

CS 193.1: Social Computing

# **Social Processes and Relationships**



# **How do we relate with one another?**

Internally? Externally?

# We follow interpersonal and intragroup social processes.

- Interpersonal processes include:
  - **Attitude changes** (via persuasion or cognitive dissonance)
  - Familiarity, attraction, and intimacy
  - **Prosocial behavior** (altruism, collectivism principalism)
- Intragroup processes include:
  - **Social performance**
  - **Social influence** (conformity, obedience, innovation)



# Interpersonal processes

*Photos courtesy of Pixar.*



# Intragroup processes

*Photos courtesy of Pixar.*



# **How do we study groups?**

Qualitatively? Quantitatively?

# Two general approaches:

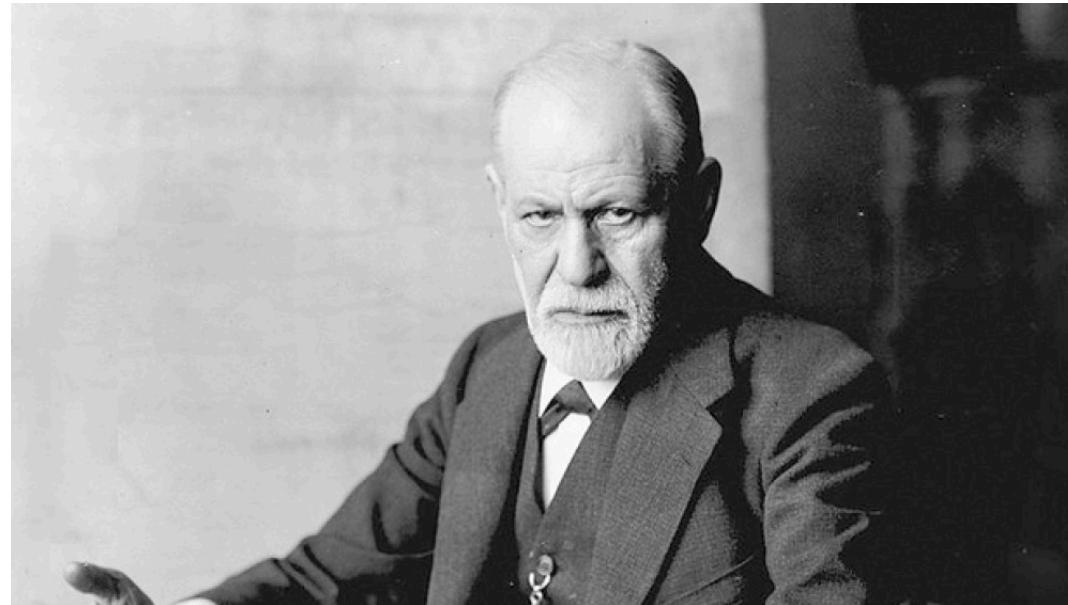
- **Psychodynamic approach** observes how unconscious forces affects individual personalities and collective behavior.
  - Le Bon: groups are instinctual
  - McDougall: organized groups are rational
- **Network approach** analyzes emotions, affective bonds, and relationships amongst members of a group.
  - Understanding latent network structures reveal characteristics of the group.



**H.W.F.A.Y**

# H.W.F.A.Y

How would *Freud* analyze you?



*Photos courtesy of Alliant International University.*

# H.W.F.A.Y

How would *Facebook* analyze you?



*Photo courtesy of The Verge.*

# What would you do in the these situations?



You want to throw leftover food in the trash bin but found recyclables in it instead.



Your classes do not study for the exam because your prof curves the grades anyway.



All your friends post an Instagram story with their mom on Mother's day.

# Social processes define society.



**Social processes** are frequent activities between social beings within groups that have a similar goals.



Because we are naturally social animals, interactions with other individuals are inevitable.



We must be able to work around and work together with other people to fulfill our needs.

# Two types of social processes



## **Associative processes**

(coordination, cooperation,  
accommodation)



## **Dissociative processes**

(competition, conflict)

# **What is coordination?**

What do we mean by it?

