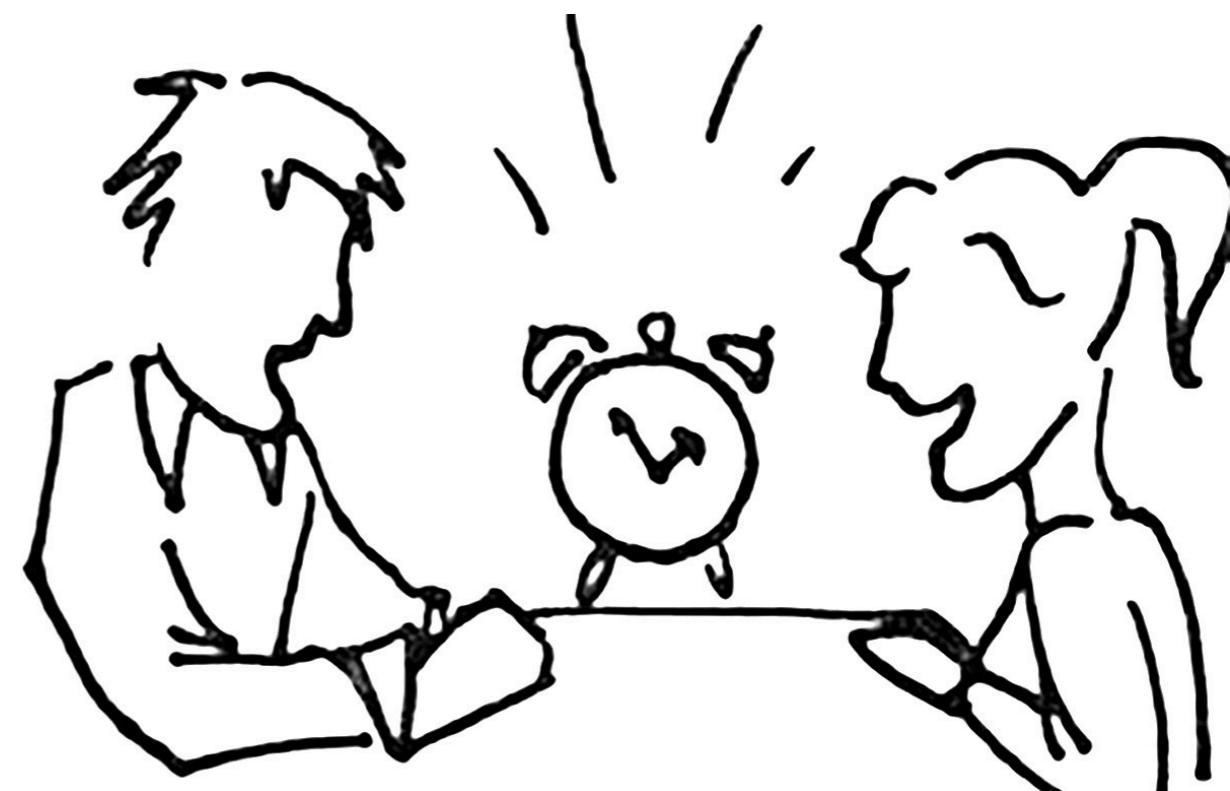


Bootstrapped indirect effect (both studies)

Standardized $\beta = .412$, 95% CI = [.071,1.11]

Question-Asking in Speed Dates

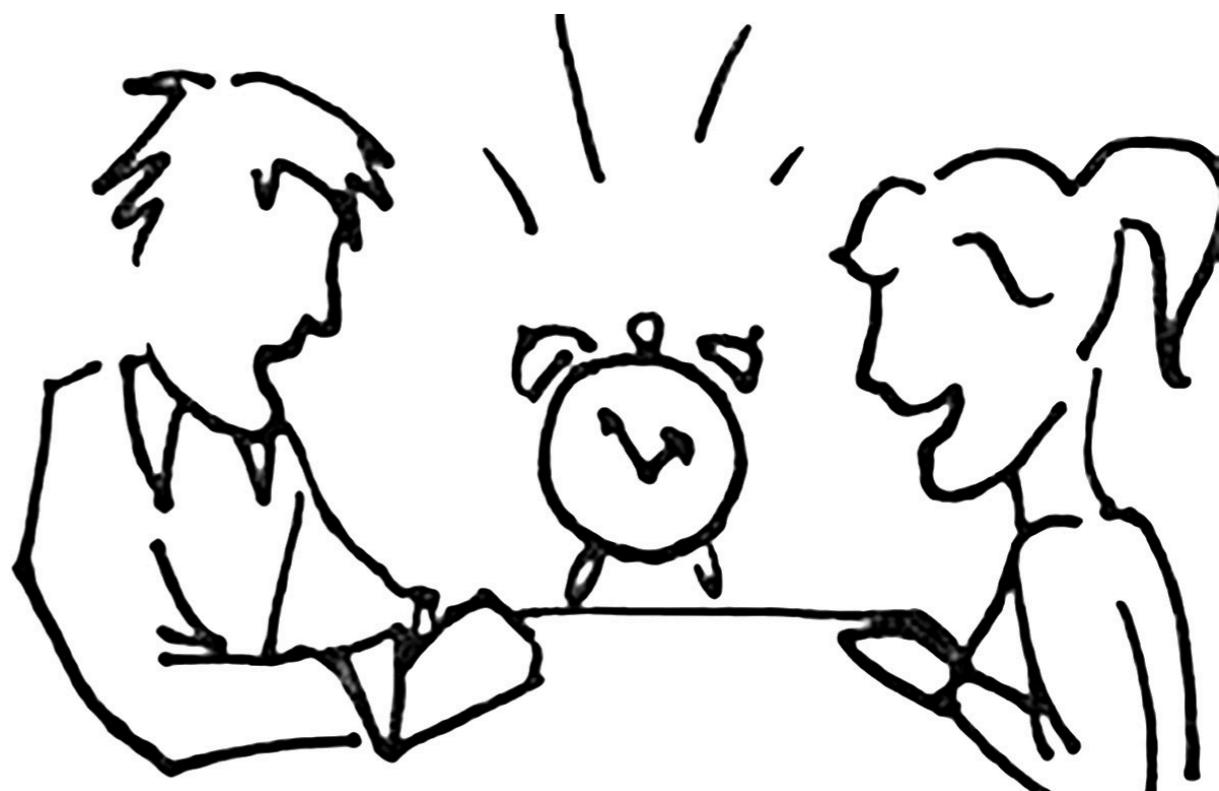
(Ranganath, Jurafsky & McFarland, 2009)



Question-Asking in Speed Dates

- 110 heterosexual men and women over three evenings
- 1961 conversations total, 15-19 per person

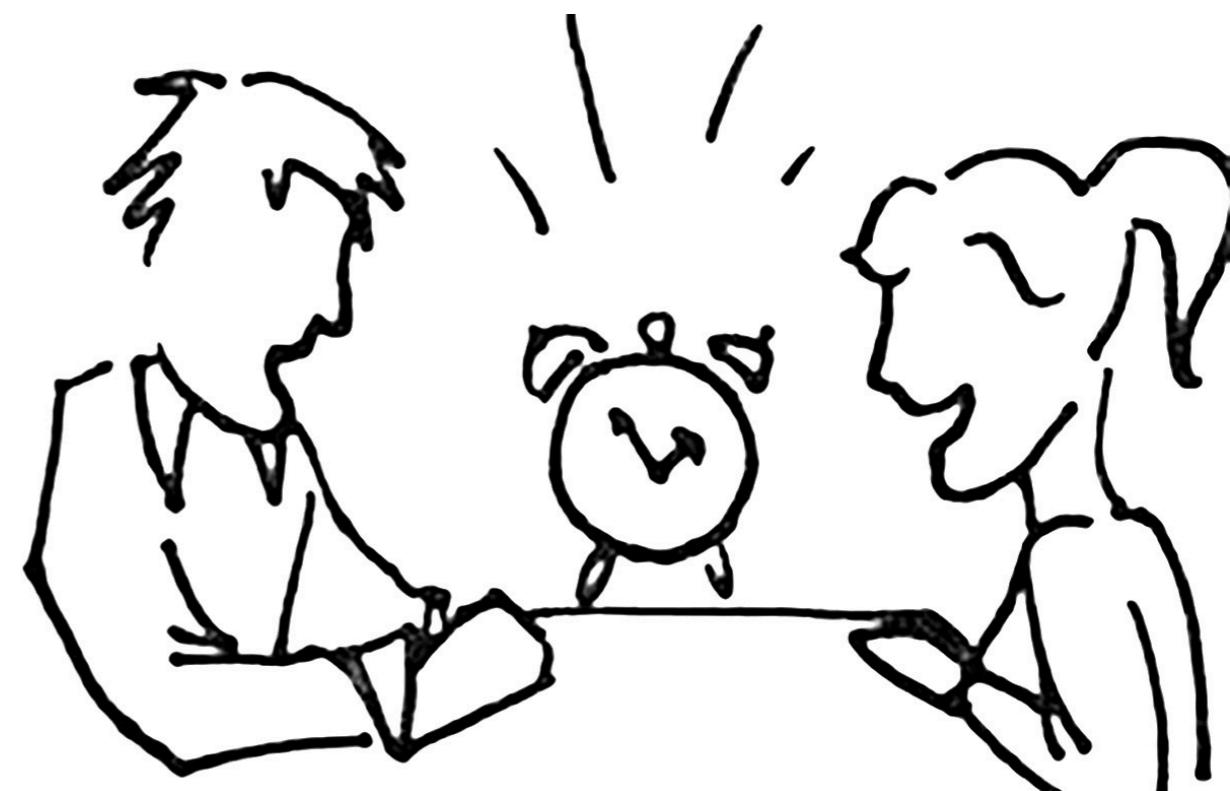
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Question-Asking in Speed Dates

- 110 heterosexual men and women over three evenings
- 1961 conversations total, 15-19 per person
- Each date was a 4-minute face-to-face open-ended chat
- Recorded on lapel mics and transcribed afterwards

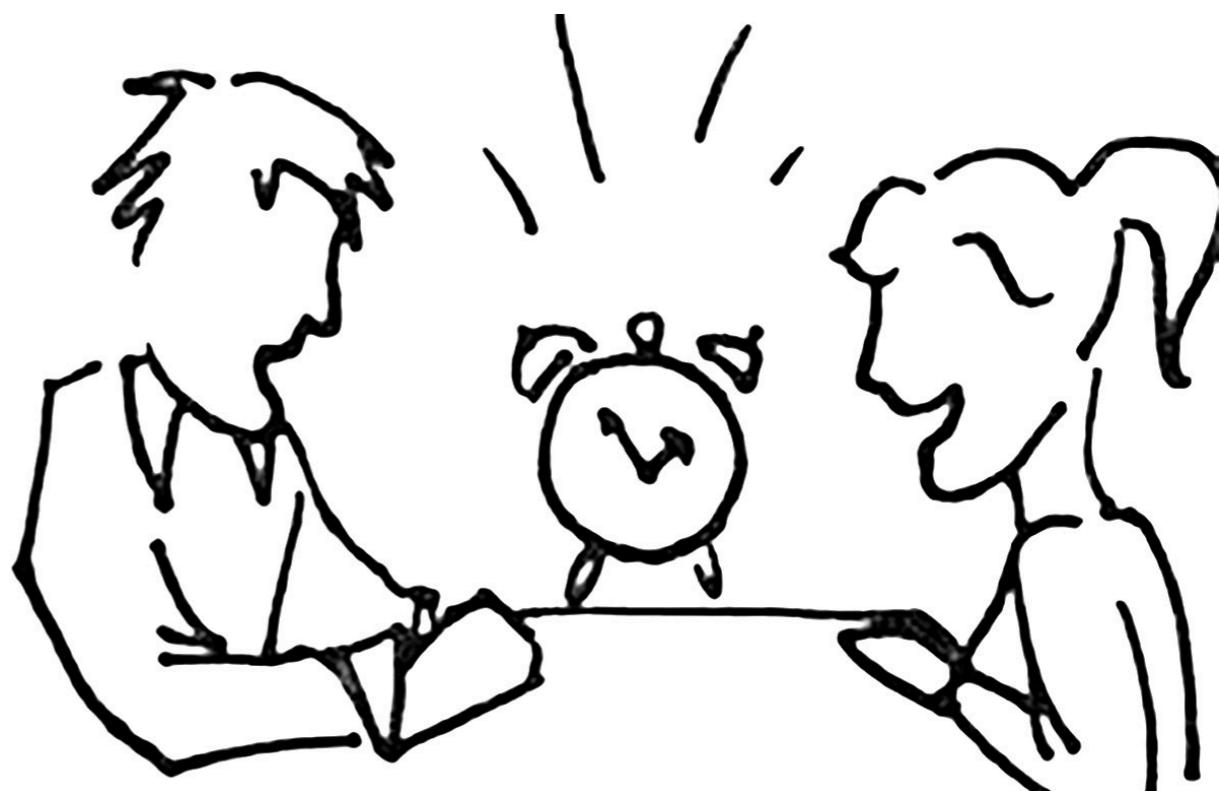
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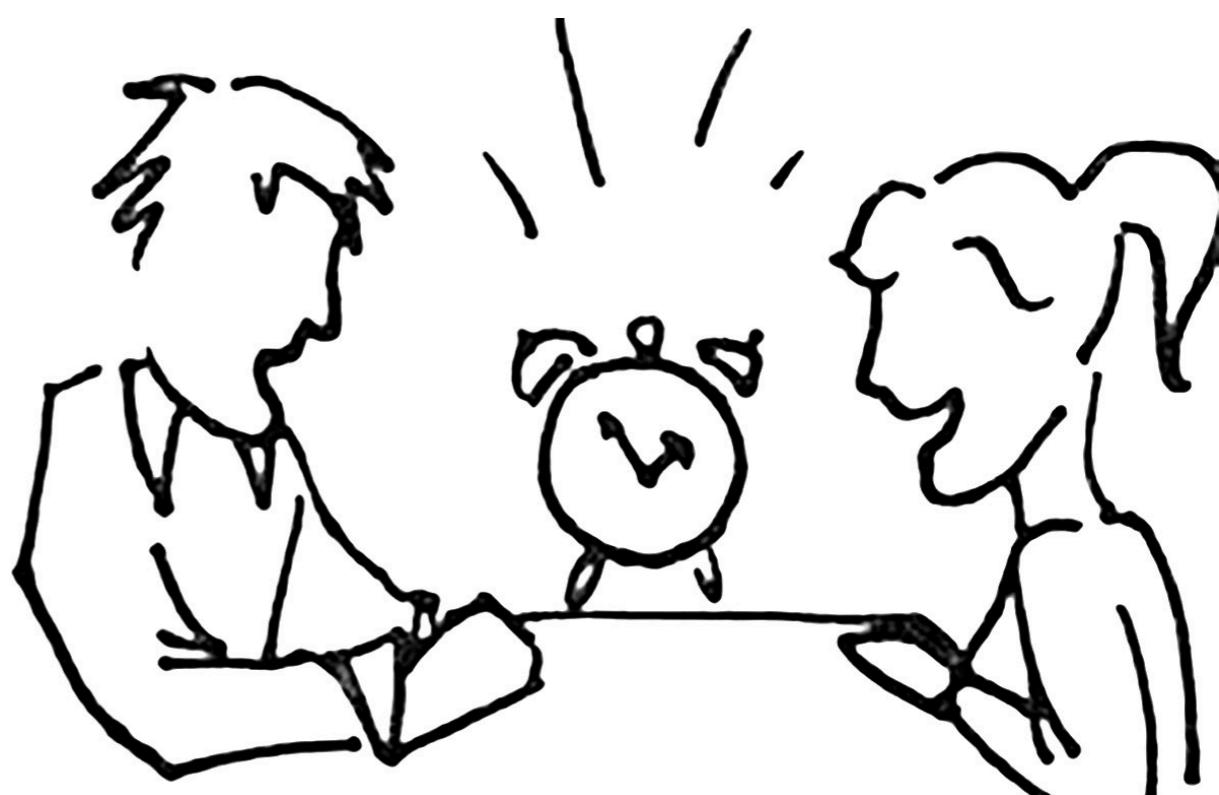
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- Each date was a 4-minute face-to-face open-ended chat
- Recorded on lapel mics and transcribed afterwards
- Behavioral Outcome: Partner's Yes/No second-date decision
- IV: 85k turns, 19k questions!

