

#ubcpsyc325
PSYC 325 with Dr. Rawn
Psychology of Self in Social Media

Find a group of 4 people, including at least one person who has taken a social psychology class.

Syllabus: <http://blogs.ubc.ca/psychsocialmedia>

Meetings: Tuesday & Thursday 11-12:20, BUCH A201



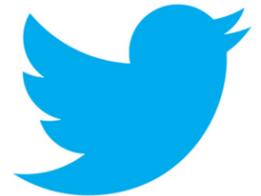
Heads up: How might you collect meaningful data about your Self?

- Working towards your [Analysis of Your Self in Social Media](#) Assignment.
- See Piazza thread “Assignment: Analysis of Self in Social Media” for ideas about what data you might collect

Agenda

- Follow-up from Gosling & Mason (2015), Kosinski et al (2013)
 - 15 minutes
- Theories of the Self
 - Baumeister (1999)
 - 45 minutes
- Working on our themes of inquiry
 - 20 minutes

Tweet @ (last day's) authors!



@SamGoslingPsych
@Winteram
@MichalKosinski
@david_stillwell
@ThoreG

Part 1: Follow-up Psychology ↔ Internet

11:00-11:15

Learning Objectives

Identify examples of the three types of internet research in psychology.

Consider the difference between theory-driven and data-driven research.

Questions from last day: Internet Research in Psychology (Gosling & Mason, 2015)

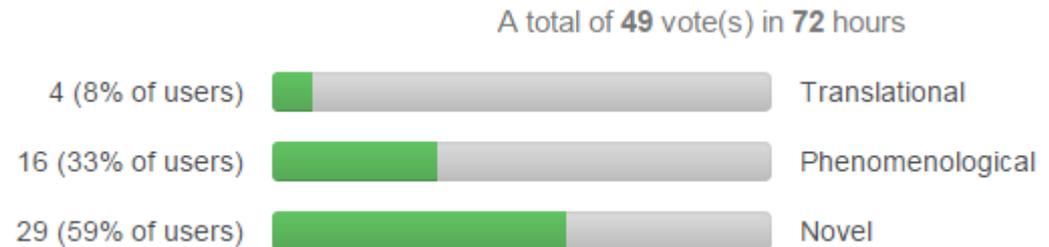
1. **Briefly** compare and contrast the three types of research on the internet noted here (just long enough to make sure everyone knows what they mean, about 2 minutes).
2. Which type of internet research seems to offer the biggest opportunity for *theory development* from a basic research perspective? Why?
3. Skim Kosinski, Stillwell, & Graepel (2013 PNAS article). In which category do you think it falls? Why?

Briefly compare and contrast the three types of research on the internet noted here.

From the article + Melody's Piazza responses...

- **Translational:** Take “traditional methods” and put them online (e.g., surveys)
- **Phenomenological:** “focuses on issues or topics that would not exist if it were not for the Internet. An example that Gosling gives us is cyberbullying. Cyberbullying would not exist without the existence of the Internet or social media which allows the bullying to be ‘cyber’” (Melody, via Piazza).
- **Novel:** “Novel research are ways to study topics of fields that already exist such as interpersonal relationships and communication (i.e. sharing information, impression management, jealousy within relationships)” (Melody, via Piazza).

Which type of internet research seems to offer the biggest opportunity for *theory development* from a basic research perspective? Why?



- CR: Could argue any of these might help with theory development (not so clearly translational, but the others). Authors give lots of examples of *novel* research being used to develop theory, which seems to offer the *biggest* opportunity for theory development.
- “Our group ruled out phenomenological methods because most of them seem to be researched with an interest in helping/rehabilitating people rather than building a theory (internet addiction, cyberbullying, loneliness), so it's more application-driven.”
– Katie, via Piazza
 - Interesting theme you noticed! I’m not sure that was the intent or is necessarily the case...but maybe more readily researched?

Skim Kosinski, Stillwell, & Graepel (2013 PNAS article). In which category do you think it falls? Why?

