



CS 193.1: Social Computing

Social Influence and Performance





What factors affect our effort and motivation on tasks?

Why do you rise from sleep everyday?

Social facilitation

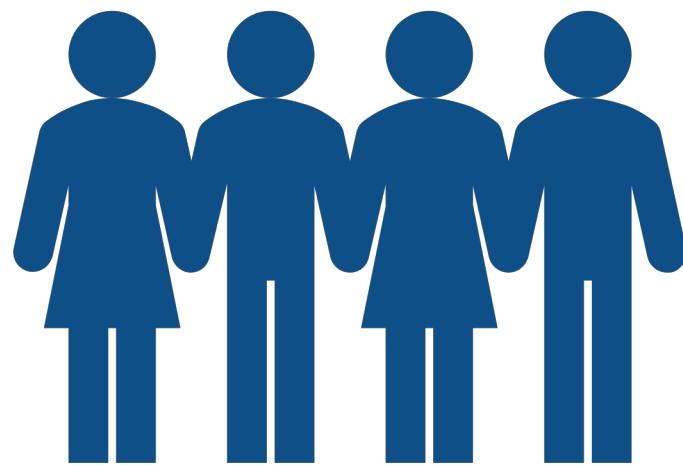
We work harder in groups.



Social loafing

We reduce our effort in groups.





Social performance is affected by how we regard “others”.

- If others are “with” us, social loafing may arise.
- If others are “not with” us, social facilitation may arise.

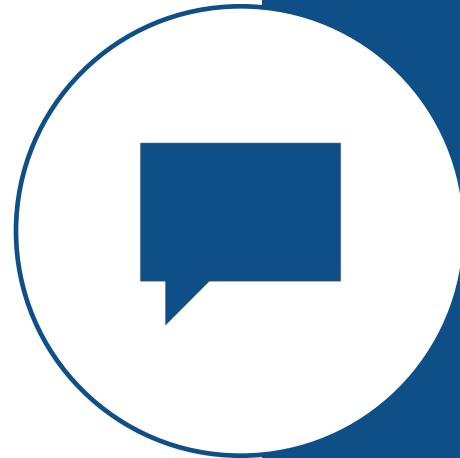


Speech accommodation

Individuals tend to like other people that speak like them,
and dislike those that do not.

Another perspective:

- If **my effort is instrumental** to success, and the **outcome is important to me**, I will give **my best effort**.
- If I'm not instrumental to an outcome that is irrelevant to me, I will give less effort.
- As long as I'm either instrumental or the result is important to me, I will give some effort.



What us affect, behavior, and cognition?



Affect

Feelings experienced in social activities.