(Ranganath, Jurafsky & McFarland, 2009)



Question Types in New Data

[...]

Male: So did you do anything fun over the weekend?

Female: Yes, I went to Yosemite with my friends.

Male: Nice! I love it there. Had you been there before?

[...]



Question Types in New Data

[...]

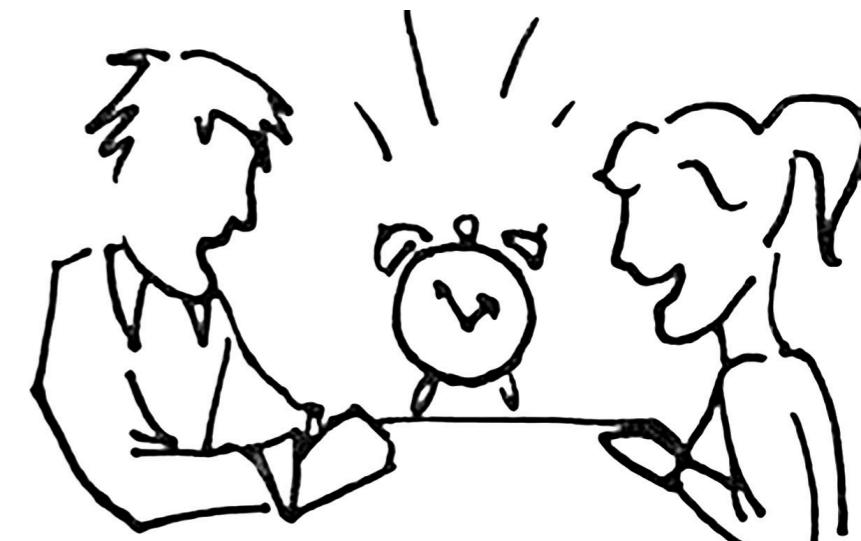
Male: So did you do anything fun over the weekend?

Female: Yes, I went to Yosemite with my friends.

Male: Nice! I love it there. Had you been there before?

[...]

Follow-Up	0.10
Full Switch	0.63
Mirror	0.19
Introductory	0.08



Question Types in New Data

[...]

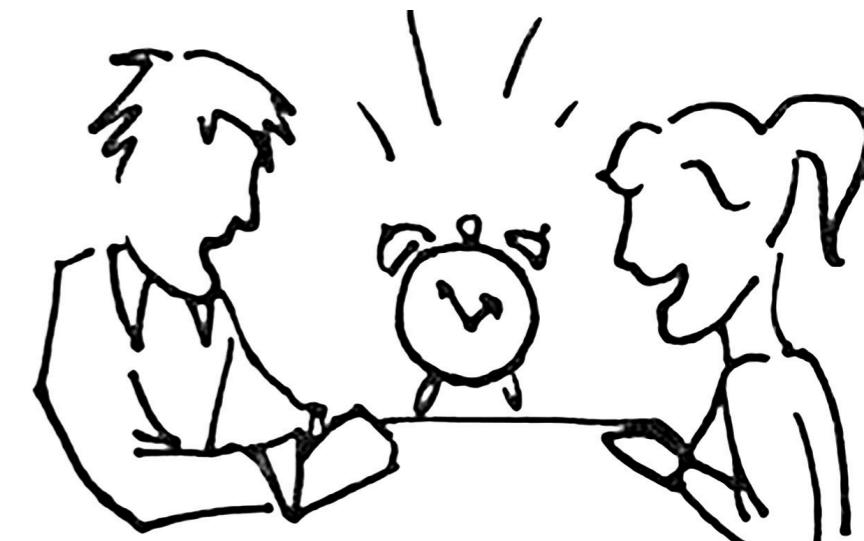
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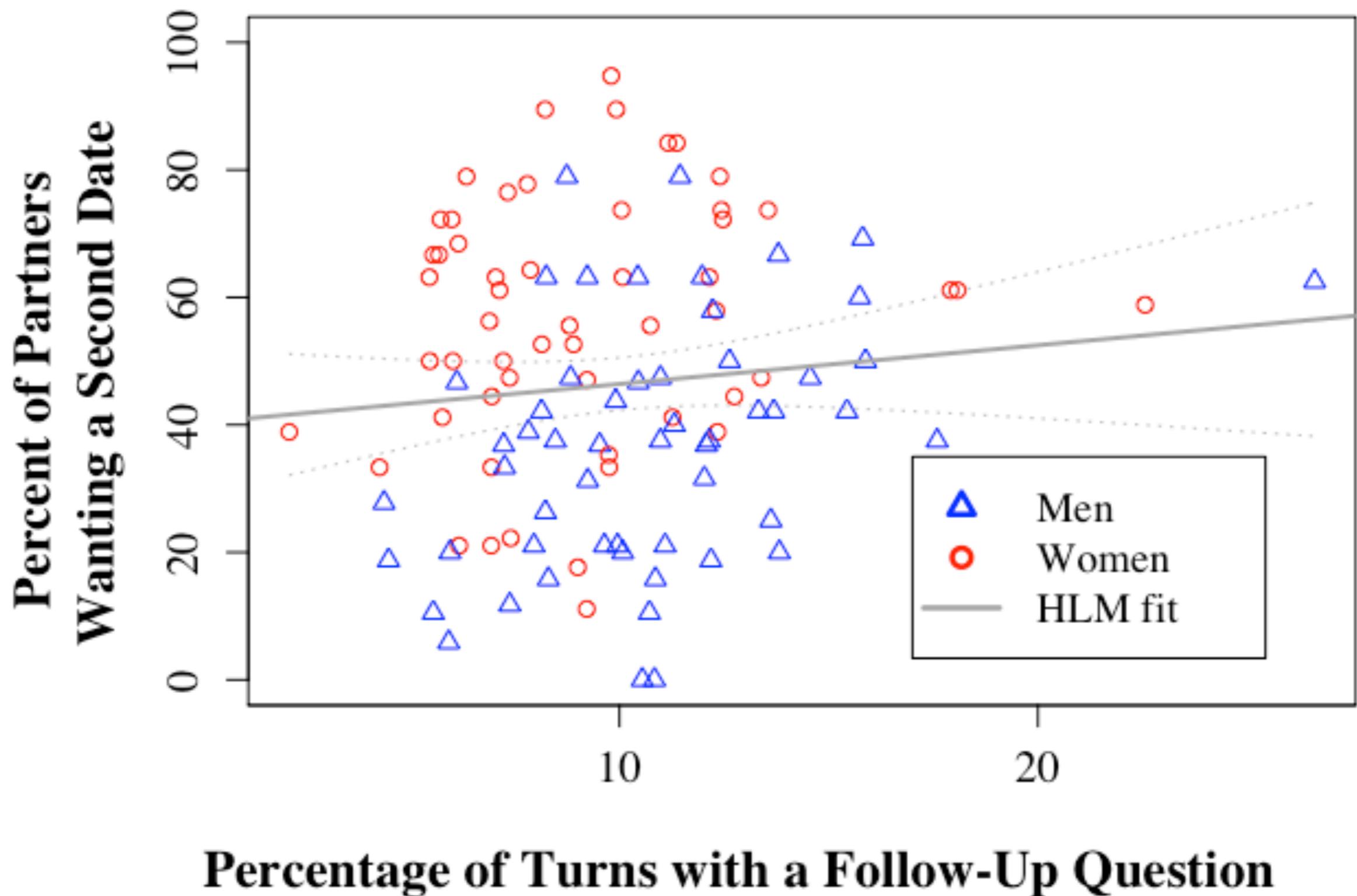
Male: Nice! I love it there. Had you been there before?

[...]

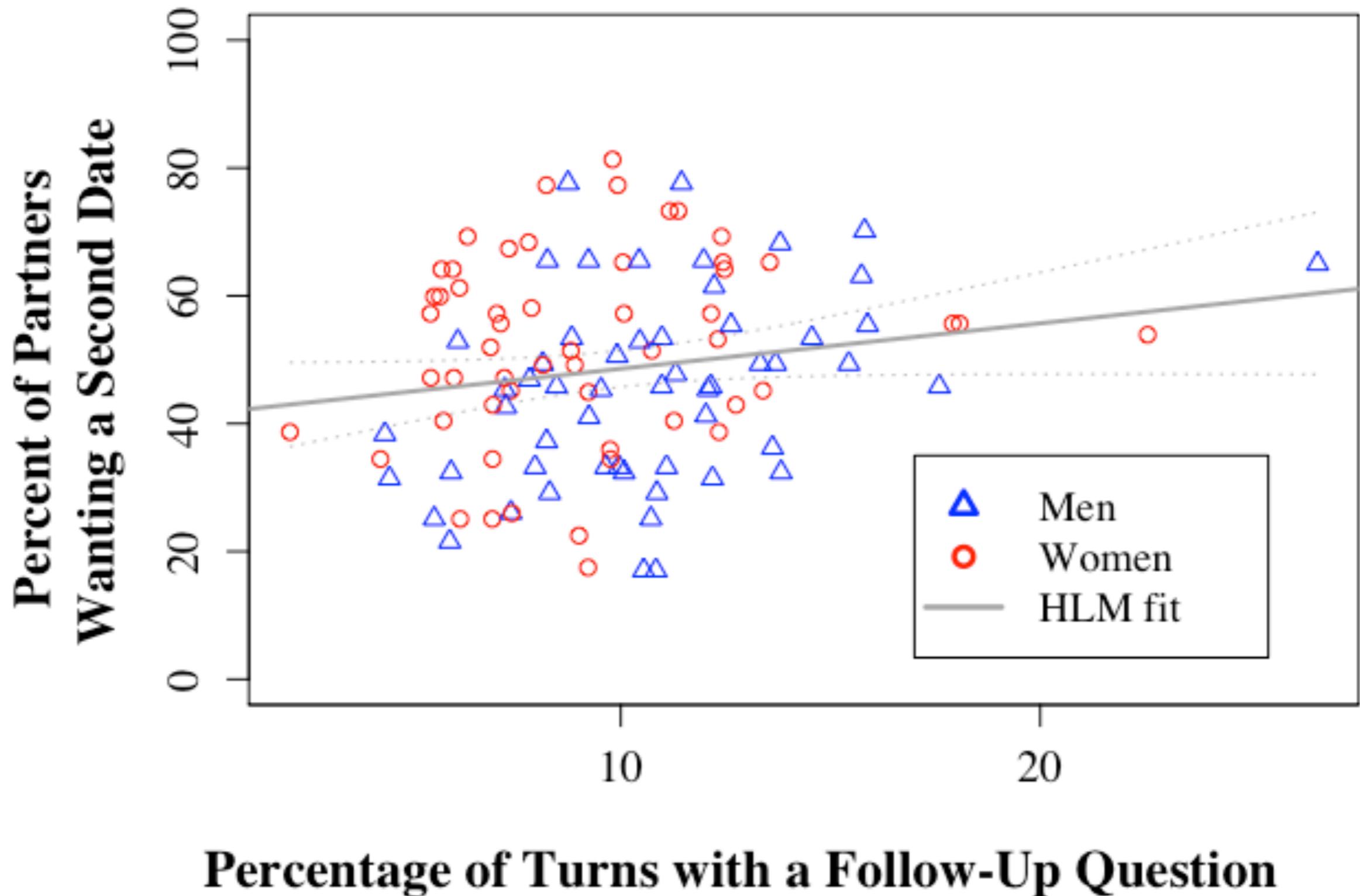
Follow-Up	0.84
Full Switch	0.11
Mirror	0.03
Introductory	0.11



Follow-Up Questions in Speed Dates



Follow-Up Questions in Speed Dates



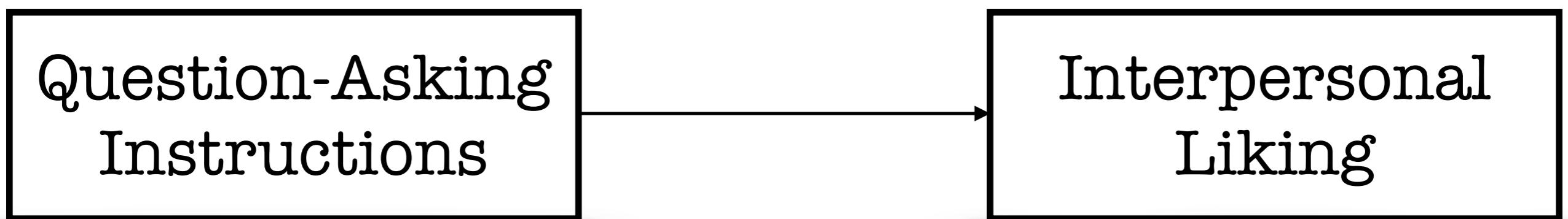
Follow-Up Questions in Speed Dates

	<u>1</u>	<u>2</u>	<u>3</u>
Total	.15^ (.09)		
Question Count			
Total		.14^ (.08)	
Question Rate			
Full Switch			-.08 (.11)
Question Rate			
Follow-Up			.24* (.10)
Question Rate			
Introductory			.09
Question Rate			(.05)
Mirror			-.06
Question Rate			(.07)
Gender	.85*** (.24)	.85*** (.24)	.89*** (.24)
(1=Male)			
Partner FE	no	no	no
Observations	1961	1961	1961

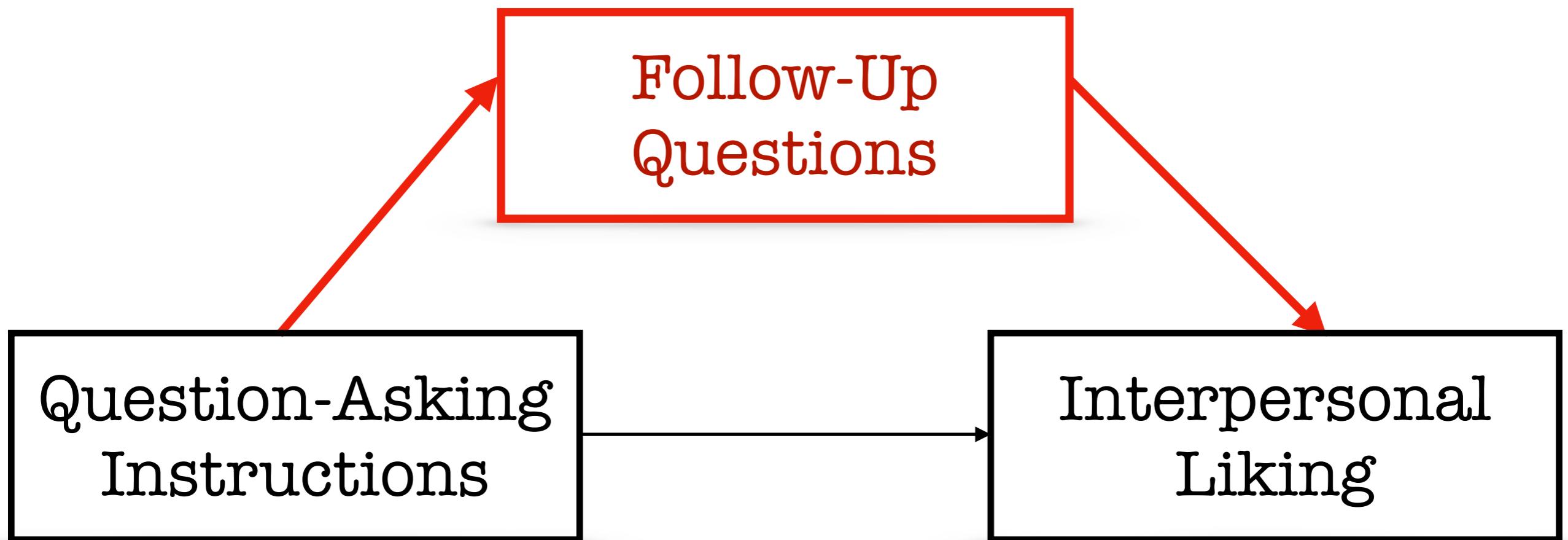
Follow-Up Questions in Speed Dates

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>
Total Question Count	.15^ (.09)			.30*** (.11)		
Total Question Rate		.14^ (.08)			.17^ (.10)	
Full Switch Question Rate			-.08 (.11)			-.13 (.12)
Follow-Up Question Rate			.24* (.10)			.31* (.13)
Introductory Question Rate				.09 (.05)		.07 (.07)
Mirror Question Rate				-.06 (.07)		-.06 (.05)
Gender	.85*** (1=Male)	.85*** (.24)	.89*** (.24)			
Partner FE	no	no	no	yes	yes	yes
Observations	1961	1961	1961	1961	1961	1961

How does Question-Asking Increase Liking?