- Article (including supplemental information) available
 - <http://www.pnas.org/content/110/15/5802.full>
 - 9th on this Top 100 list of Academic Research that caught public imagination in 2013: <http://www.altmetric.com/top100/2013/>
- 58000 volunteers gave access to Facebook Likes. Used them to automatically predict personal attributes, personality.
 - <http://mypersonality.org/>, <http://applymagicsauce.com/test.html>
- Examples...
 - <https://youtu.be/l4ftlpbfd8s>
- Theory-driven versus data-driven?

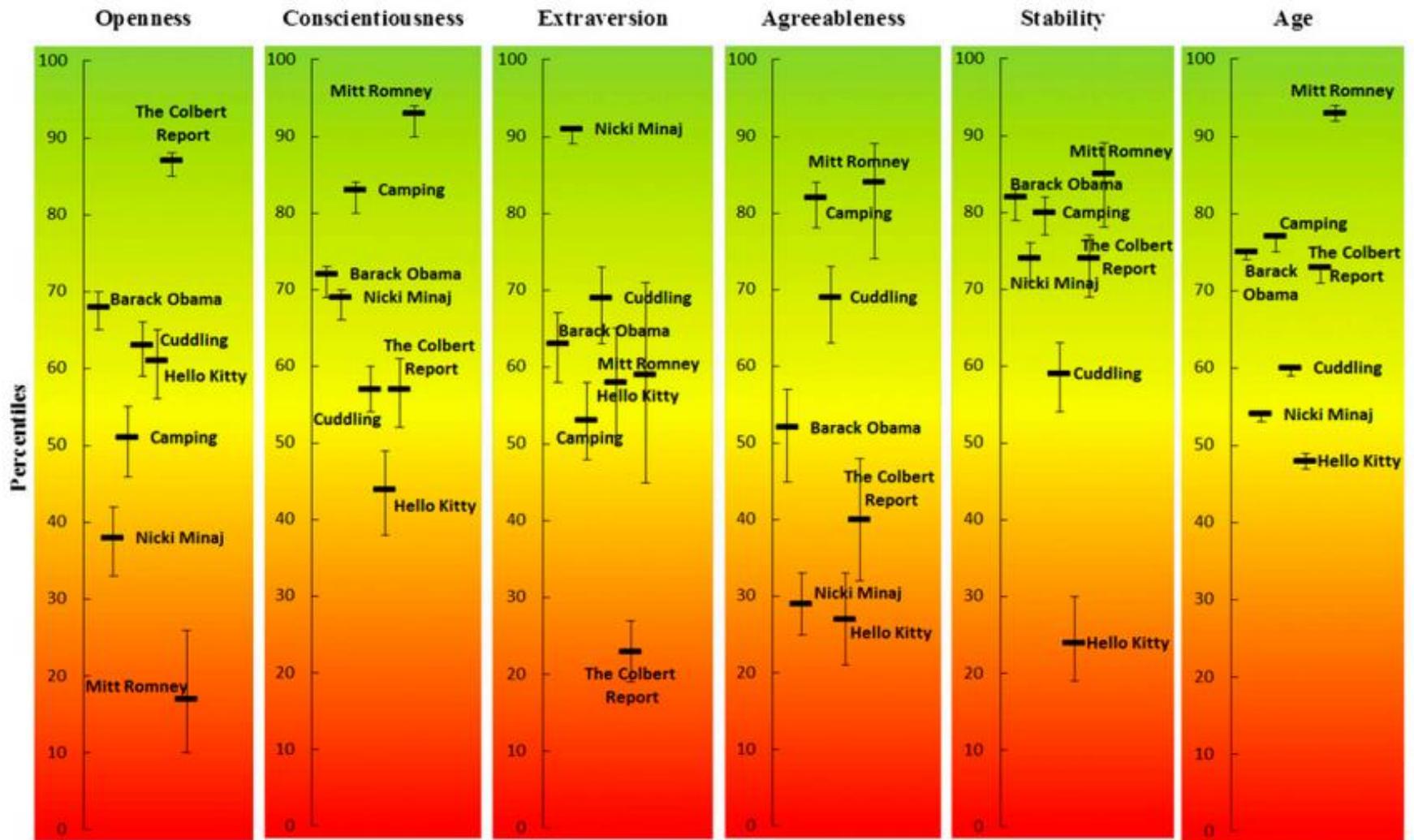
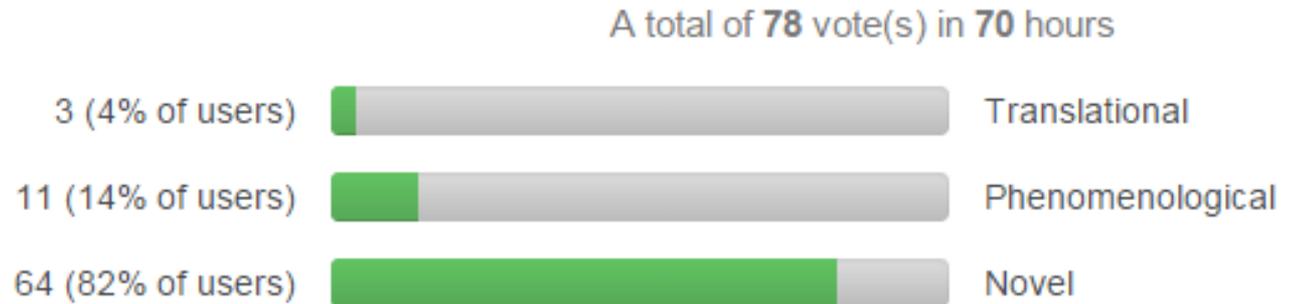


