Psychology of Social Media

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Dachis Corporation
What can psychology tell us about production & consumption of social media?
To what extent do you agree or disagree with the statements below. Rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other.

1. Disagree strongly
6. Agree strongly

I see myself as:

- Extraverted, enthusiastic.
- Critical, quarrelsome.
- Dependable, self-disciplined.
- Anxious, easily upset.
- Open to new experiences, complex.
- Reserved, quiet.
- Sympathetic, warm.
- Disorganized, careless.
- Calm, emotionally stable.
- Conventional, uncreative.
Agenda

• How psychological info is conveyed
• How we make sense of info
• What we can learn from the information
• How psychological processes play out in social media
• Exercises
Expression and Perception of Psychological Information?

LOW CONTROL

PUBLIC

Attractiveness
Language style
Nationality
Office space
Geographic location
Profession
Residence

HIGH CONTROL

PRIVATE

Injuries
Writing
Thoughts
Sleep
Dorm rooms

Social Media

Websites
Bumper sticker
Email signature
Appearance
Car
Friends
Handshake
Social life
Movie prefs
Food prefs
Music prefs
Books
Wallets
Underwear
Journal
Passwords

Dreams

Thoughts

Writing

Sleep

Dorm rooms
## Factor Structure of LIFE

<table>
<thead>
<tr>
<th>Factor</th>
<th>Activities</th>
<th>Loadings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Suburban</td>
<td>Exterior Repairs (.56)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Vacuum (.53)</td>
<td></td>
</tr>
<tr>
<td>2. Cultured</td>
<td>Cook Meal (.52)</td>
<td></td>
</tr>
<tr>
<td>3. Sedentary</td>
<td>Played w/ Dog (.50)</td>
<td></td>
</tr>
<tr>
<td>4. Romantic</td>
<td>Bought Gas (.49)</td>
<td></td>
</tr>
<tr>
<td>5. Edgy</td>
<td>Changed Sheets (.46)</td>
<td></td>
</tr>
<tr>
<td>6. Active</td>
<td>Bought Groceries (.46)</td>
<td></td>
</tr>
</tbody>
</table>
Factor Structure of LIFE

1. Suburban
   Read nonfiction (.53)

2. Cultured
   Spent time on hobby (.49)
   Wrote in journal (.47)

3. Sedentary
   Went to performing arts (.47)

4. Romantic
   Volunteered (.44)
   Went to museum (.43)

5. Edgy
   Watched TV (-.38)

6. Active
Factor Structure of LIFE

1. Suburban
   Played computer game (.51)
2. cultured
   Downloaded music (.47)
   Played billiards (.47)
3. Sedentary
   Played cards (.46)
4. Romantic
   Ate fast food (.46)
   Chatted online (.42)
5. Edgy
   Did nothing (.35)
6. Active
Factor Structure of LIFE

1. Suburban
   - Blow-dried hair (.61)
   - Had spa service (.49)
2. Cultured
   - Used tanning bed (.46)
3. Sedentary
   - Went shopping (.43)
4. Romantic
   - Took bath (.41)
5. Edgy
   - Talked on phone +10 minutes (.40)
6. Active
   - Made to-do list (.35)
## Factor Structure of LIFE

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Suburban</td>
<td>Religious service (-.64)</td>
<td></td>
</tr>
<tr>
<td>2. Cultured</td>
<td>Had sex (.47)</td>
<td></td>
</tr>
<tr>
<td>3. Sedentary</td>
<td>Smoked cigarette (.44)</td>
<td></td>
</tr>
<tr>
<td>4. Romantic</td>
<td>Got drunk (.43)</td>
<td></td>
</tr>
<tr>
<td>5. Edgy</td>
<td>Sought psych. services (.32)</td>
<td></td>
</tr>
<tr>
<td>6. Active</td>
<td>Surfed web (.29)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Rented videos (.26)</td>
<td></td>
</tr>
</tbody>
</table>
Factor Structure of LIFE

1. Suburban
2. Cultured  Went running (.69)
3. Sedentary  Worked out (.67)
4. Romantic  Took shower (.39)
5. Edgy  Hosted party (.29)
6. Active  Woke up to alarm clock (.24)
            Used mouthwash (.17)
• All social media created and consumed by psychological beings

• Note most of human psychology evolved long ago & will not change, so successful social media will be those that tap/exploit basic needs.
Psychological beings possess certain needs.