How does Question-Asking Increase Liking?

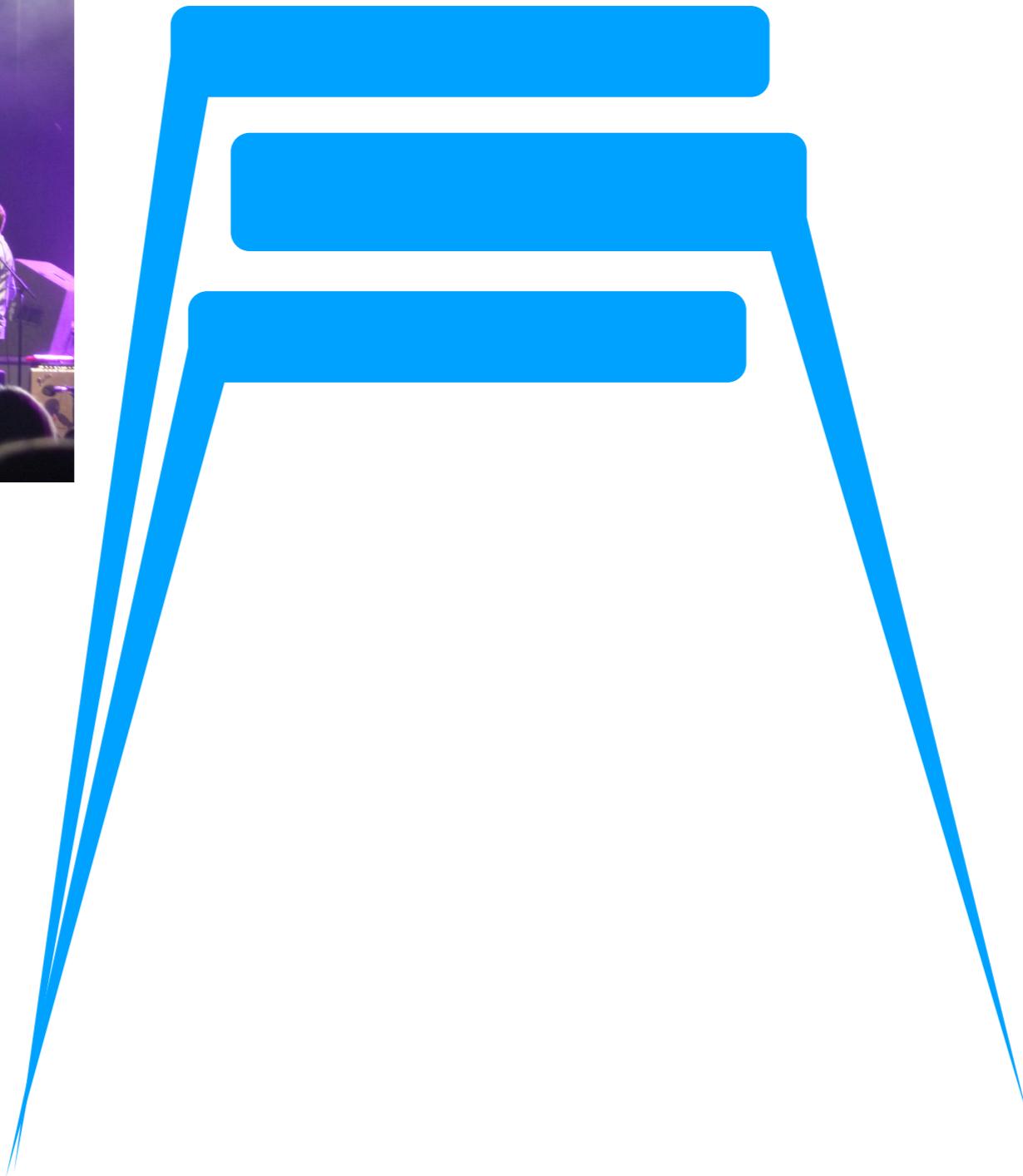


What the heck we are talking about

Two common decisions in conversation

- Should I ask a question?
- Should I stay on topic, or switch?

Topic Selection



Topic Selection



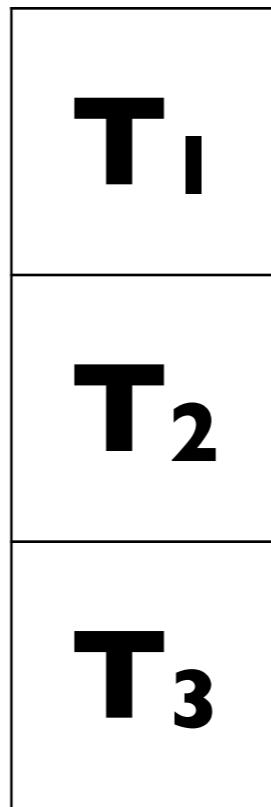
Topic Selection



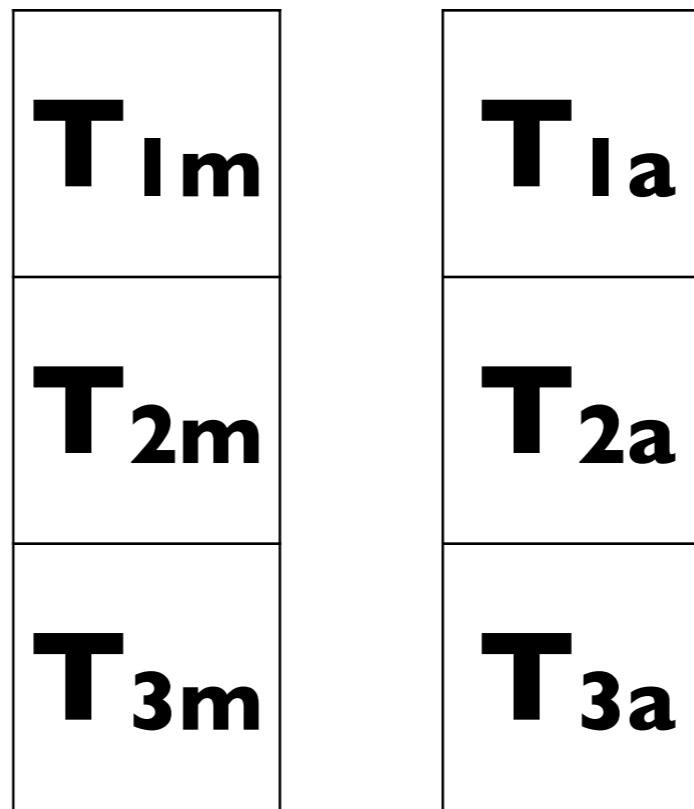
Topic Selection



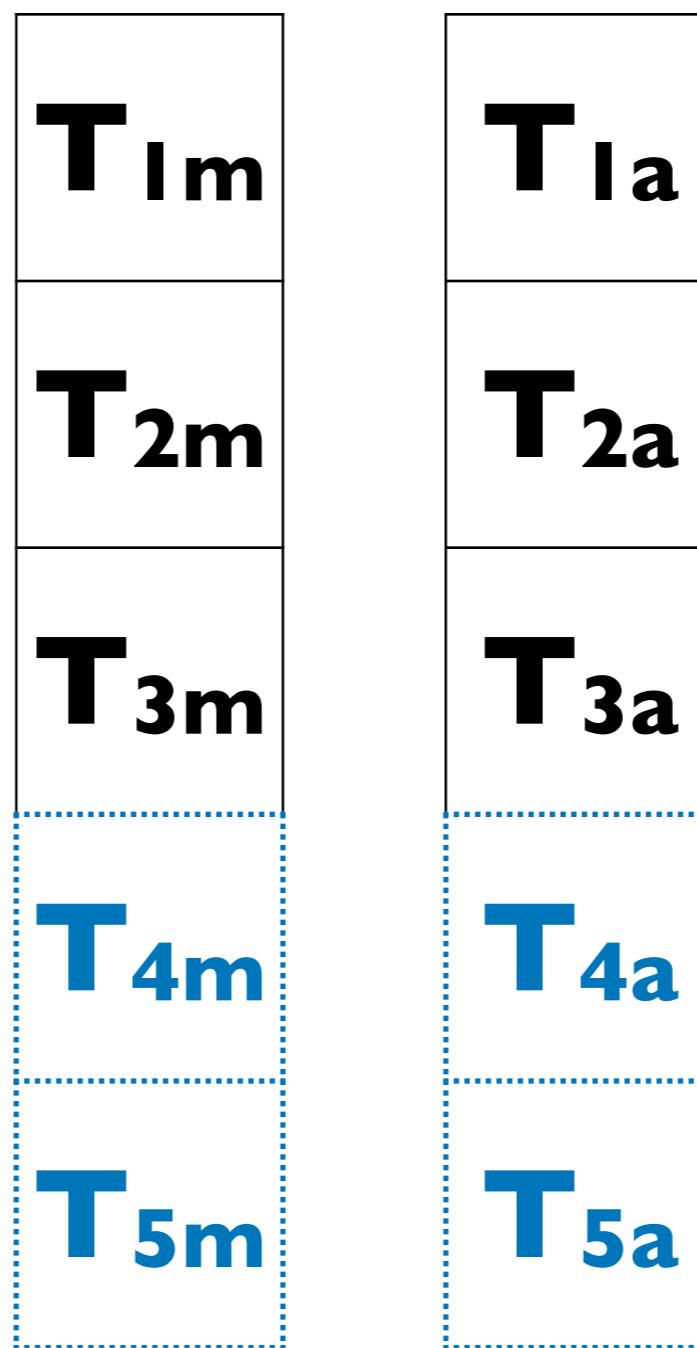
Topic Selection



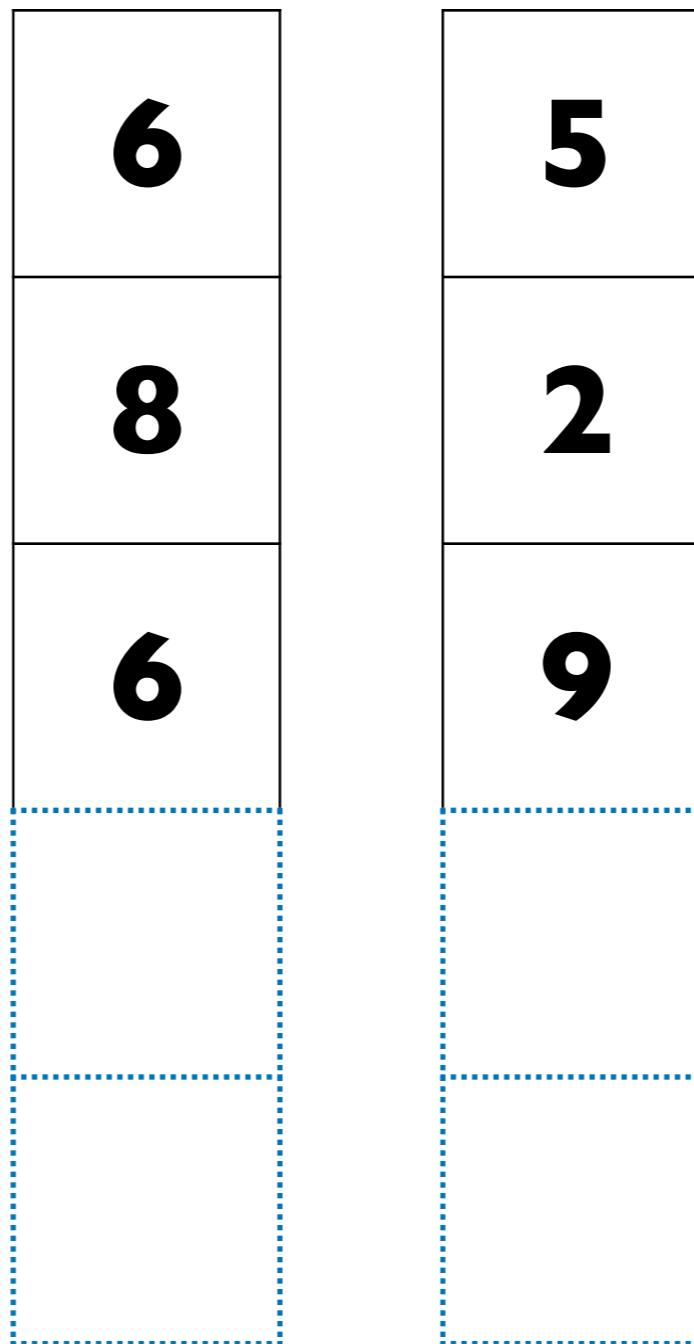
Topic Selection



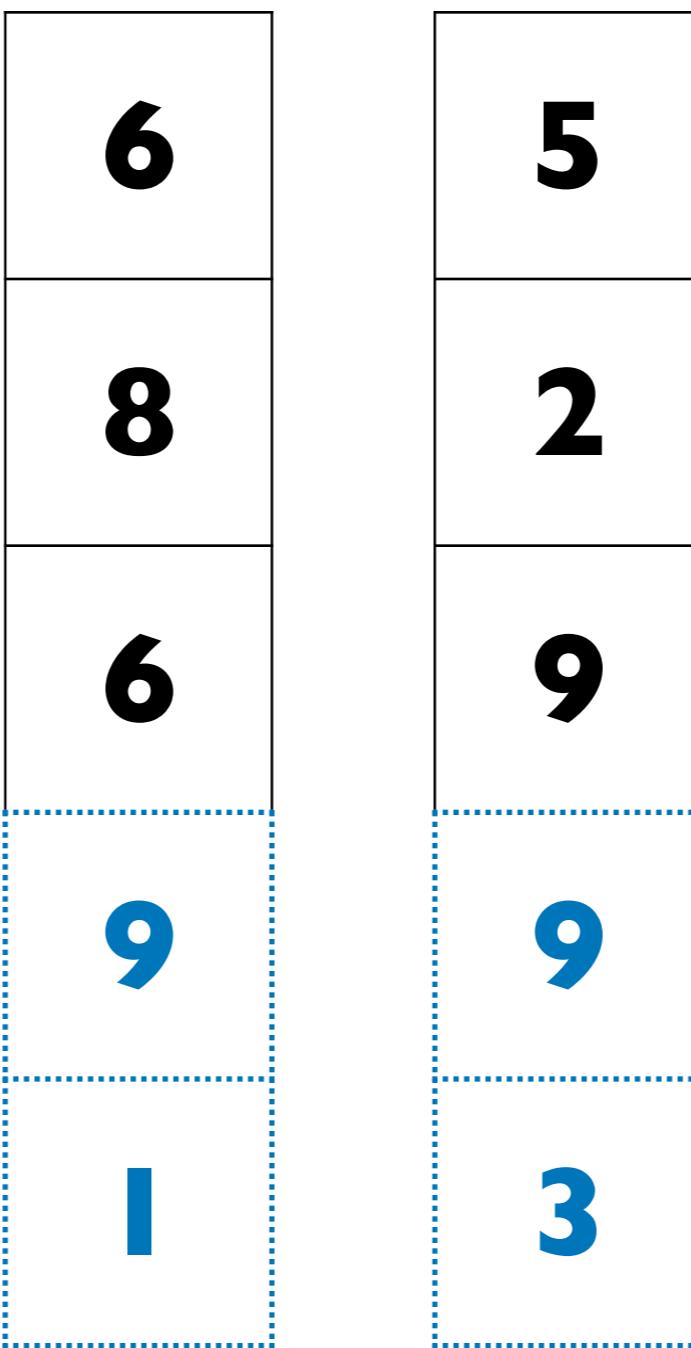
Topic Selection



Topic Selection



Topic Selection



Topic Selection



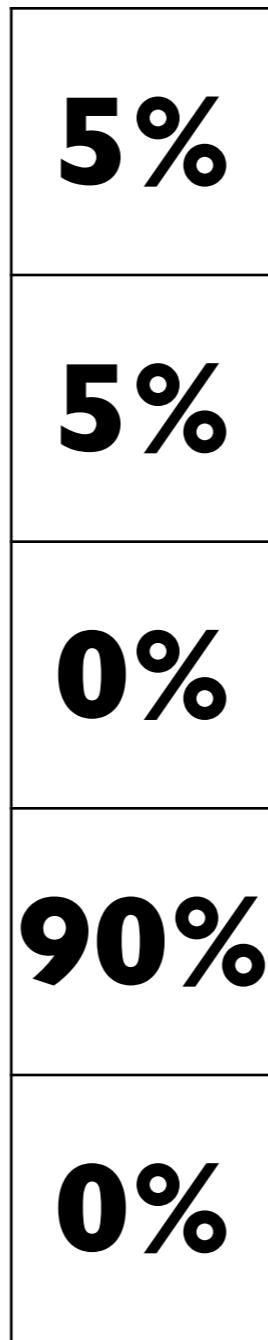
Topic Selection



Topic Selection



Topic Selection



Topic Selection

How do we have better conversations?