Fig. S1. Average levels of five personality traits and age of the users associated with selected Likes presented on the percentile scale. For example, the average extraversion of users associated with “The Colbert Report” was relatively low: it was lower only for 23% of other Likes in the sample. Error bars signify 95% confidence intervals of the mean.

Remembering the categories...

- **Translational:** Take “traditional methods” and put them online (e.g., surveys)
- **Phenomenological:** “focuses on issues or topics that would not exist if it were not for the Internet. An example that Gosling gives us is cyberbullying. Cyberbullying would not exist without the existence of the Internet or social media which allows the bullying to be ‘cyber’” (Melody, via Piazza).
- **Novel:** “Novel research are ways to study topics of fields that already exist such as interpersonal relationships and communication (i.e. sharing information, impression management, jealousy within relationships)” (Melody, via Piazza).

Skim Kosinski, Stillwell, & Graepel (2013 PNAS article). In which category do you think it falls? Why?



- “**Novel** – Allows for more opportunity to observe previous research from a new perspective and potentially have a new subject pool. This can allow your research to include more information and thus have a higher potential for accuracy.” (Mariah, via piazza)

Skim Kosinski, Stillwell, & Graepel (2013 PNAS article). In which category do you think it falls? Why?

- *Is it translational?*

- Is gathering “Likes” and using them to predict traits and attributes something researchers used to do on pen and paper?

- *Is it phenomenological?*

- Did The Humans *Like* things before Facebook?

- *Is it novel?*

- Have past researchers been attempting to predict personality before Facebook? Does this method offer a new way to approach the problem of predicting personality?

Part 2: The Self

11:15-12:00

Learning Objectives

Compare and contrast two different models of the Self.