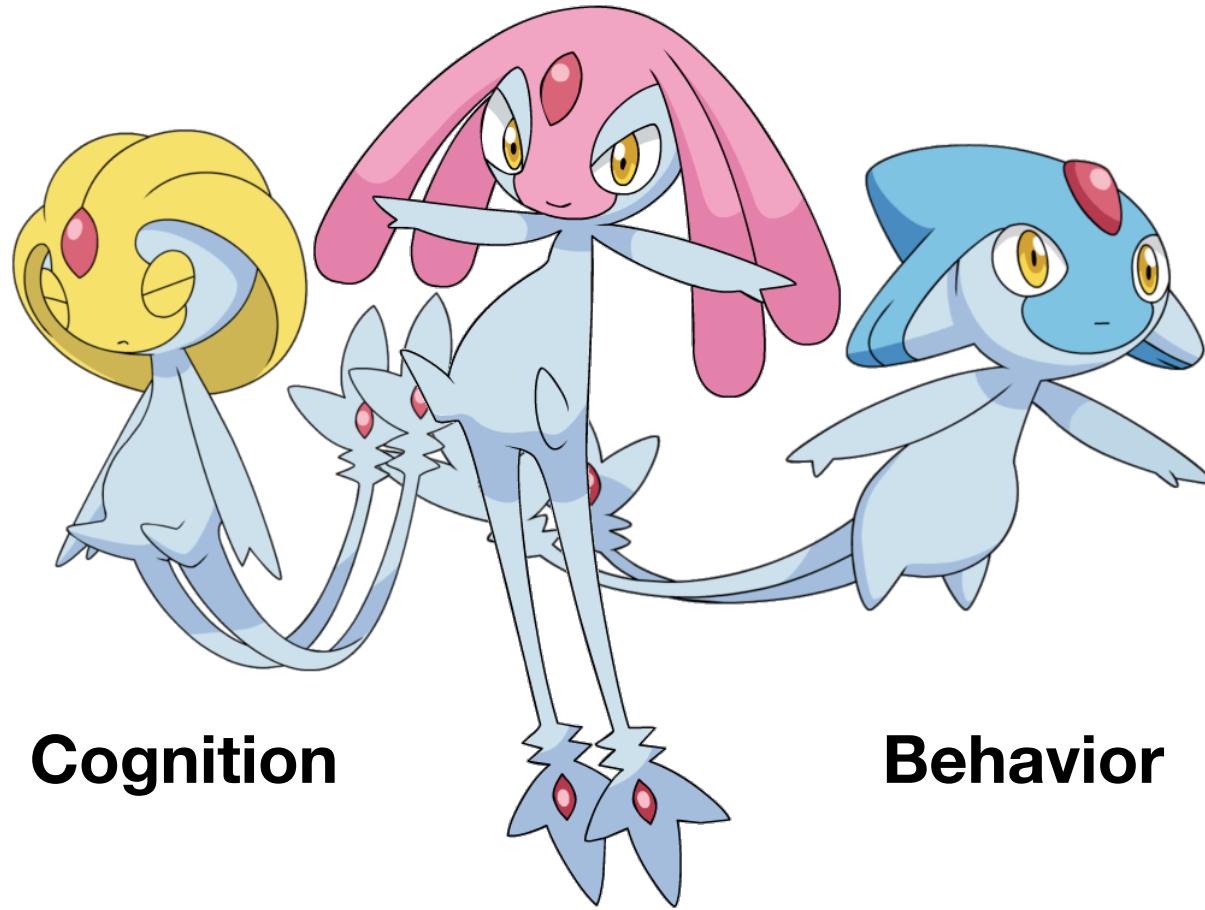
Behavior

Interactions employed around other people.



Cognition

Thought used to understand and predict others.



Cognition

Behavior

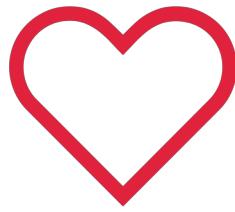
Affect

Photo courtesy of Bulbapedia.

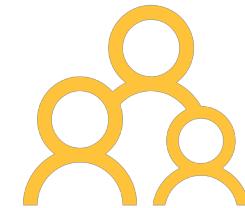
Q: Can you describe the ABC's here?



A child refuses to eat the vegetables her mother prepared.



A teenager is grounded and barred from going to a concert by his parents.



A young adult is jubilant of her first paycheck.

Social influence

- Ways in which the **affect** (emotion), **behavior** (action), and **cognition** (thought) of one person change the ABC's of another.
- This involves processes for **social control** (conformity, compliance, obedience) and **social change** (social roles, minority influence).

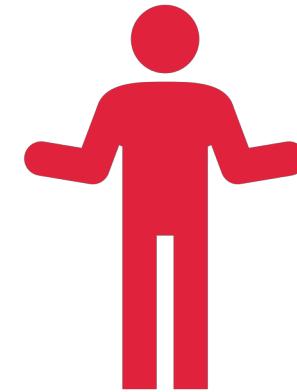


Speaking is used for influence.



Speech as action

Illocation has force that can control people.



Meaning as influence

Having someone understand an utterance can influence them.



Omae wa mou shindeiru

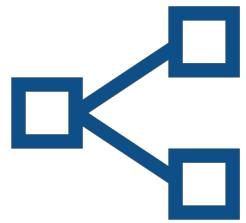
Nani?

Other influences

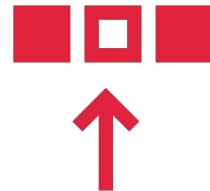
- Interpersonal underpinnings are also heavily affected by politeness and power.
- **Power:** forceful, often authoritative
- **Politeness:** “friendliness” of a face has imposition (power-less but equally influential)