Topics matter!

Topic Selection

How do we have better conversations?

Topics matter!

1. What is a good choice of topic?
 - varies by partners, situation, etc.

Topic Selection

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1. What is a good choice of topic?
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2. How do we make this choice?
 - and are we good at it

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 - varies by partners, situation, etc.
2. How do we make this choice?
 - and are we good at it

What the heck are we talking about?

Heuristics and Biases

Heuristics and Biases

Opportunity Cost Neglect / *availability bias*

Can I consider the topics we're missing?

Heuristics and Biases

Opportunity Cost Neglect / *availability bias*

Can I consider the topics we're missing?

Perspective-Taking / *egocentrism*

Do I know my partner's topic preferences?

Heuristics and Biases

Opportunity Cost Neglect / *availability bias*

Can I consider the topics we're missing?

Perspective-Taking / *egocentrism*

Do I know my partner's topic preferences?

Risk-Taking / *status quo bias*

Am I willing to abandon mediocre topics?

Topic Space Pilot

Imagine you're meeting someone for the first time and having a friendly conversation, and s/he asks you the following question:

[TOPIC QUESTION]

What would you say in response? Please write your answer in the box below. Your answer should be at least three sentences (and no more than ten). To complete the task you must write clearly, in full sentences with correct spelling/grammar/punctuation, as best you can.

Topic Space Pilot

Imagine you were discussing this topic in a conversation. That is, imagine someone asked you the question above, and you responded with the same response you wrote for us. At this point in the conversation, would you want to talk more about this topic? Or would you want to switch to a new topic?

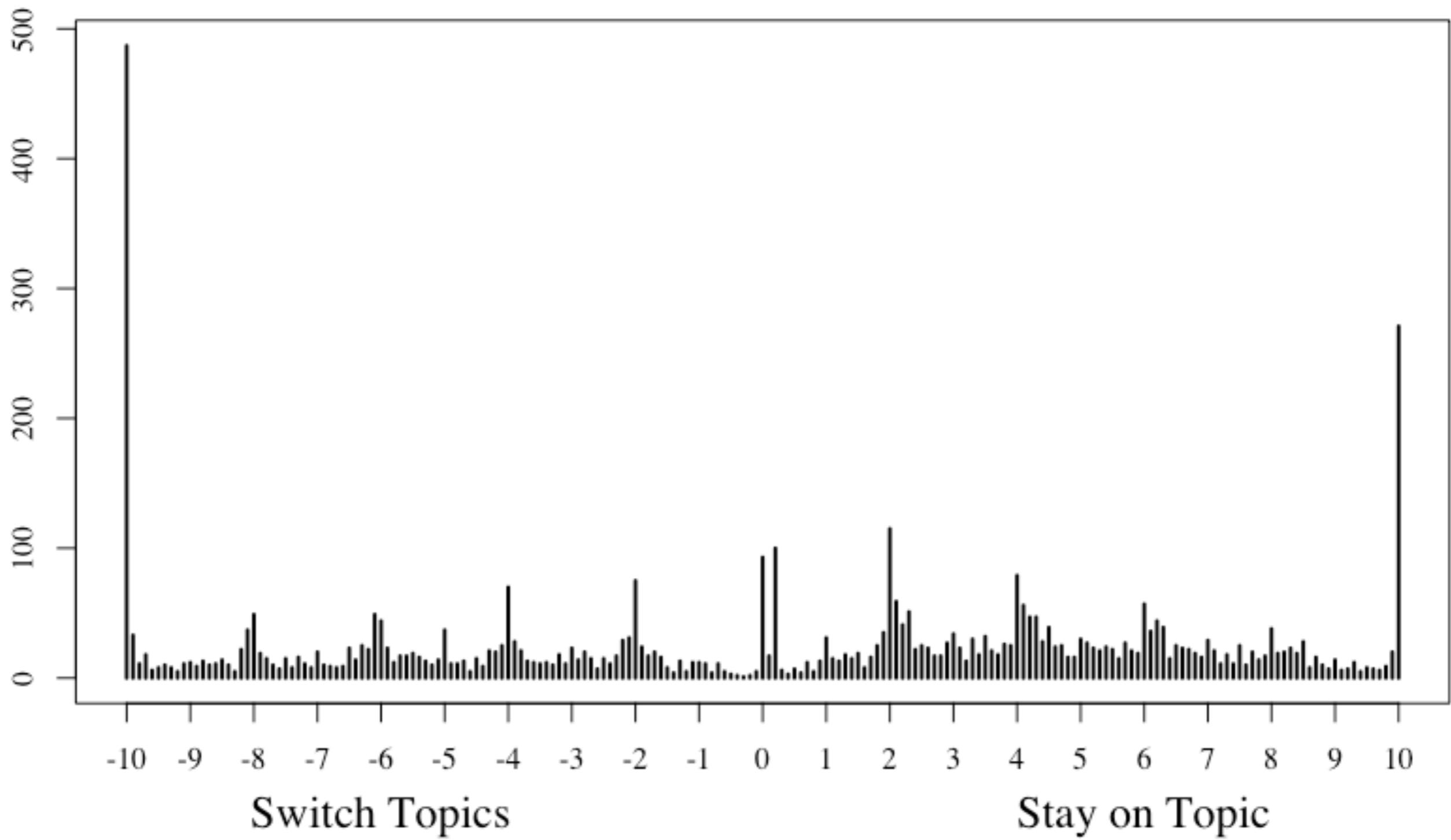
Please tell us your preference using the slider below, which ranges from -10 (strong preference to switch topics) to +10 (strong preference to stay on topic).

Switch Topics

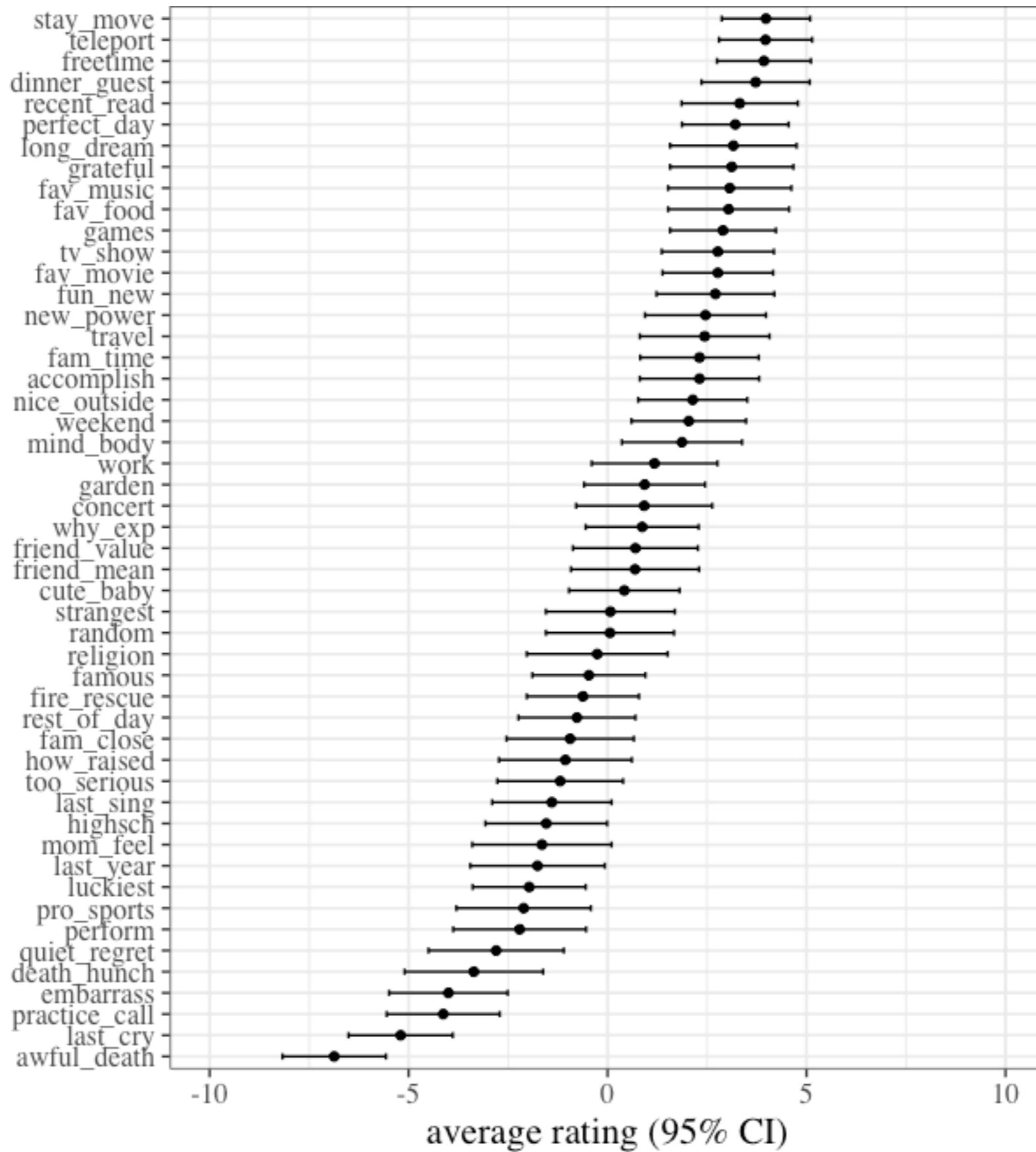
Stay on Topic



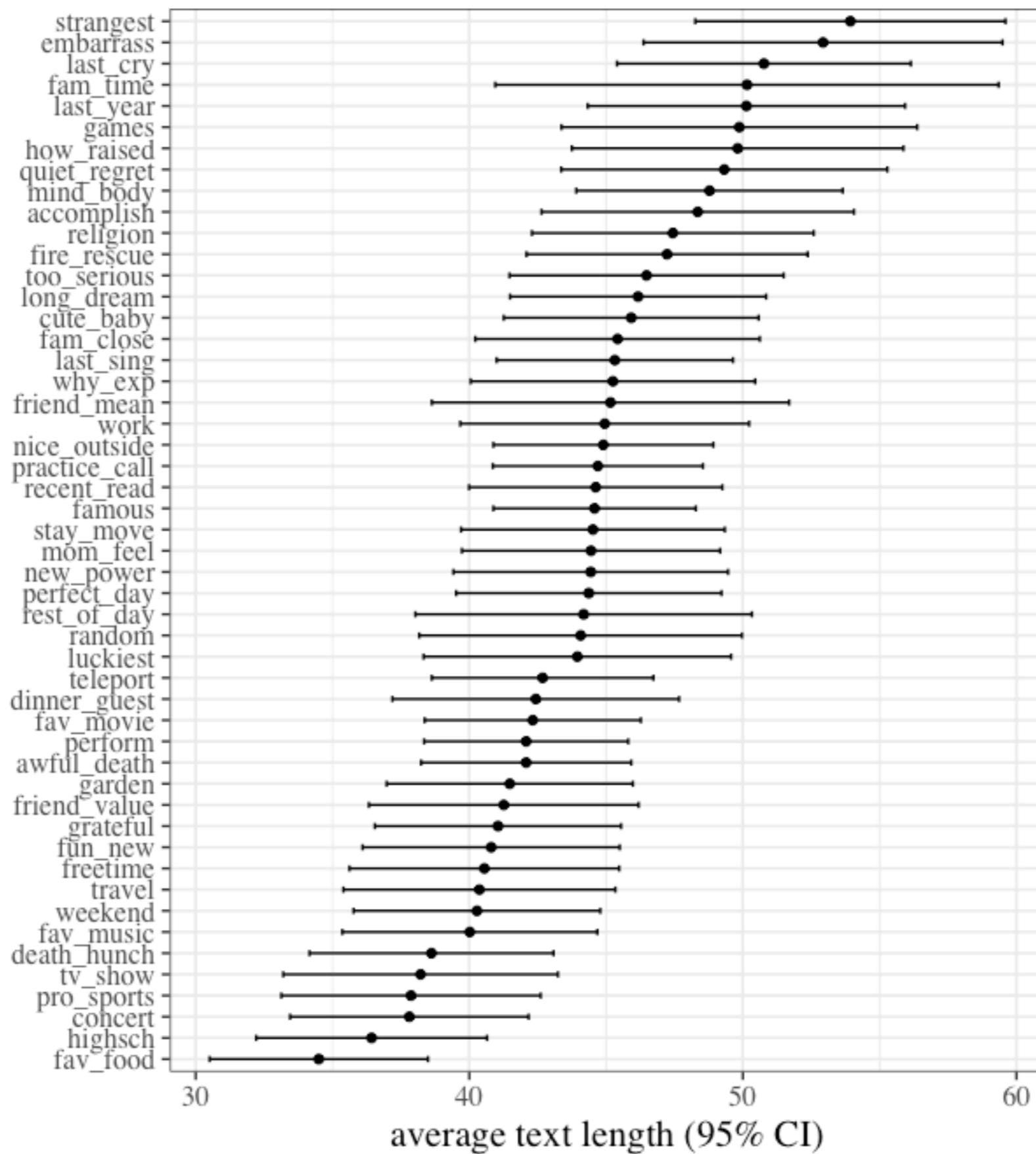
The Topic Space



The Topic Space



The Topic Space



The Topic Space

What do you do for work? What do you like about it?

Why do you do these kinds of studies?

Are you a religious person? Why?

Do you have any fruit trees, plants, or a garden?

What's the strangest thing about where you grew up?

What is the cutest thing you've seen a baby or child do?

Would you like to be famous? In what way?

When did you last sing to yourself? To someone else?

If you were able to live to the age of 90 and retain either the mind or body of a 30-year-old for the last 60 years of your life, which would you want?

If you could change anything about the way you were raised, what would it be?

What do you value most in a friendship?

Your house, containing everything you own, catches fire.

After saving your loved ones and pets, you have time to safely make a final dash to save any one item. What would it be?