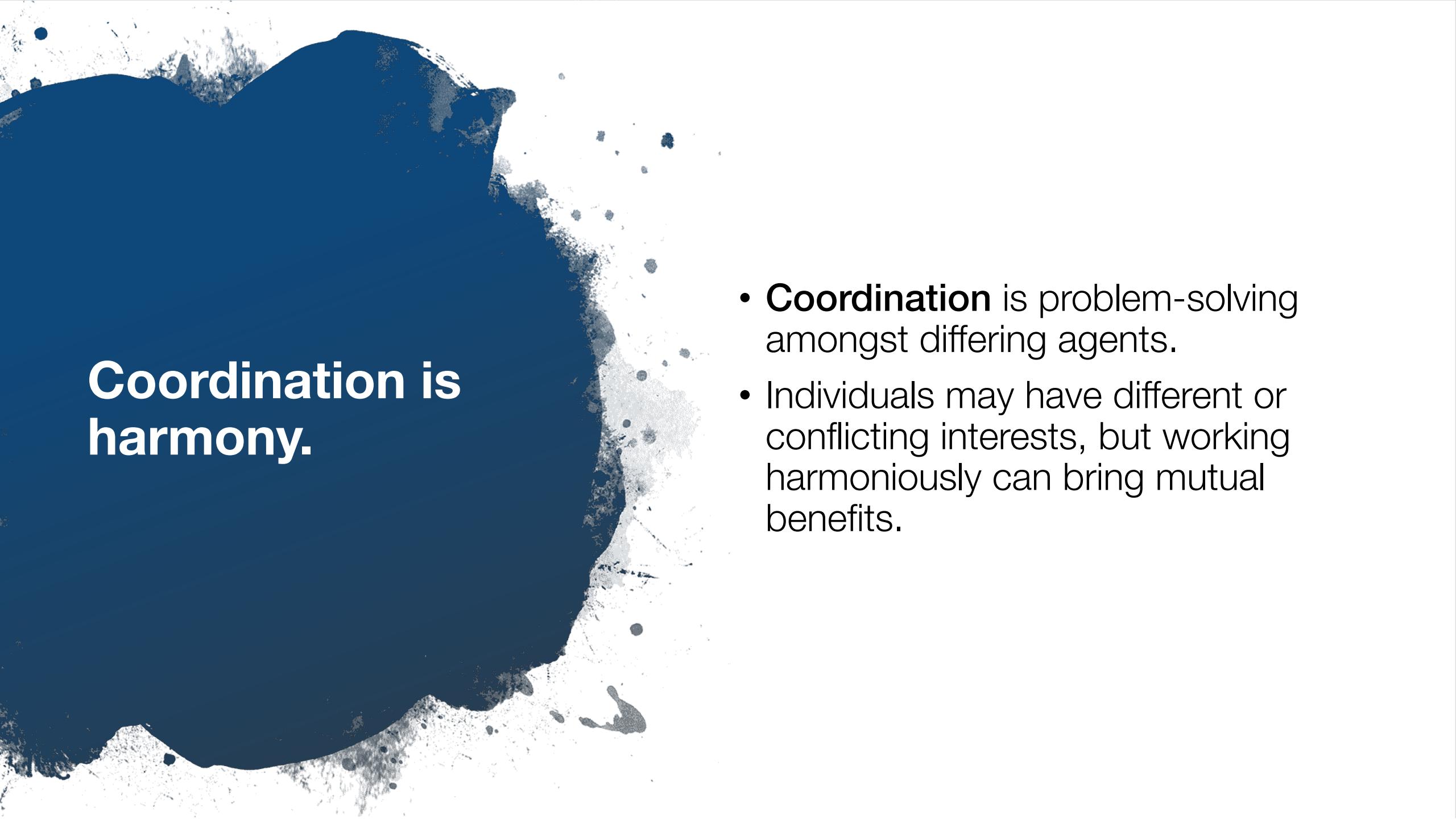
# Is this coordination?

Doubles skating



Not bumping into each other  
when grocery shopping





# Coordination is harmony.

- **Coordination** is problem-solving amongst differing agents.
- Individuals may have different or conflicting interests, but working harmoniously can bring mutual benefits.

# Let's solve a problem.

- You have to meet someone in UP Town Center, but...
- You don't know where you two are suppose to meet.
- There is no way to communicate with the other person.
- **Q:** What would you do?

# We often think the same way.



**Schelling points** are salient focal points where our expectations converge.

We experience the world in similar ways. People find collectively beneficial solutions without communicating as long as everyone is doing the same thing.



We naturally coordinate with Schelling points, which are affected by:

- Cultural norms (similar values)
- Cultural conventions (lining and queuing)
- Self-organization

# **What is it cooperation?**

Is it the same as coordination?

# Is this cooperation?

Doubles skating



Volleyball





# Cooperation is unity.

- If coordination is the efficient accomplishment of differing goals, **cooperation** is the maximization our own and others' outcomes.
- It is prosocial behavior that serves the common good.
- **Q:** Can you give examples?

# Cooperation benefits everyone.

- It is the reverse of competition (antisocial behavior for divergent goals).
  - However, competition can sometimes lead towards improvements in social welfare (e.g. better products).
- Cooperation is necessary for the fulfillment of fundamental needs of everyone.
- **Q:** Is traffic coordination or cooperation?



# **What is accommodation?**

No, not hotel options for your family trip.



# Accommodation is saying “sure”.

- It is an understanding that usually comes after a conflict resolution.
  - Despite differing values, society still needs to move forward and function.
  - **Accommodation** checks conflict and maintains cooperation.
  - Compromise, tolerance, arbitration, conversion, or rationalization.
- **Q:** Can you give an example for each accommodation process?

# **What is competition?**

Is it a negative thing?

Competition can be healthy.





## Competition is butting heads...

- **Social struggle** or opposition to acquire resources of limited supply.
  - A universal, continuous, and impersonal process always governed by norms.
  - A society wouldn't survive if there were no rules or safeguards.
- **Positive functions:** innovation, social mobility, motivation
- **Negative functions:** exploitation, injustice, violence, conflict

# **What is conflict?**

How is it different from competition?



# Conflict stops people from competing at all.

- People seek to gain rewards not from surpassing competitors but by **preventing effective competition.**
  - Hostile and personal competition.
- Intergroup conflict promotes intragroup cooperation.
  - Helps in changing old customs and norms



**Next time...**

Social performance

Social influence

Group social experiment