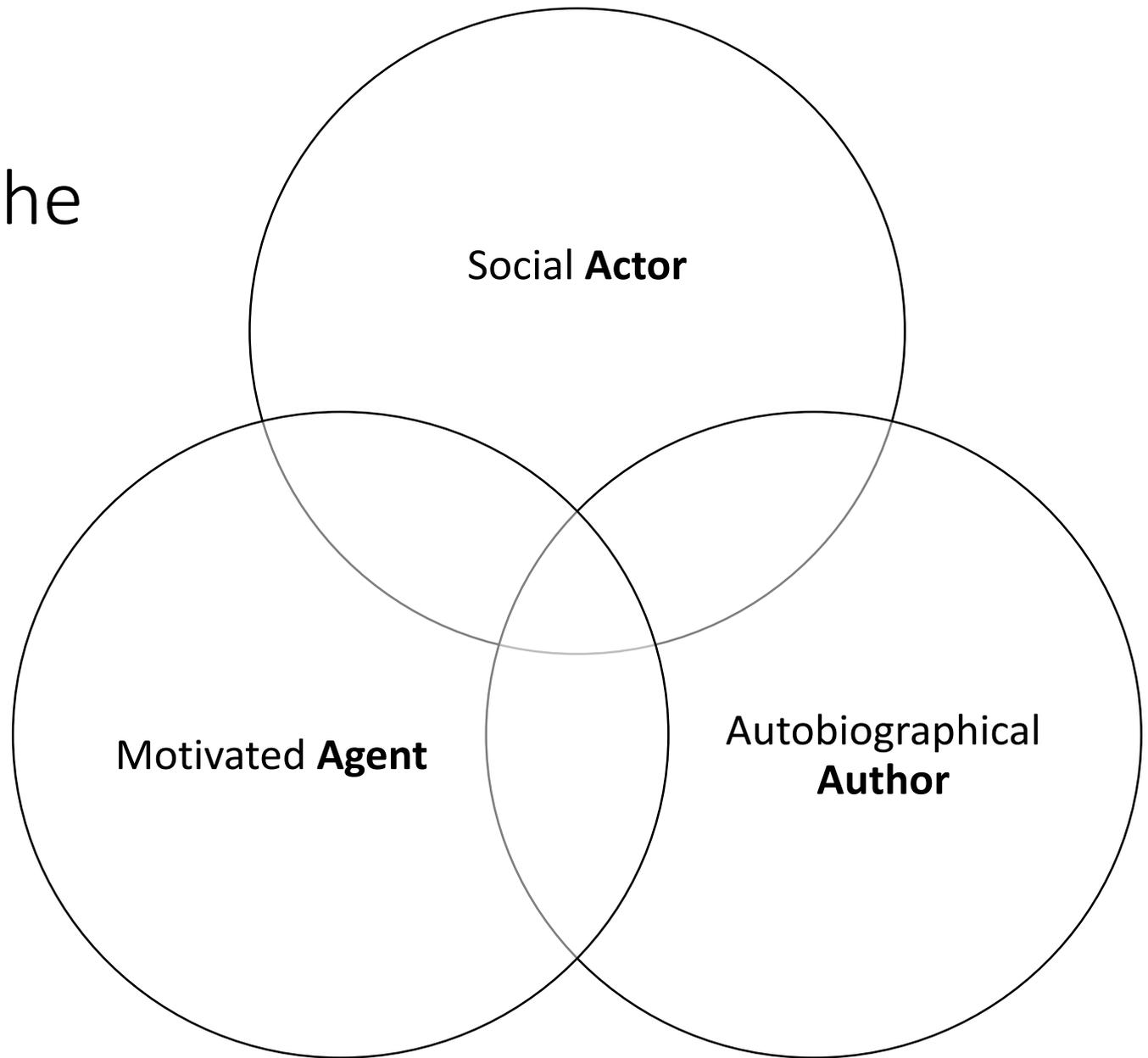
Begin to develop your own theory of Self.

Consider the relationship between Self and social media.