Topic Interest Detection

Writer Study

Write a response to all 12 topics in a random order

Stay/switch evaluation for all topics

Topic Interest Detection

Writer Study

Write a response to all 12 topics in a random order

Stay/switch evaluation for all topics

Reader Study

Read responses from 4 writers on the same 6 topics

Predict writer's stay/switch rating

Report own stay/switch rating

Topic Interest Detection

Topic Interest Detection

Content Analysis

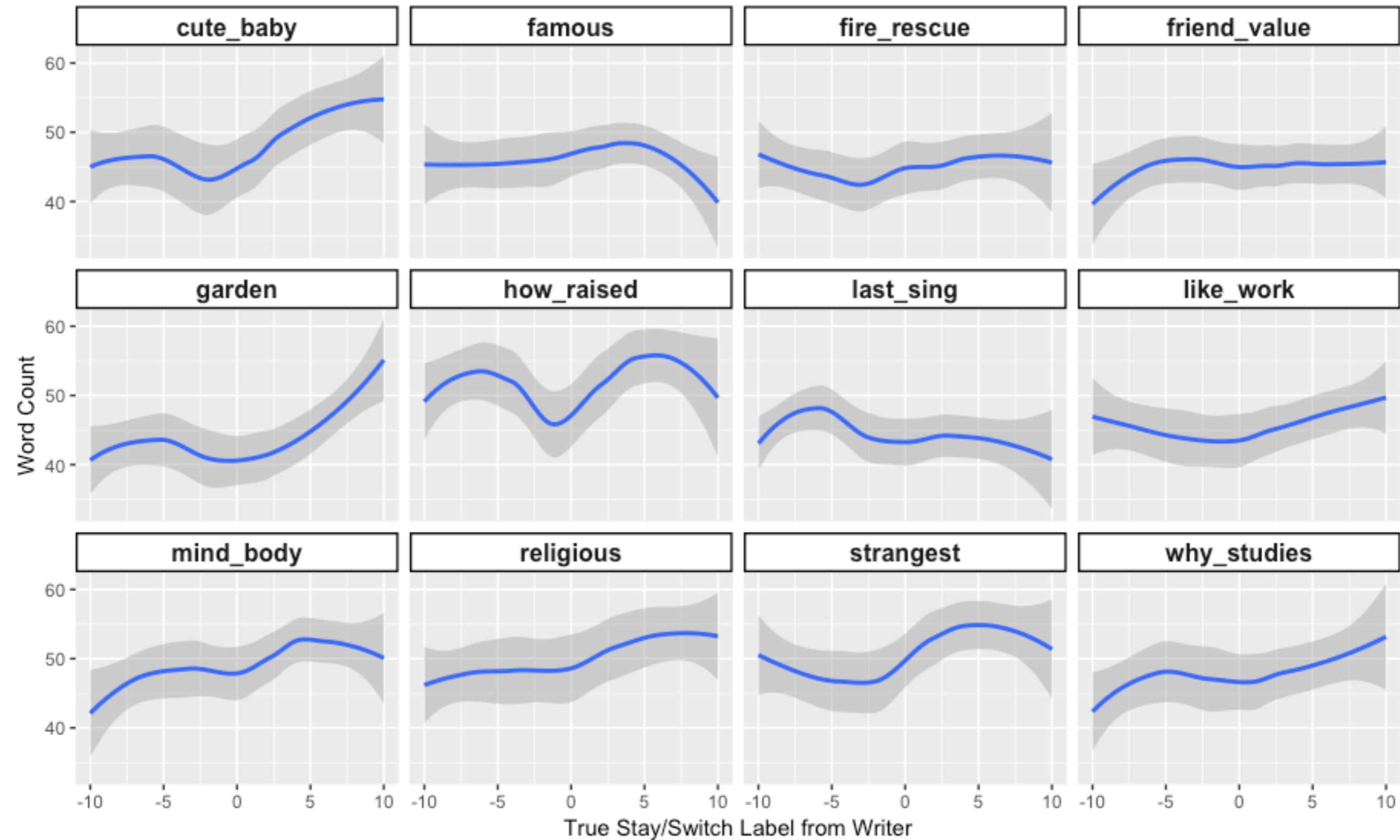
Word Count

Time on Task

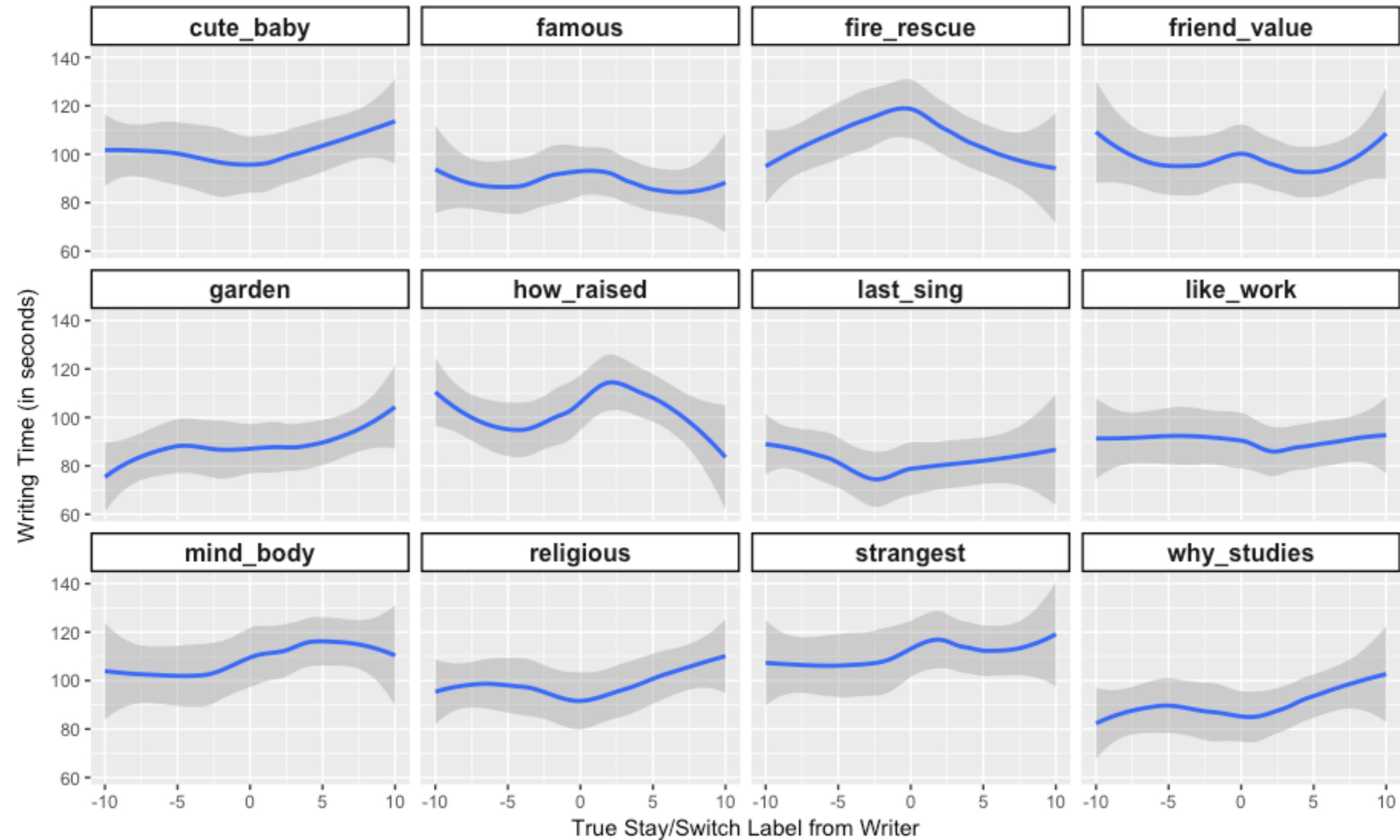
Sentiment Analysis

Natural Language Processing

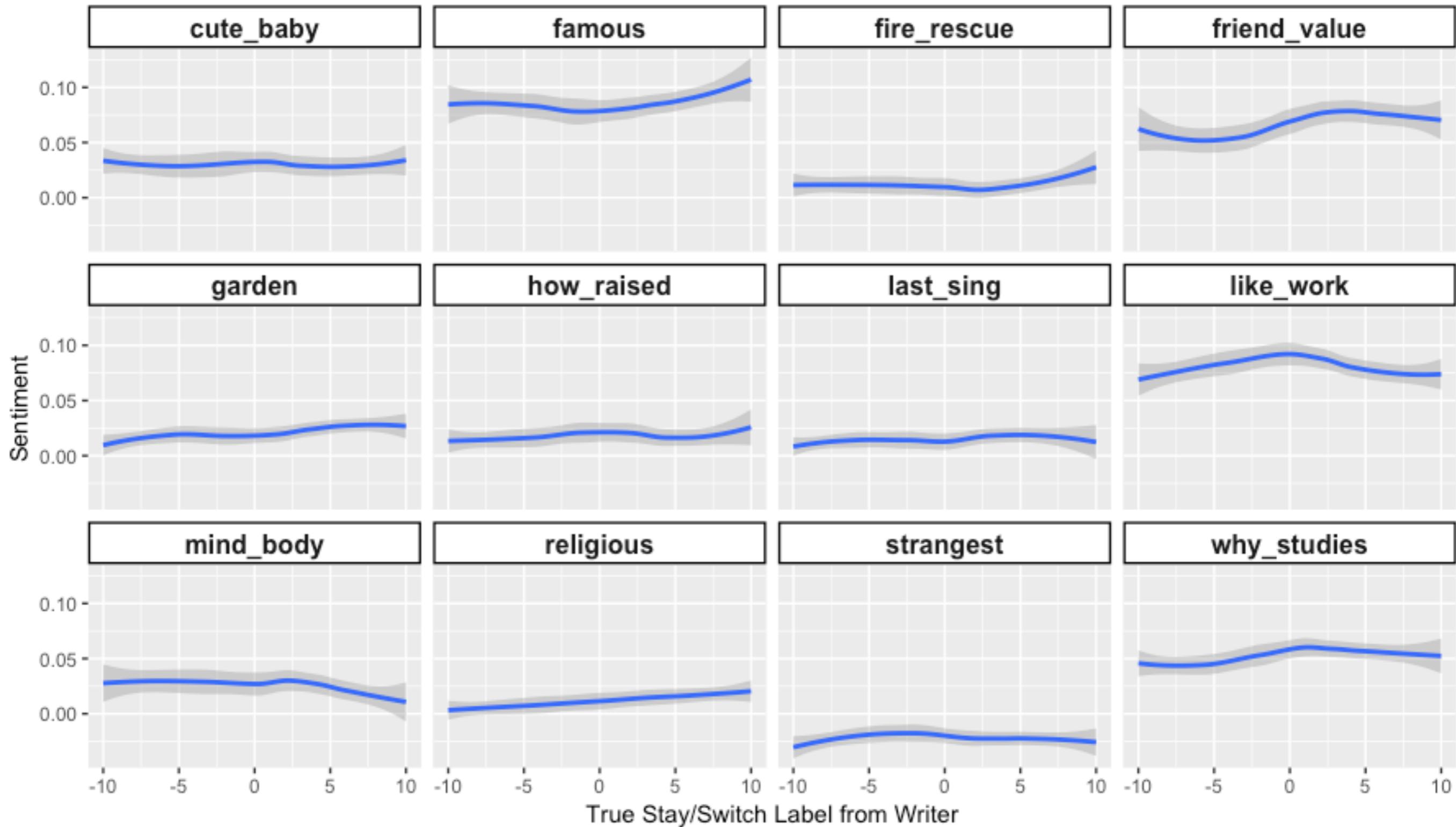
Word Count & Topic Interest



