

CS 193.1: Social Computing

Introduction to Social Psychology



What is social psychology?

Why is it social? Why psychological?



Lewin's "Grand Truism"

Lewin (1933/1935)
Quote from Jones (1985)

$$\mathbf{B} = f(\mathbf{P}, \mathbf{E})$$

where

B = Behavior

P = Factors Internal to the Person

E = Factors in the External Environment

- Our behavior is determined by surrounding contexts.
 - Internal person vs. external environment
 - Disposition vs. situation
 - Proximity to groups
 - Sociocultural influences

Social psychology explains social phenomena



How the **presence of others and the situation** (directly or indirectly) influence individuals



How people **think and interact** towards (and with) each other



The capability to balance the **individual healing** and **collective welfare**



The effect of the **greater social condition** (environment + social factors) to a person's behavior



Humans seek

Community

Photos courtesy of Community.

Why do we form groups?



Plato

People organize themselves
to achieve (external) goals



Aristotle

People come together out of
the need to be with others



Auguste Comte

Society allows for social
structures and individualism

Is behavior guided by rationality?



Machiavelli & Hobbes

Social order must be imposed
to constrain human selfishness



Rousseau & Locke

People can be reasonable,
moderate and cooperative

How do humans (inter)act?



Gustave Le Bon

Crowds are “impulsive, incapable of reasoning, have no judgement, and exaggerate sentiments”
(groupthink, deindividuation).



Gordon Allport

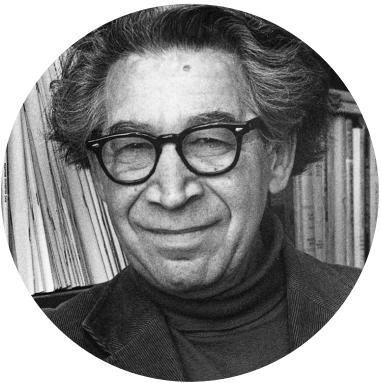
Individual performance improves when working with others rather than alone
(social facilitation).



Sherif and Asch

Individuals conform to the group majority, especially in ambiguous situations
(social influence, conformity).

How do humans (inter)think?



Leon Festinger

Attitude change is necessary to justify behavior and reduce **cognitive dissonance**.



Susan Fiske

People categorize others and adjust their behavior accordingly (**social cognition, priming**).