Basic Human Needs:
Maslow (1943) Hierarchy of needs, “D-needs,” self-actualization

Fundamental Social Needs:
Get along
Get ahead

Both needs result in:
Wanting to know others
Be known by others (sometimes)
Personal Websites

Welcome to Suzie's Place

Steve's Homepage
Kansas City, Missouri, USA

Ego

Stephen Mack Zeigen esteph@esteph. net E. Stephen Mack Zeigen esteph
Stephen Mack Zeigen esteph@esteph.net E. Stephen Mack Zeigen esteph
Stephen Mack esteph
Stephen Mack esteph
Stephen Mack esteph
Stephen Mack esteph
Stephen Mack Zeigen esteph@esteph.net E. Stephen Mack Zeigen esteph
Stephen Mack Zeigen esteph@esteph.net E. Stephen Mack Zeigen esteph

Planet NeRella
Welcome to Suzie's Place

Roll your mouse over the house. If you click on the door you can see our family story, on the top floor you can click into the kids' rooms. The lower left window has my Recipe Page on it. I still have to do something fabulous with the room on the bottom right. These were all updated March 2000.
Welcome to Fynad Gaelica, an experiment in interactive media. Fynad Gaelica is the home page of Jeremy Caney and contains his art, thoughts, work, and other random tidbits of pointless facts.
Thanks for visiting!

- **Information about me**

  Carol Dysart Tapp ([my resume](#))
  Professor Emerita of Computer Information Systems
  College of Business Administration
  Savannah State University, a unit of the University System of Georgia
  Savannah, Georgia 31404

  (I am now living in Kennesaw, Georgia, a part of metro Atlanta.)

  Here are [Georgia's State Symbols](#).
  Play [Georgia's State Song](#).

- **How to contact me**

  E-Mail:
  carol@caroltapp.org
  or
  carol@sunbox.com

(Most links are designed to open in a new window.
Just close the new window to return to this browser window.)
Visit my domain, The Dreaming Eye, and view artwork, writing, etc.
And if you really are interested in my greatest love in life, then you will visit Hippo Heaven.
If you want to help hippopotami everywhere, please reach out and help Save the Hippos!

raverne@earthlink.net
What I've Seen the Last Six Months

- Memento
- Amores Perros
- The Closet
- Kiss of the Dragon
- Angel Eyes
- Bridget Jones's Diary
- Enemy at the Gates

NEW
- The Score
- Greenfingers
- Shrek
- With a Friend Like Harry
- Pearl Harbor
- Sexy Beast

Wallow-Fill

He is a chicken from
The great divide
A chicken of
The great divide
A chicken with big thighs
What are the mechanisms by which information about people gets conveyed?
Top 10
1. Oops I did it again—Britney Spears
2. I’m a slave—Britney Spears
3. The dance—Garth Brooks
4. Crash—Dave Mathews Band
5. Wide open spaces—Dixie Chicks
6. Summer Lovin’—Grease Soundtrack
7. Bye Bye Bye—N’sync
8. Breathe—Faith Hill
9. Survivor—Destiny’s Child
10. Smell the color 9—Chris Rice

Top 10
1. Kind of Blue—Miles Davis
2. Giant steps—John Coltrane
3. Take five—Dave Brubeck
4. Goldberg Variations—Glenn Gould
5. Straight no chaser—Thelonius Monk
6. Fly—Nick Drake
7. Ray’s Blues—Ray Charles
8. Maiden Voyage—Herbie Hancock
9. Texas Flood—Stevie Ray Vaughn
10. Six Suites for Cello—Yo Yo Ma
Expression and Perception of Psychological Information?

LOW CONTROL

PRIVATE

PUBLIC

HIGH CONTROL

Attractiveness
Language style
Nationality
Office space
Geographic location
Profession
Residence
Car
Appearance
Language content
Friends
Handshake
Social life
Sports prefs
Movie prefs
Food prefs
Music prefs
Dorm rooms
Books
Wallet
Underwear
Journal
Passwords
Dreams
Thoughts
Writing
Sleep

Geographic location

LOW CONTROL

PRIVATE

PUBLIC

HIGH CONTROL
Re: hello at long last!

To: Gary Hoover

Subject: Re: hello at long last!

So great to hear from you--thanks for the quick response. Dinner would be great. I'm available any night this week and Wednesday of next week. If not dinner, also open during the days this week. Let me know what works for you. Looking forward to hearing what you've been up to!

On Mon, Sep 29, 2008 at 11:16 AM, Gary Hoover <ghoover@roadstoryusa.com> wrote:

Hello Kate

Congratulations on all the changes!

You have been busy!

My life continues to evolve, too, and it would be great to get together and catch up.

I am in town and pretty flexible. Dinner sometime next week?

See you soon

Gary
What are you doing?