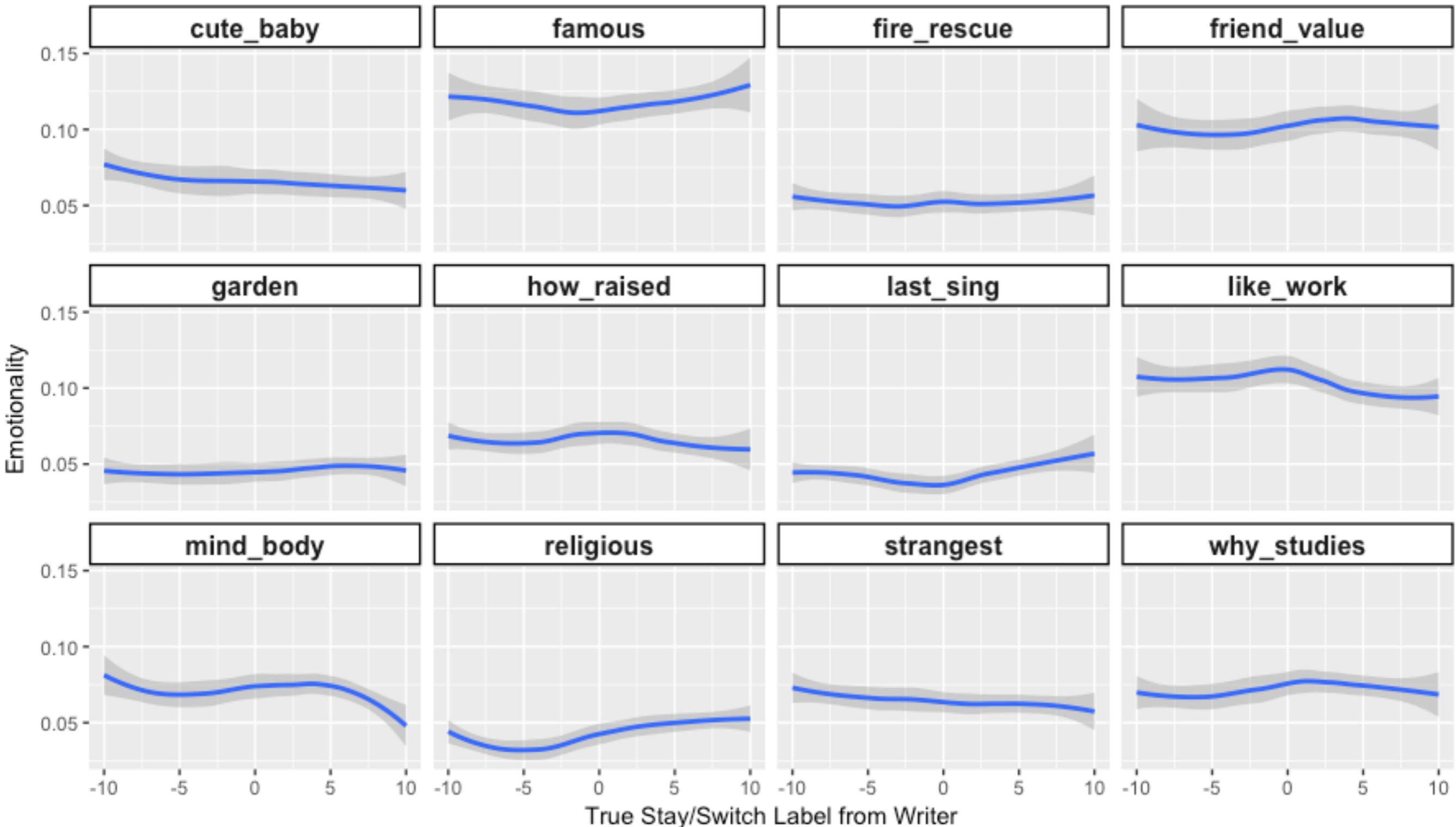
Time on Task & Topic Interest



Sentiment & Topic Interest



Emotionality & Topic Interest



Topic Interest Detection

Content Analysis

Word Count

Time on Task

Sentiment Analysis

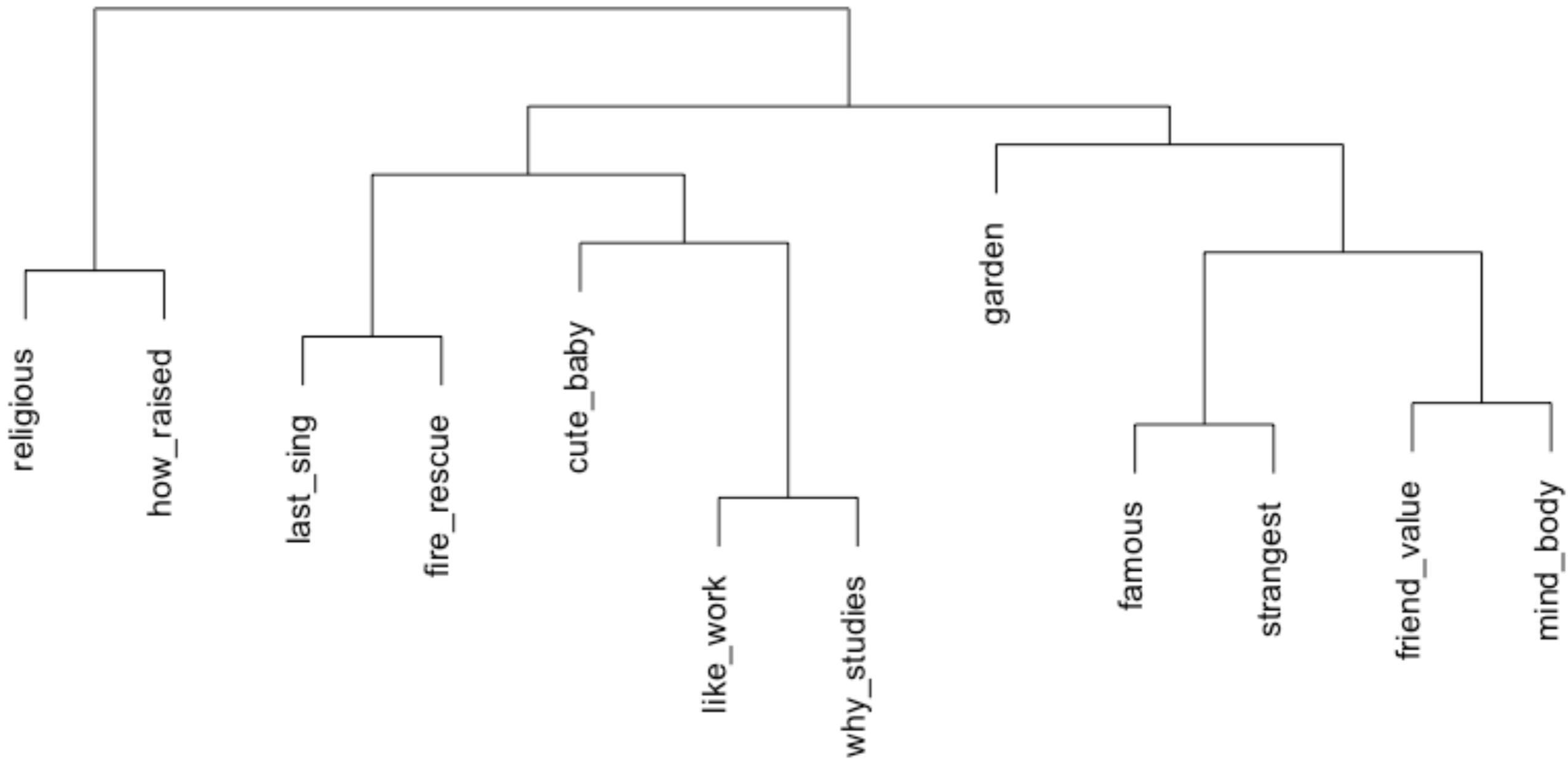
Natural Language Processing

Collaborative Filtering

People who like X also like Y

Collaborative Filtering

Collaborative Filtering



Topic Interest Detection

Content Analysis

Word Count

Time on Task

Sentiment Analysis

Natural Language Processing

Collaborative Filtering

People who like X also like Y

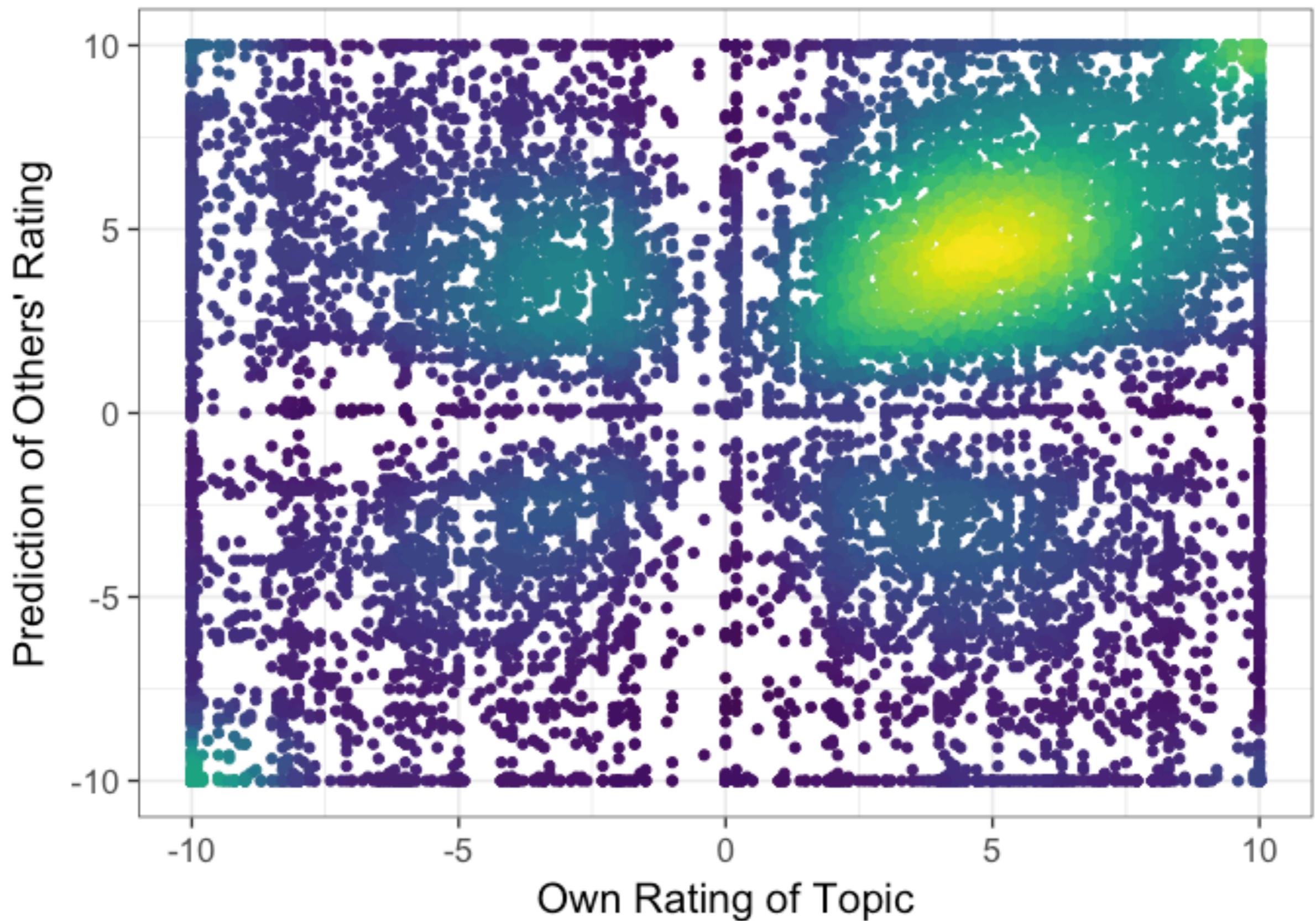
Human Forecasters

Individual Judges

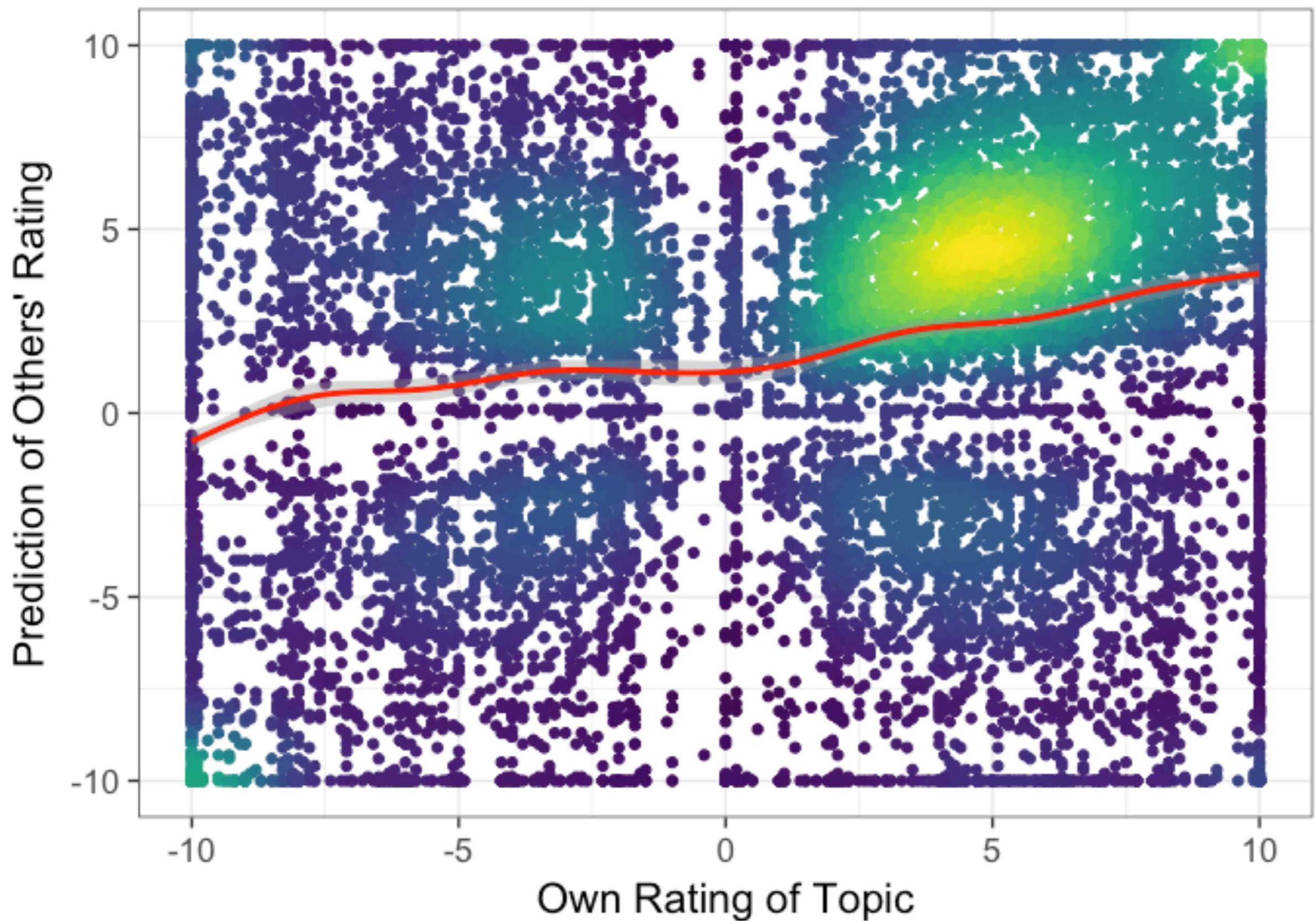
Wisdom of Small Crowds (3-4)