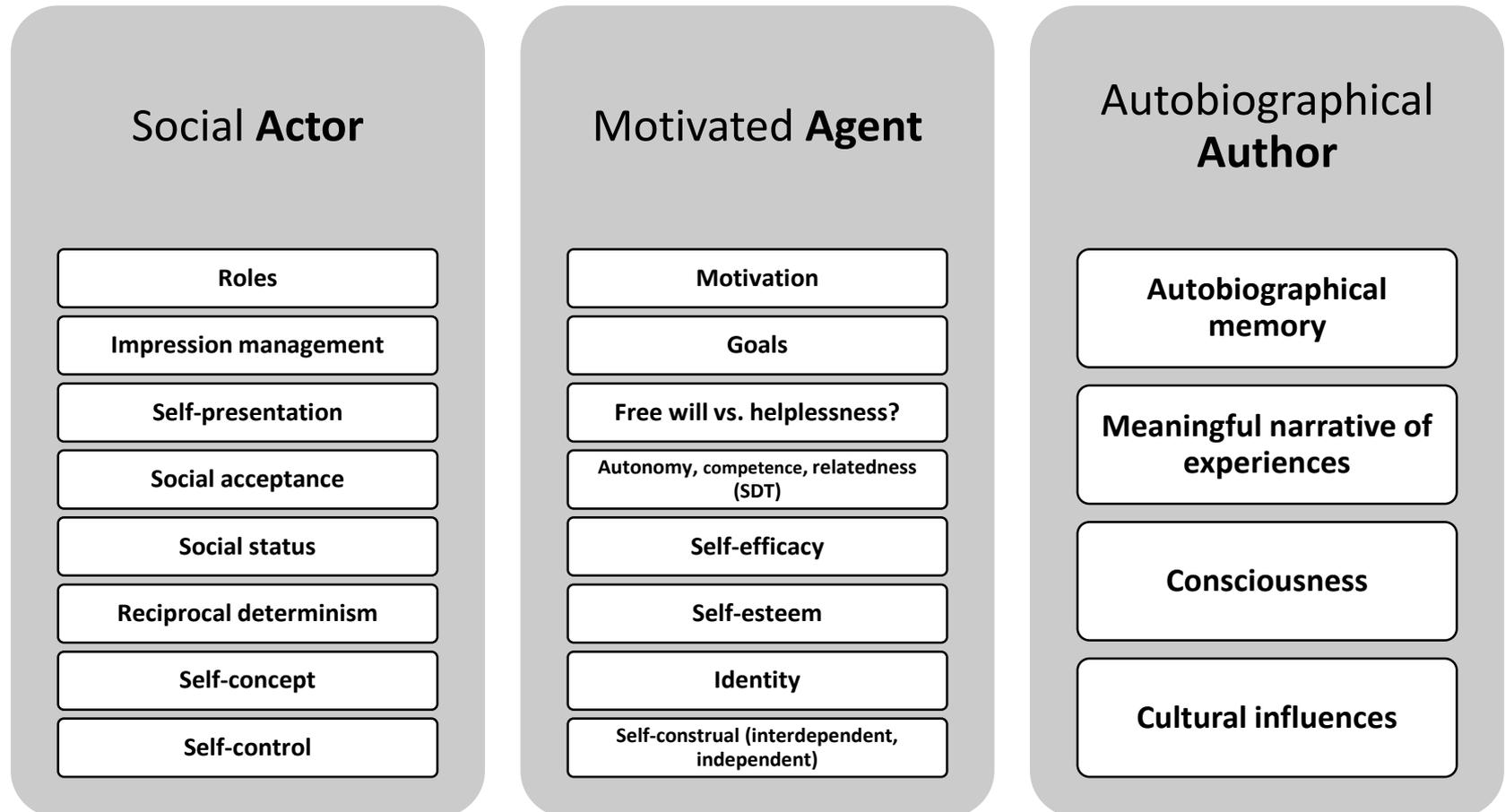
By the end of this course, you should be able to...

- Learning Goal #1:
 - Remember and use a comprehensive model of the Self to critically evaluate your own and others' engagement in social media.
- Final Exam component:
 - Articulate a comprehensive model of the self, and use it to evaluate your own social media engagement before and after this course. In what way(s) might the experiences in this course have implications for your future life?

What is the SELF?



Overview of the theory of Self by McAdams & Cox



McAdams <http://nobaproject.com/modules/self-and-identity>, elaborated in McAdams & Cox (2010) Self and Identity Across the Lifespan.