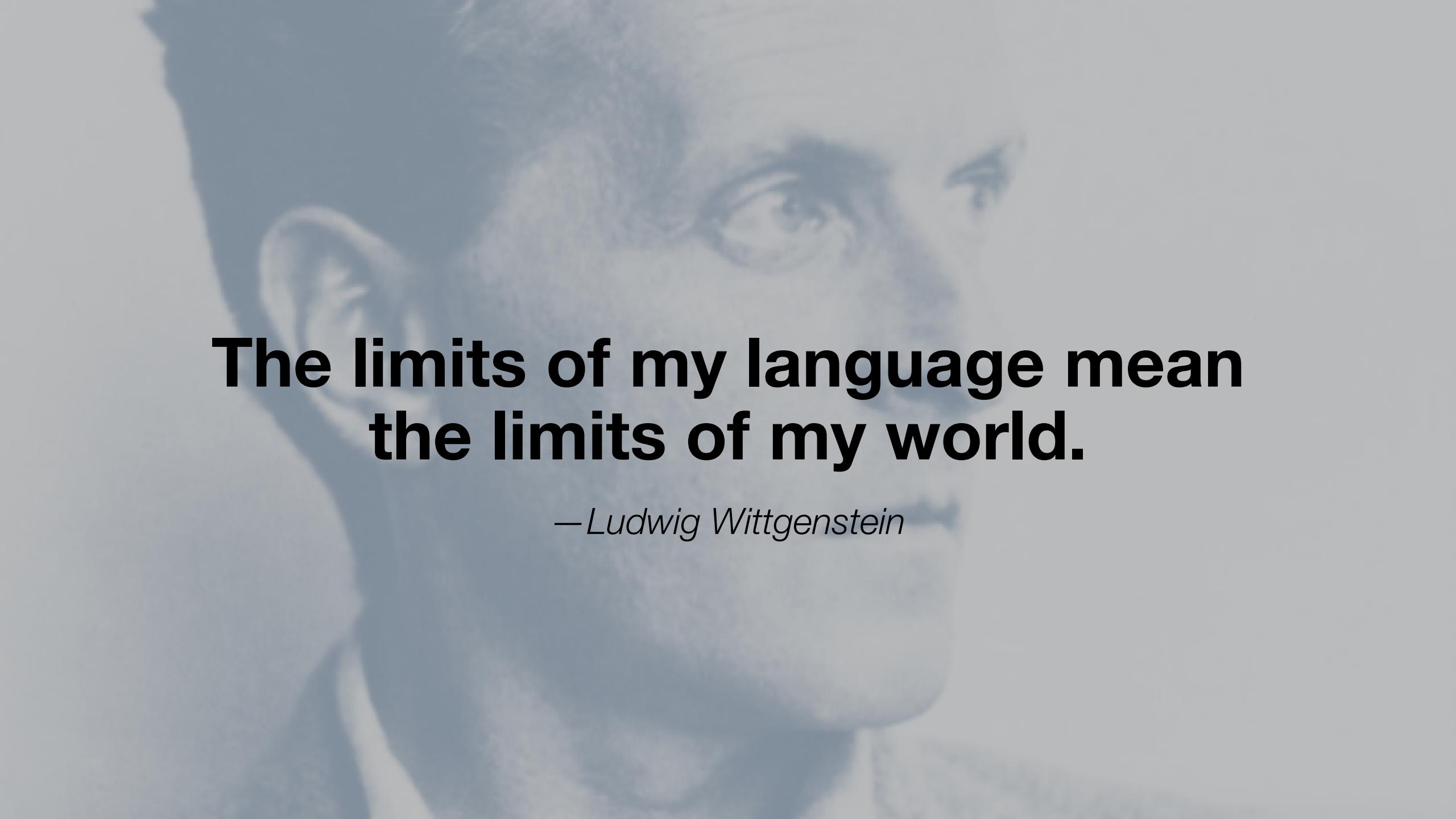
Henri Tajfel

Part of an individual's identity is their membership to a group (**social identity, ingrouping**).

To note:

- You will learn more of this during your Socio-Anthro class.
- What we'll focus on is the way **language** and **connections** affect our social lives.





The limits of my language mean
the limits of my world.

—Ludwig Wittgenstein

Language is also social.



Our first language is **acquired through others**.

The smallest meaningful unit is the word, and is the baseline for understanding



How do we analyze words?

Simple: word associations

- “Fire” : “Cooking”
- “Fire” : “Ball”

Complex: implicit causality

- Interpersonal verbs imply causal focus on the giver (“John helped Anna”)
- State verbs imply focus on the recipient (“John likes Anna”)

Languages are like systems.



Linguistic Abstractness is a continuum.

Descriptive action verbs: “talk”

Interpretive action verbs: “help”

State action verbs: “surprise”

State verbs: “like”

Adjectives: “honest”



Linguistic Intergroup Bias affects the words we use.

We use different words to “protect” our identity

Word usage depends on ingrouping and stereotyping



Linguistic Expectancy Effect changes our behavior.

We use more abstract language for behaviors that conform to expectations

Languages can shape our identity.

- Our identity can be defined by:
 - What words we use
 - How we use words
 - When we use words
- **Question:** who uses the term “**terrorist**” and who uses “**freedom fighter**”?



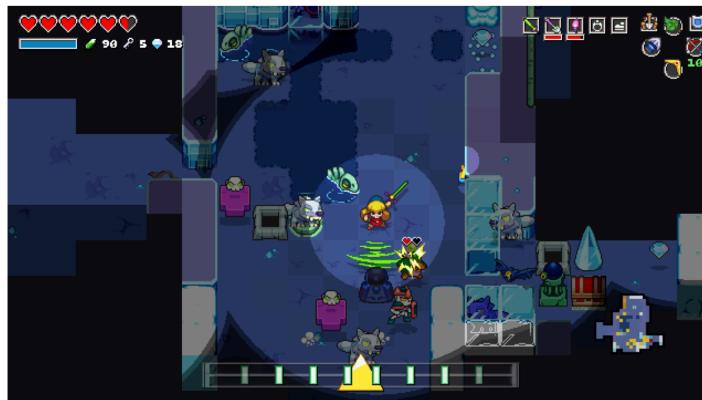
Let's try something.

- **Linguistic Inquiry and Word Count** was pioneered by Pennebaker and Francis (1996).

Cadence of Hyrule ~ Crypt of the NecroDancer Featuring The Legend of Zelda ~

Release date: June 13, 2019

Buy digital 



Keep the beat as you play as Cadence, Link, or Princess Zelda to explore a randomly generated Hyrule and procedurally generated dungeons.

In the latest rhythmic action-adventure from Brace Yourself Games, you can enjoy the gameplay of Crypt of the NecroDancer in the setting of *The Legend of Zelda™* series. As Link—or even as Princess Zelda—you'll explore the randomly generated overworld and procedurally generated dungeons on a quest to save Hyrule. Every beat of each remixed *Legend of Zelda* tune is a chance to move, attack, defend, and more, so stay one step ahead of each enemy and boss...or face the music.

TRADITIONAL LIWC DIMENSION	YOUR DATA	AVERAGE FOR COMMERCIAL WRITING
I-WORDS (I, ME, MY)	0.0	0.04
SOCIAL WORDS	8.5	5.07
POSITIVE EMOTIONS	3.8	1.83
NEGATIVE EMOTIONS	2.8	0.17
COGNITIVE PROCESSES	14.2	7.05
SUMMARY VARIABLES		
ANALYTIC	(formality)	98.1
CLOUD	(confidence and authority)	82.7
AUTHENTICITY	(honesty)	42.1
EMOTIONAL TONE	(upbeatness)	42.9



Next time...

Python programming

Pandas dataframes

Manipulating text data