Judge Egocentrism

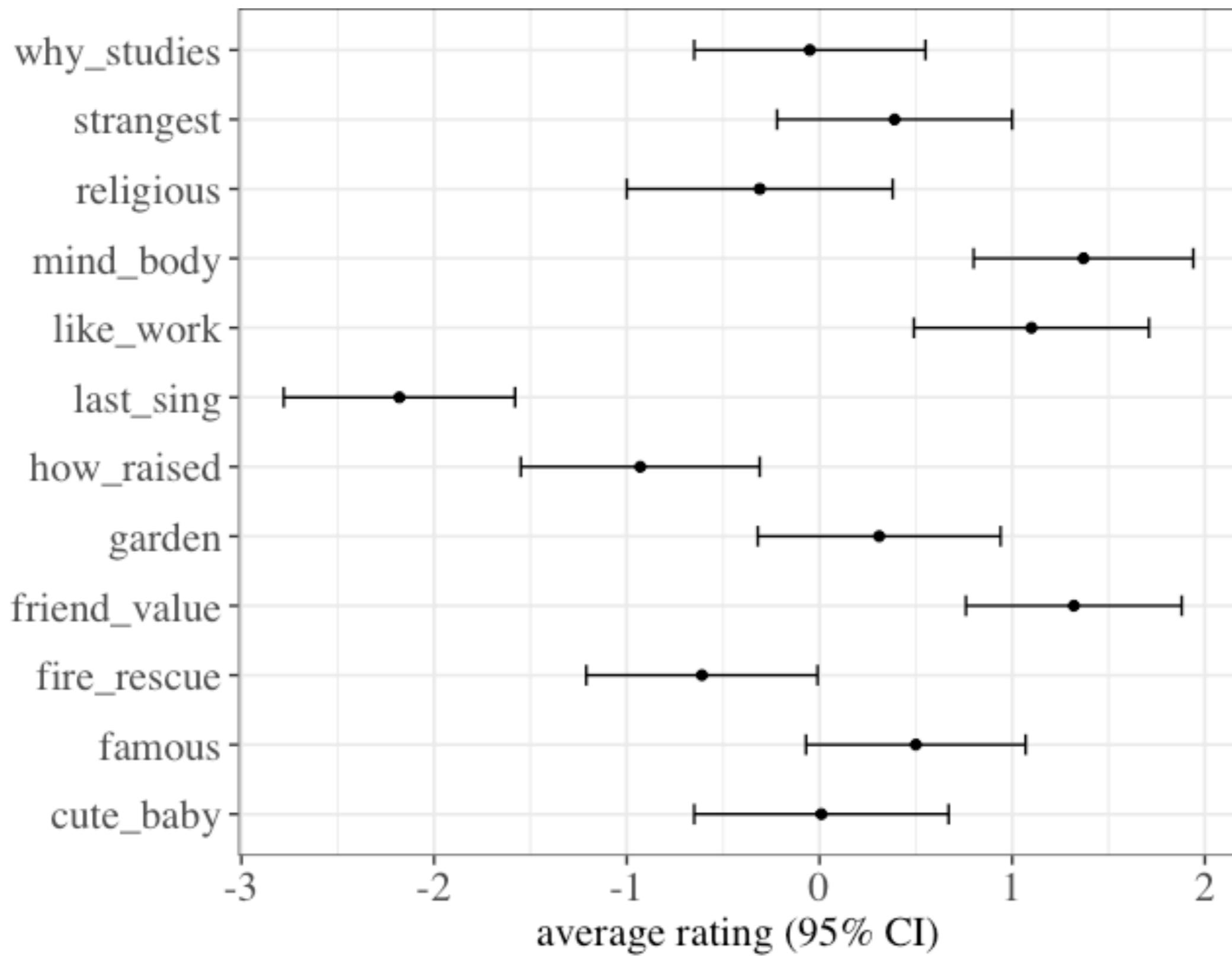
Judge Egocentrism



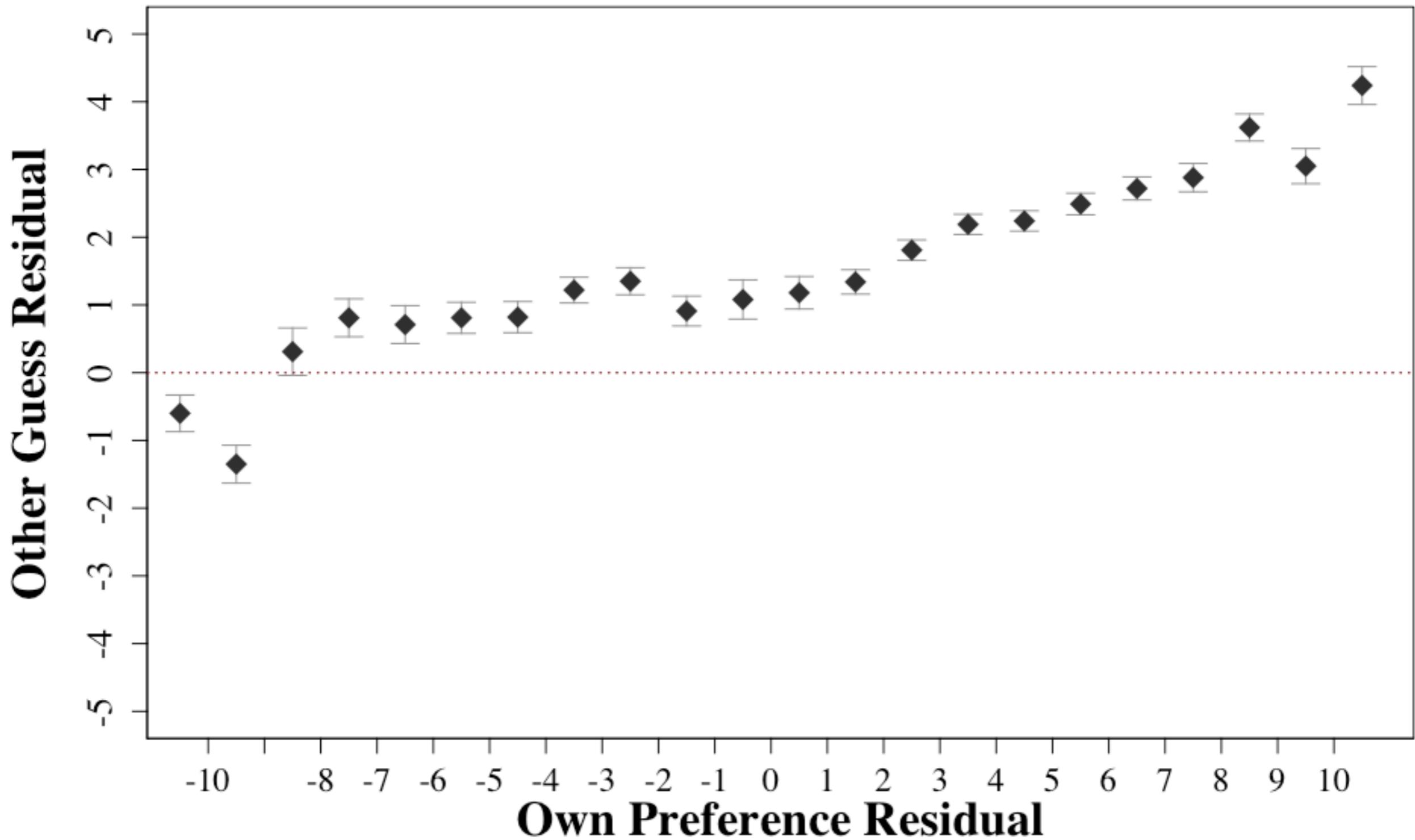
Judge Egocentrism



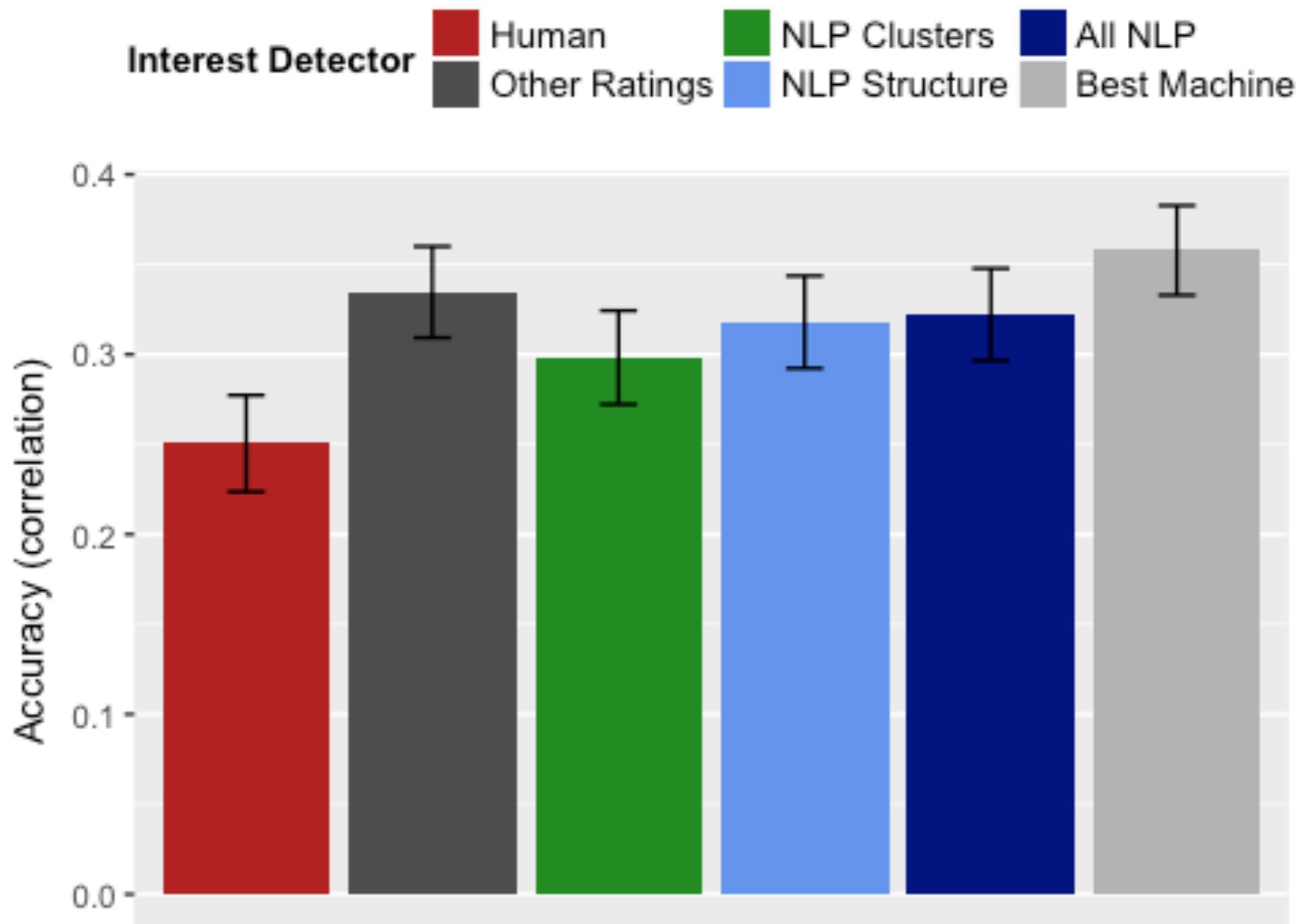
Judge Egocentrism



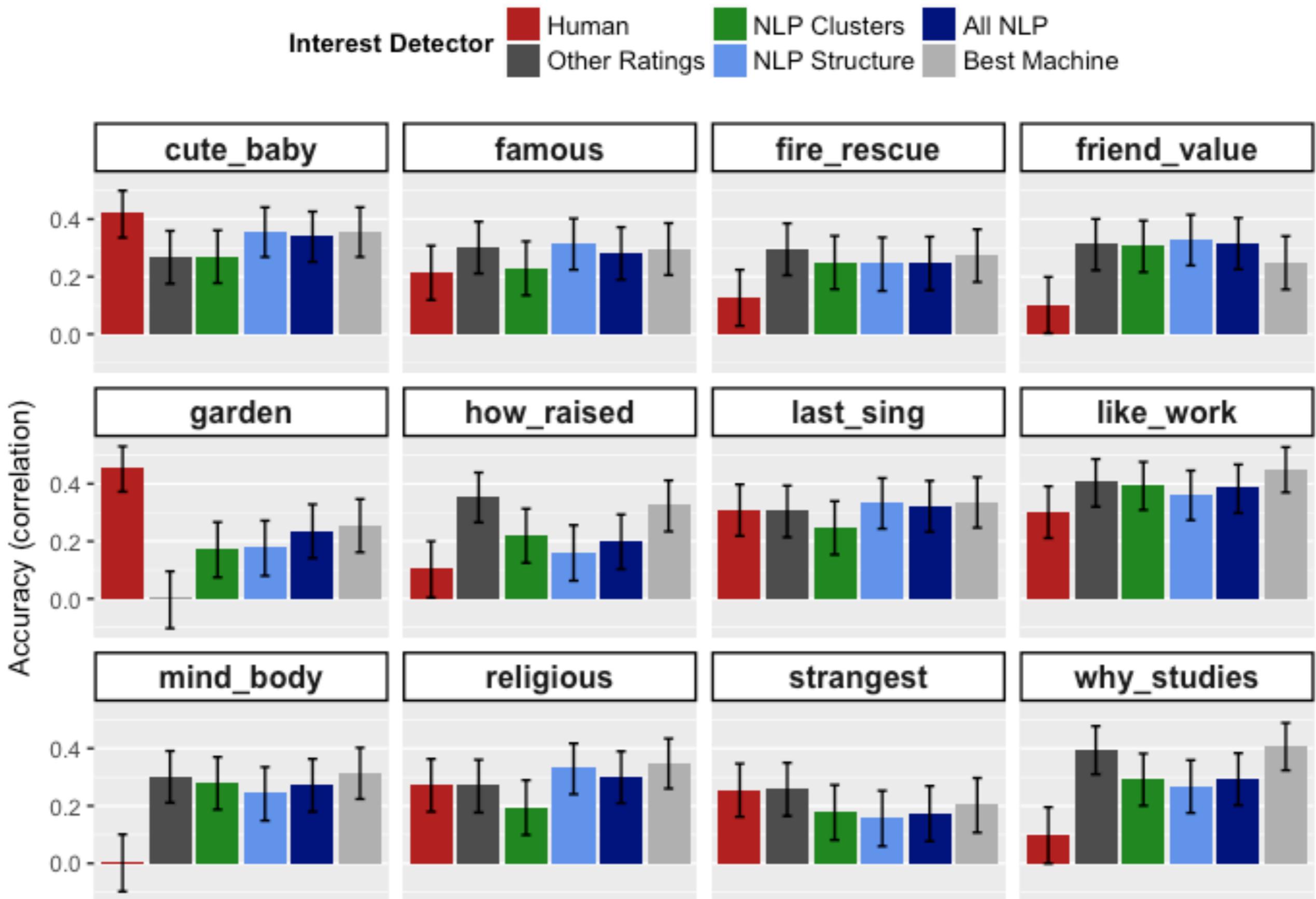
Judge Egocentrism



Interest Detection Accuracy



Topic Interest Detection



How do we know topics matter?

How do we know topics matter?

Correlational

Do pre-conversation topic ratings predict enjoyment?

Variation from partner influence on topic selection

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Variation from partner influence on topic selection

Switch Empowerment

Does more switching lead to better exploration?

Experimental conditions: cover [all vs. some] topics

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Correlational

Do pre-conversation topic ratings predict enjoyment?

Variation from partner influence on topic selection

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Experimental conditions: cover [all vs. some] topics

Irrelevant Alternatives

Do added stinker topics harm the conversation?

Experimental conditions: [standard vs. expanded] list

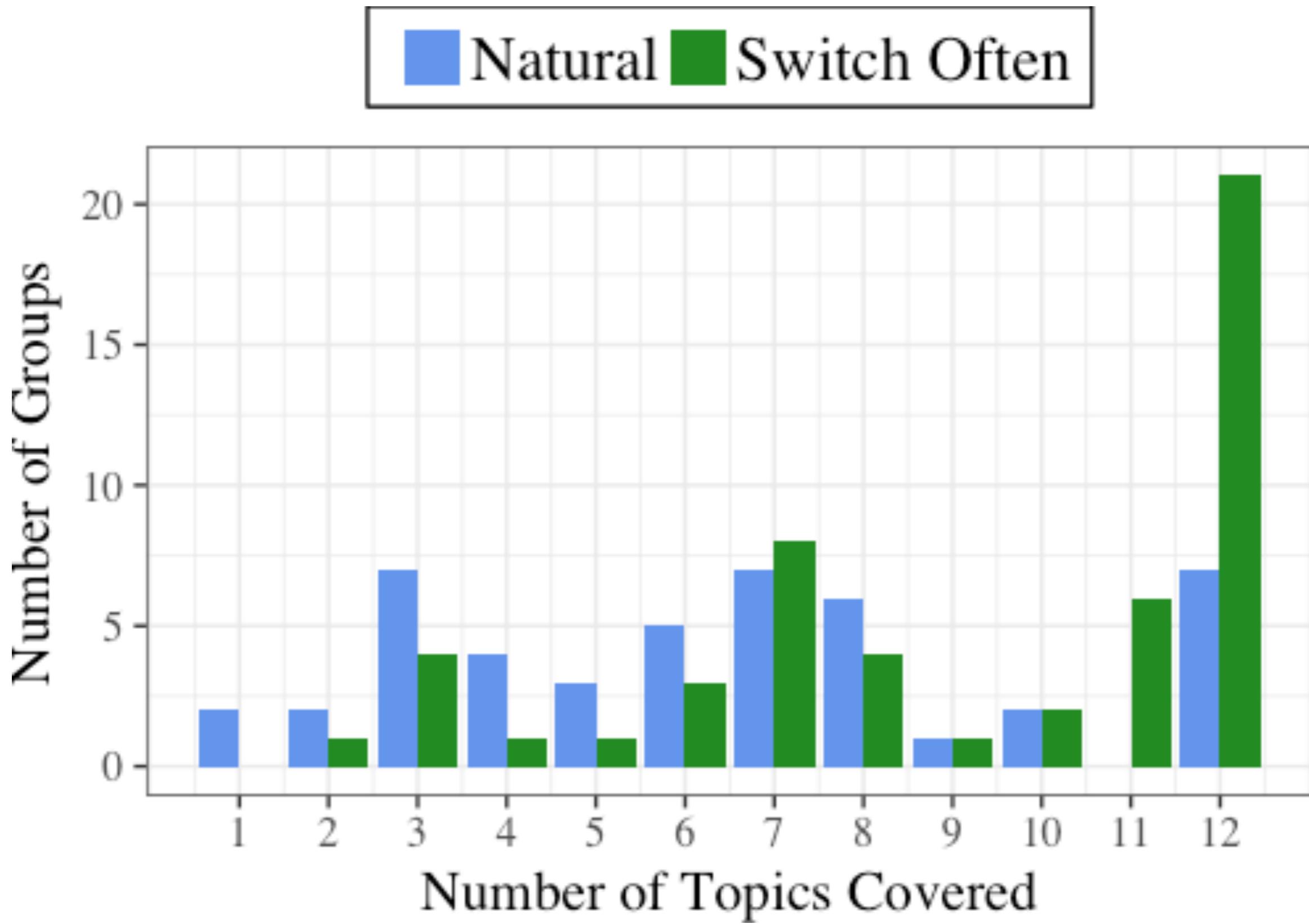
Topic Switching

Topic Switching

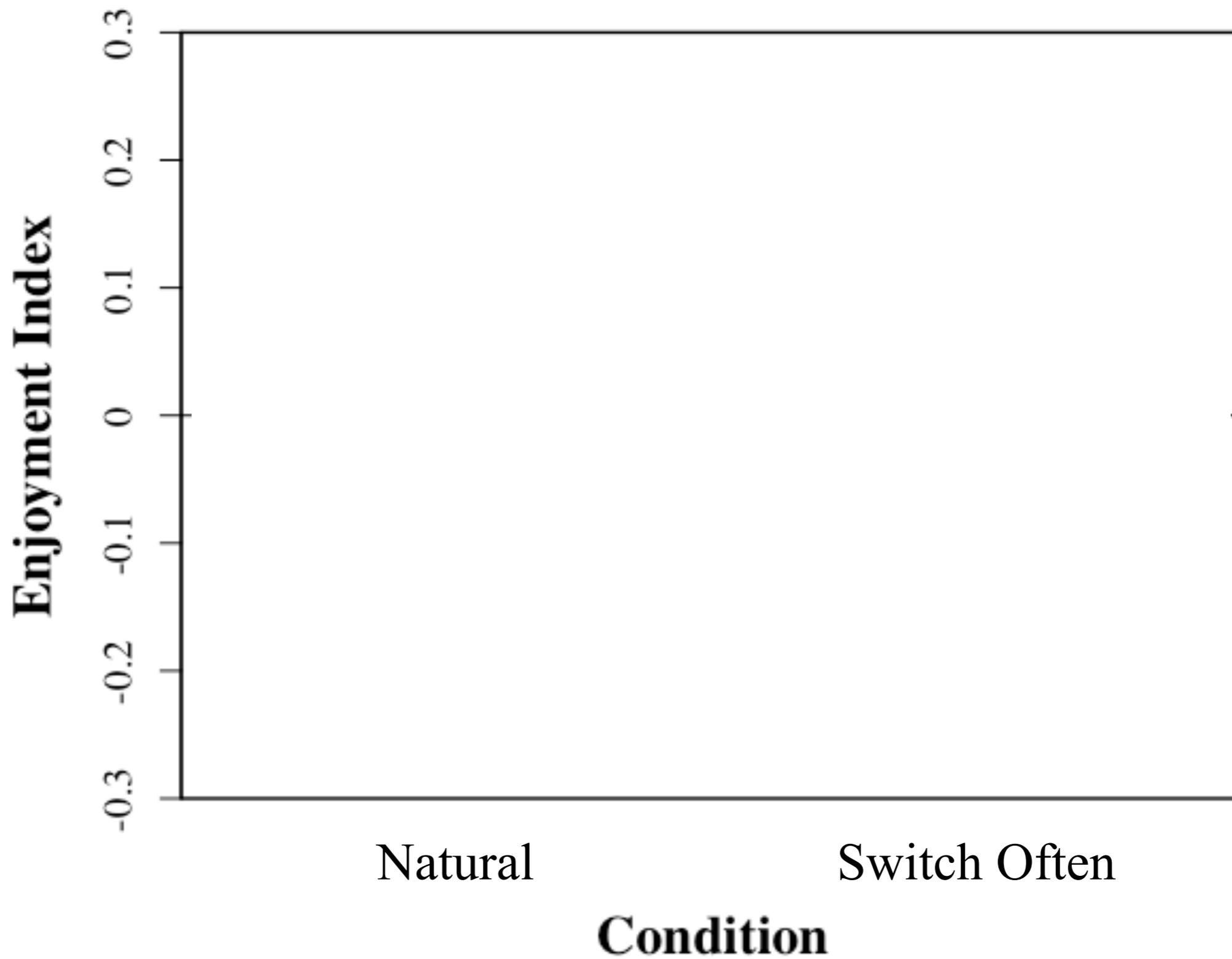


Two participants recruited independently
Evaluate list of 12 topic questions separately
Converse freely about the topics from the list
Re-evaluate topics (and predict partners' ratings)
Evaluate conversation, partner as a whole