Latest: @Armano you forget I don't do pop culture post Beatles 1 day ago

MikeG514 Thoughts on the IBM Saba deal and its social networking implications http://bit.ly/vA8oc
4 minutes ago from TweetDeck

ITSinside A dangerous combo: bored and on Twitter.
4 minutes ago from TweetDeck

Armano If you have a moment, show @benmcconnell (Church of the customer) some support in a tough time ok? http://twurl.nl/zst4sl
5 minutes ago from TweetDeck

leebyrant scrolling quickly up and down lostpedia without reading, just to test me self-control until I get home #lost
6 minutes ago from TweetDeck

leebyrant @amcafee just make it relevant and smile. My humour can be too dry sometimes. And spell humour right, jeez! :-( #andvasks
• The most common, but invisible words tend to be the most revealing
• By measuring the **types** of words used, we can tap into how people ‘slice’ **their** worlds—how they relate to themselves, events and others
• Linguistic style is closely tied to our psychological and social state
  ○ Emotion (depression, deception)
  ○ Biological states (Testosterone)
  ○ Personality (Neuroticism)
  ○ Cognitive style (complex thinking)
  ○ Demographics (age, sex, class)
## Language Research

<table>
<thead>
<tr>
<th>Findings</th>
<th>Linguistic Cue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Are you informal, honest, self-oriented?</td>
<td>Pronoun use: I and We</td>
</tr>
<tr>
<td>Are you living in “the now,” optimistic about the future?</td>
<td>Past, Present, Future tense</td>
</tr>
<tr>
<td>Are you abstract or concrete?</td>
<td>Articles: “a” vs. “the” Nouns vs. verbs</td>
</tr>
<tr>
<td>What’s your emotional tone?</td>
<td>Positive vs. negative</td>
</tr>
</tbody>
</table>
What could a group find out about itself from language?

Engineers, economists programmers collaborating on economic simulations of disasters

Complexity of thought (-)
Cohesion (-)
Work information (-)
Negative emotion (+)
Funding lost

Tausczik, Scholand, and Pennebaker, 2009
What systems can be used to understand the self and others?
To what extent do you agree or disagree with the statements below. Rate the extent to which the pair of traits applies to you, even if one characteristic applies more strongly than the other.

1  2  3  4  5  6  7 Disagree strongly
Agree strongly

I see myself as:
- _____ Extraverted, enthusiastic.
- 1._____ Critical, quarrelsome.
- 3._____ Dependable, self-disciplined.
- 5._____ Anxious, easily upset.
- 7._____ Open to new experiences, complex.
- 9._____ Reserved, quiet.
- 11._____ Sympathetic, warm.
- 13._____ Disorganized, careless.
- 15._____ Calm, emotionally stable.
- 16._____ Conventional, uncreative.
Big Five personality dimensions

**Openness to Experience**
(intellect, imagination, curiosity, creativity)

**Conscientiousness**
(order, duty, deliberation, self-discipline)

**Extraversion**
(sociability, assertiveness, activity, positive emotions)

**Agreeableness**
(trust, nurturance, kindness, cooperation)

**Neuroticism**
(anxiety, depression, moodiness, vulnerability to stress)
Openness  = (8 – your score on item 10) + your score on item 5
Conscientiousness = (8 – your score on item 8) + your score on item 3
Extraversion  = (8 – your score on item 6) + your score on item 1
Agreeableness  = (8 – your score on item 2) + your score on item 7
Neuroticism  = (8 – your score on item 9) + your score on item 4
<table>
<thead>
<tr>
<th>Big Five Domain</th>
<th>Females</th>
<th>Males</th>
</tr>
</thead>
<tbody>
<tr>
<td>Openness</td>
<td>10.8</td>
<td>10.7</td>
</tr>
<tr>
<td>Conscientiousness</td>
<td>11.0</td>
<td>10.4</td>
</tr>
<tr>
<td>Extraversion</td>
<td>9.1</td>
<td>8.5</td>
</tr>
<tr>
<td>Agreeableness</td>
<td>10.6</td>
<td>10.1</td>
</tr>
<tr>
<td>Neuroticism</td>
<td>6.7</td>
<td>5.7</td>
</tr>
<tr>
<td>Trait</td>
<td>Facebook</td>
<td>Website</td>
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<tr>
<td>------------------</td>
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</tr>
<tr>
<td>Extraversion</td>
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<td>Neuroticism</td>
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<tr>
<td>Openness</td>
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</tbody>
</table>

Mean accuracy $r$
What do you need to know to know a person?

Level 1: Traits
The “Big Five”

Level 2: Personal Concerns
Values, goals, roles
Life Story Exercise
What do you need to know to know a person?

Level 1: Traits
  The “Big Five”

Level 2: Personal Concerns
  Values, goals, roles

Level 3: Identity
  “Personal Myth”
Thank You!

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Sam Gosling: Samg@mail.utexas.edu