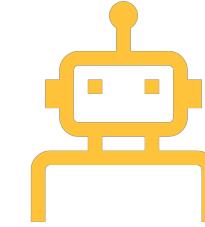
Processes for social control



Conformity



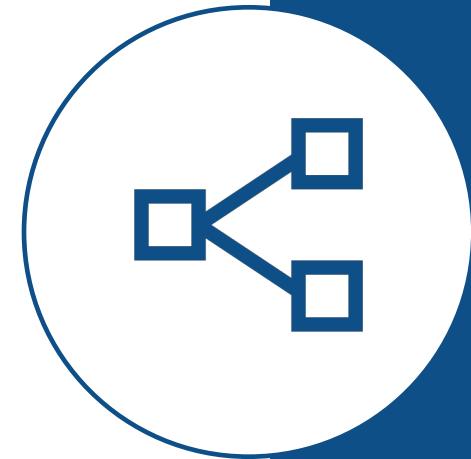
Compliance



Obedience

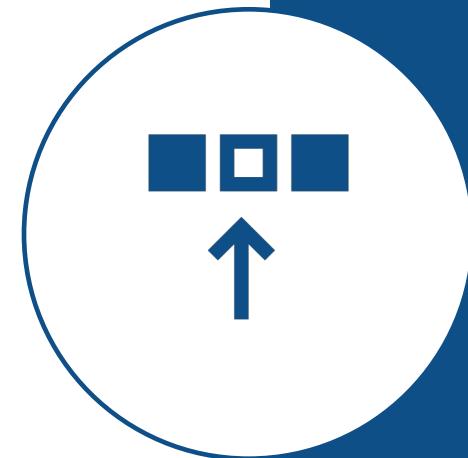
Conformity

- Processes through which an individual accepts and **adopts a group's views.**
- There is a tendency to change our ABC's to be consistent with group norms.
- **Q:** Why do you start using emojis?
- **Q:** How did you act in your first time drinking with friends?



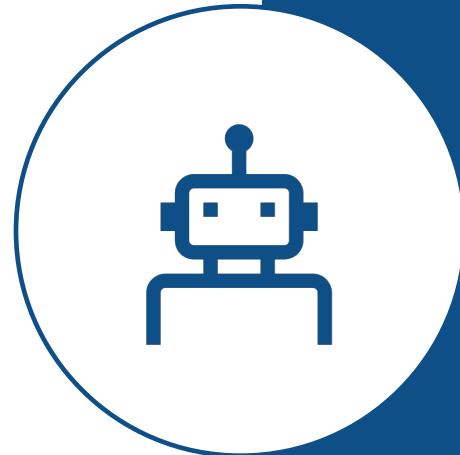
Compliance

- ABC's **change in response to requests**, social pressure, coercion.
- **Q:** Why do you use SMS?
- **Q:** How about Facebook? Why did you start using it?



Obedience

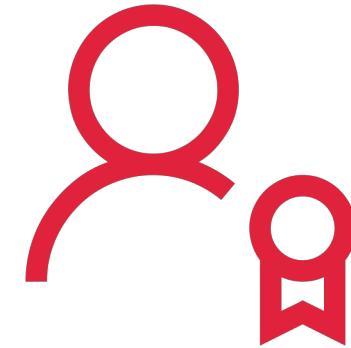
- Following of **directions given by an authority figure.**
- **Q:** Why do you use Moodle?



Processes for social change



Social roles



Minority influence

Social roles

- **Situationally-specified norms** for ABC's.
 - In society, we are expected to be upstanding citizens.
 - In group situations, people expect “leaders” and “followers”
 - The patriarchy has (unfairly) assigned “important” roles to men than women.
 - The bourgeoisie has (unfairly) assigned significance to the work of the elite class over the working class.



Minority influence

- The ability of minorities to **challenge the majority** by offering a different perspective.
- A majority's position may change if the minority maintains consistency, investment, autonomy, rigidity, and fairness.





Let's take a look at Grab

- What is the app for? What social problem is it trying to address?
- Who are the agents?
- What are the roles of each agent?
- What are the benefits of each agent?
- What are the social processes?
- What enforces interaction?
- What rules prevent chaos in the group?
- Why do we keep using Grab?

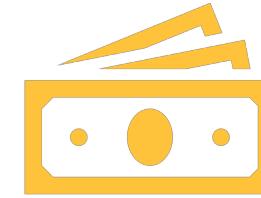
How are we motivated to reach goals?



Intrinsic (needs-based) motivations

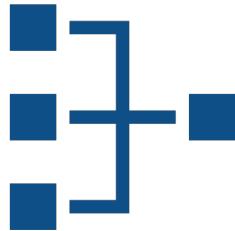


Social motivations



Extrinsic (rewards-based) motivations

Intrinsic motivations



Hierarchy of Needs (Maslow)

Desire to satisfy physical and psychological needs



Needs Achievement Theory (Nicholls)

Desire to demonstrate high ability to self and others

Social motivations



Social Comparison Theory (Gilbert)

Evaluation of our self-worth in comparison with others.



Personal Investment Theory (Schilling)

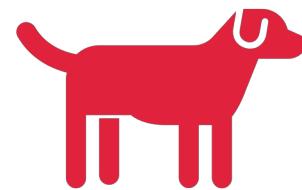
Personal values affect the investment and participation of individuals.

Extrinsic motivations



Expectancy Value Theory (Shepperd)

Performance is affected by incentives and rewards.



Reinforcement Theory (Skinner)

Probability of a certain response is strengthened by reinforcement.



Next time...

Group social experiment

Crowdsourcing

Collective intelligence