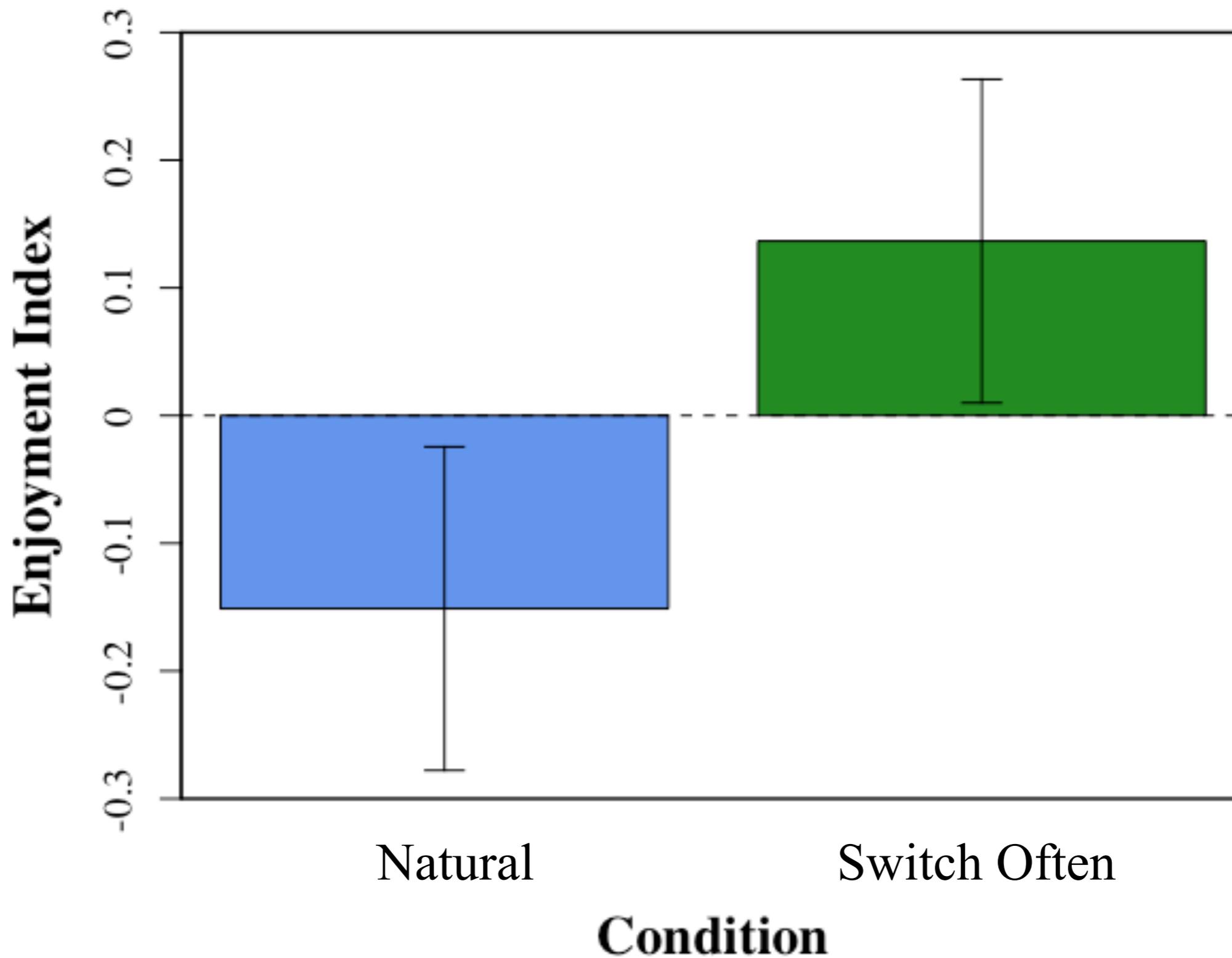
Topic Switching



Topic Switching

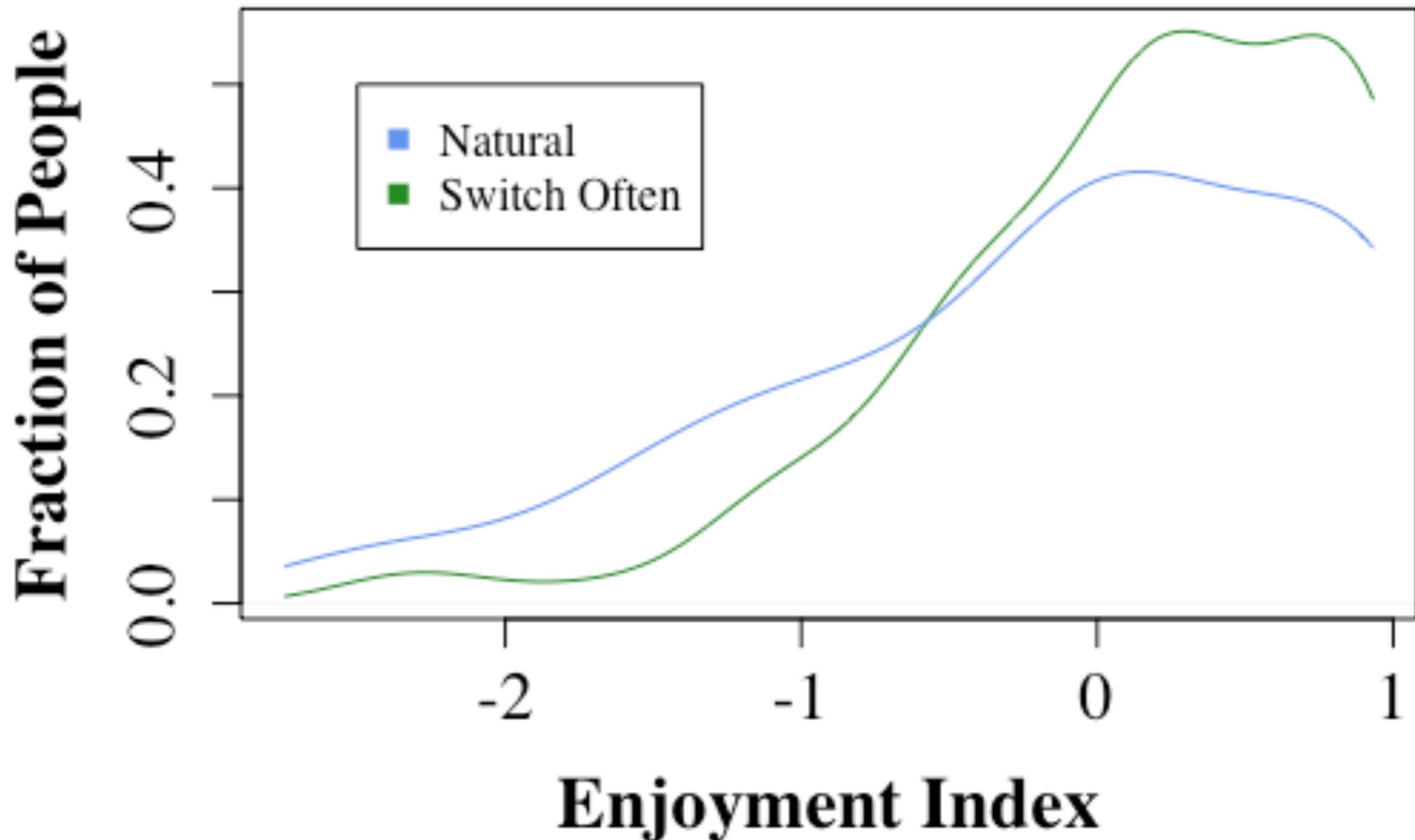


Topic Switching

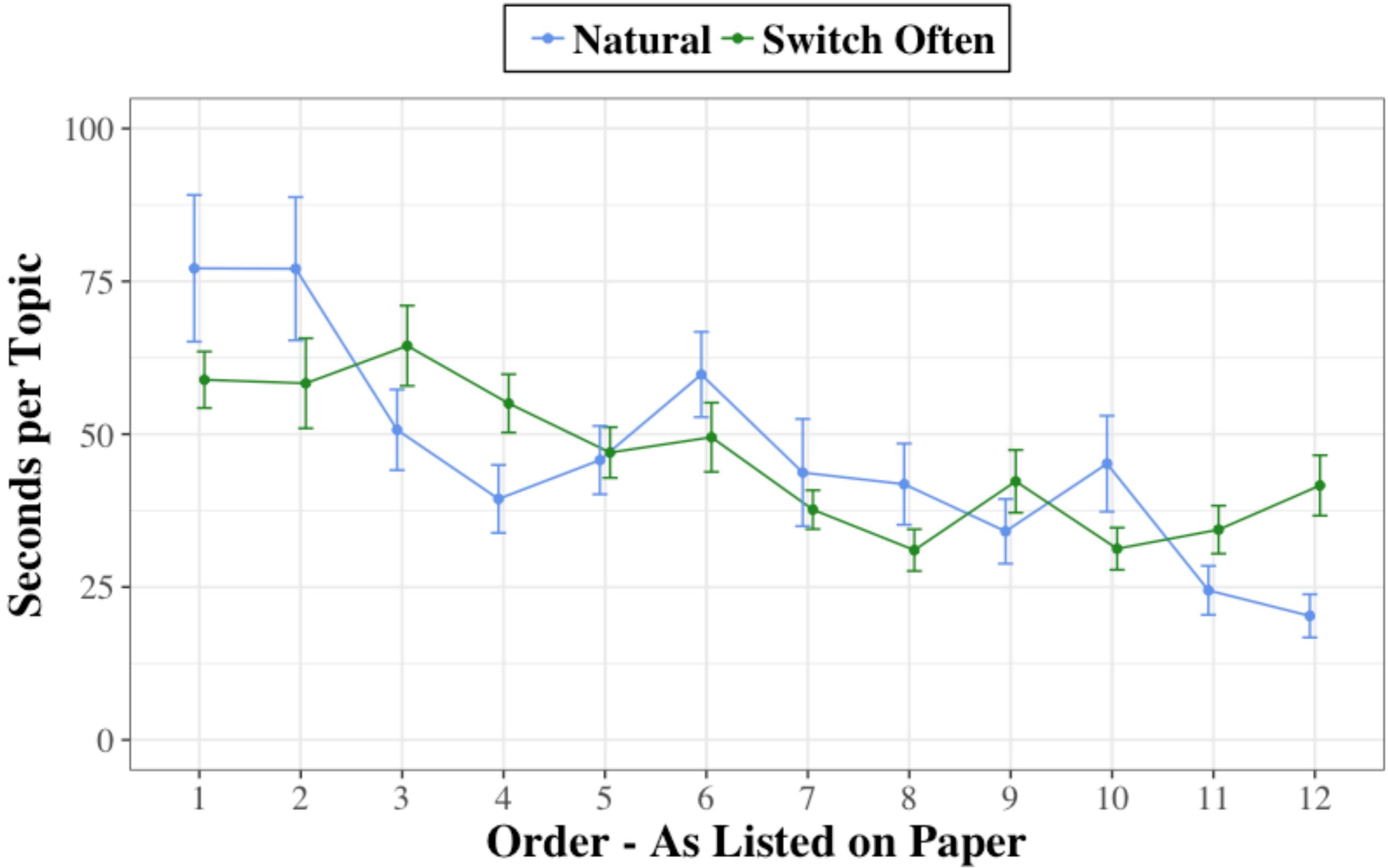


Topic Switching

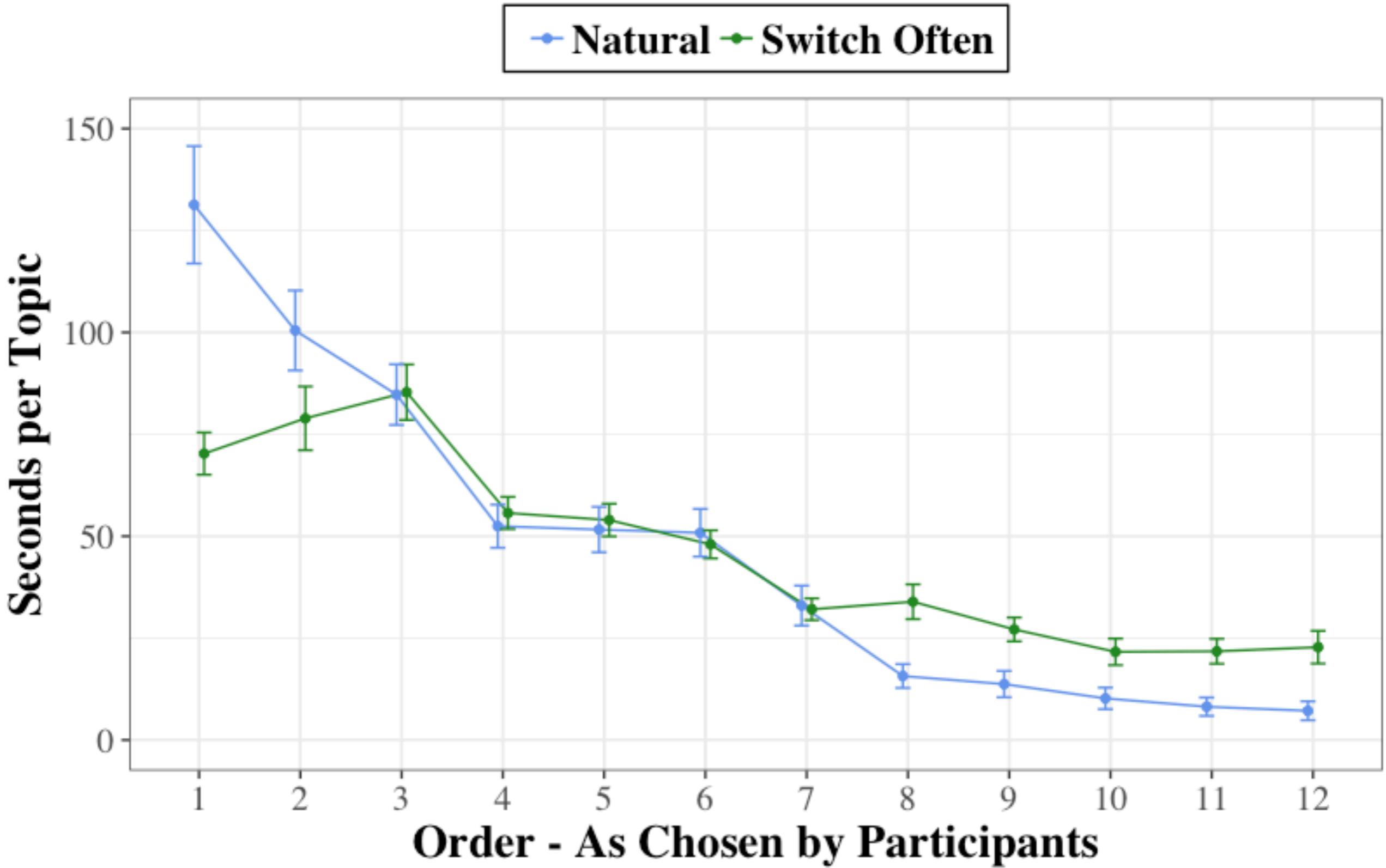
Distribution of enjoyment by condition



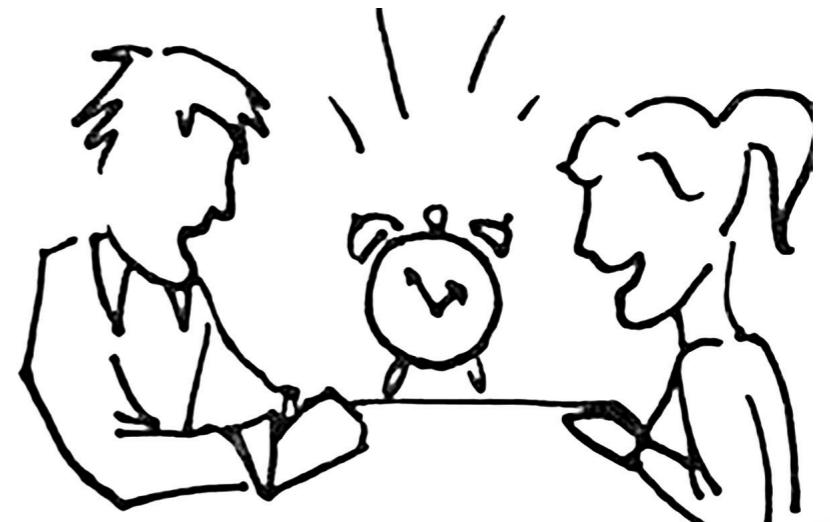
Topic Switching



Topic Switching



Opportunity Costs





Thank You!

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