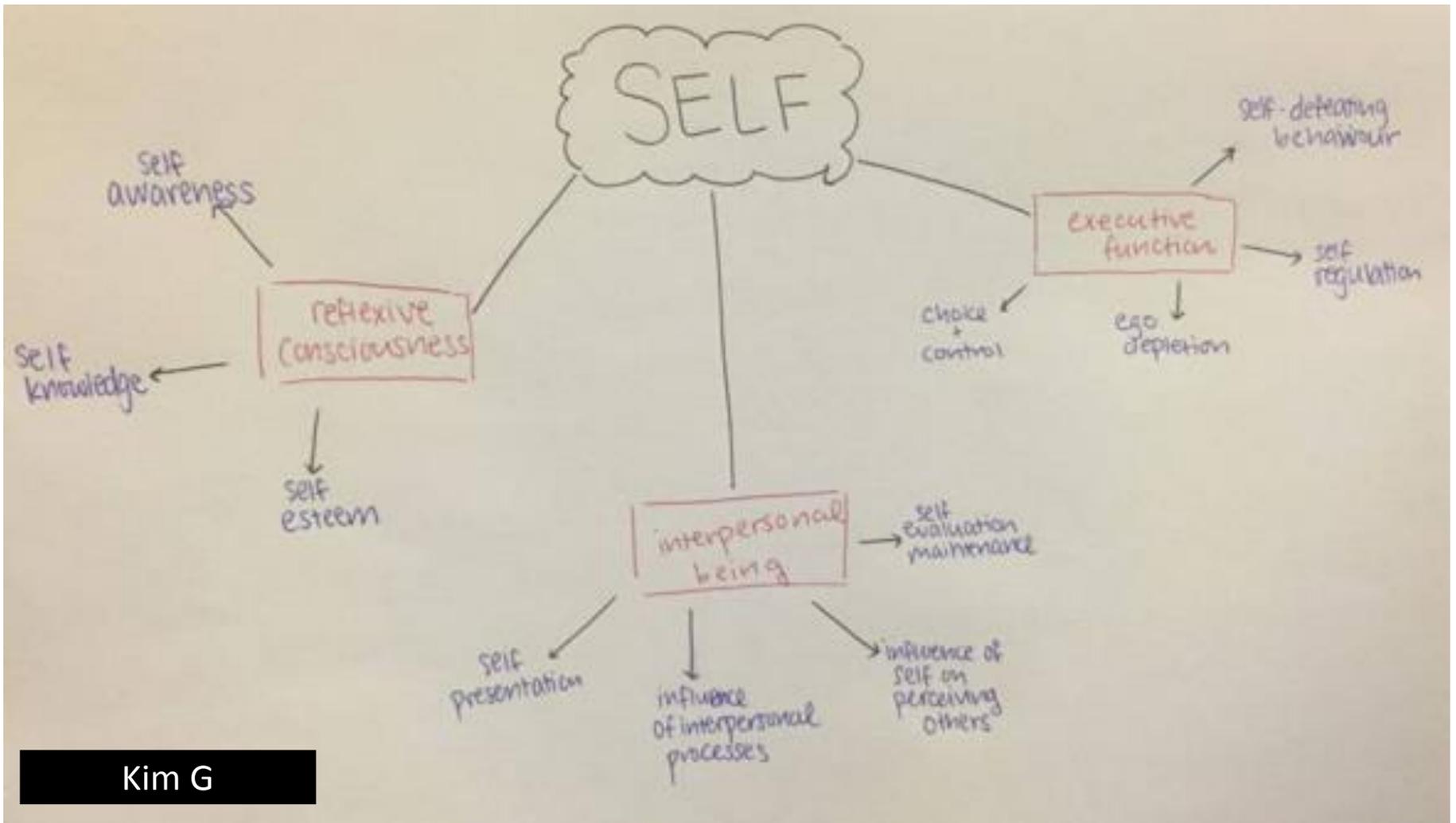
The Nature and Structure of the Self: An Overview

Baumeister (1999)

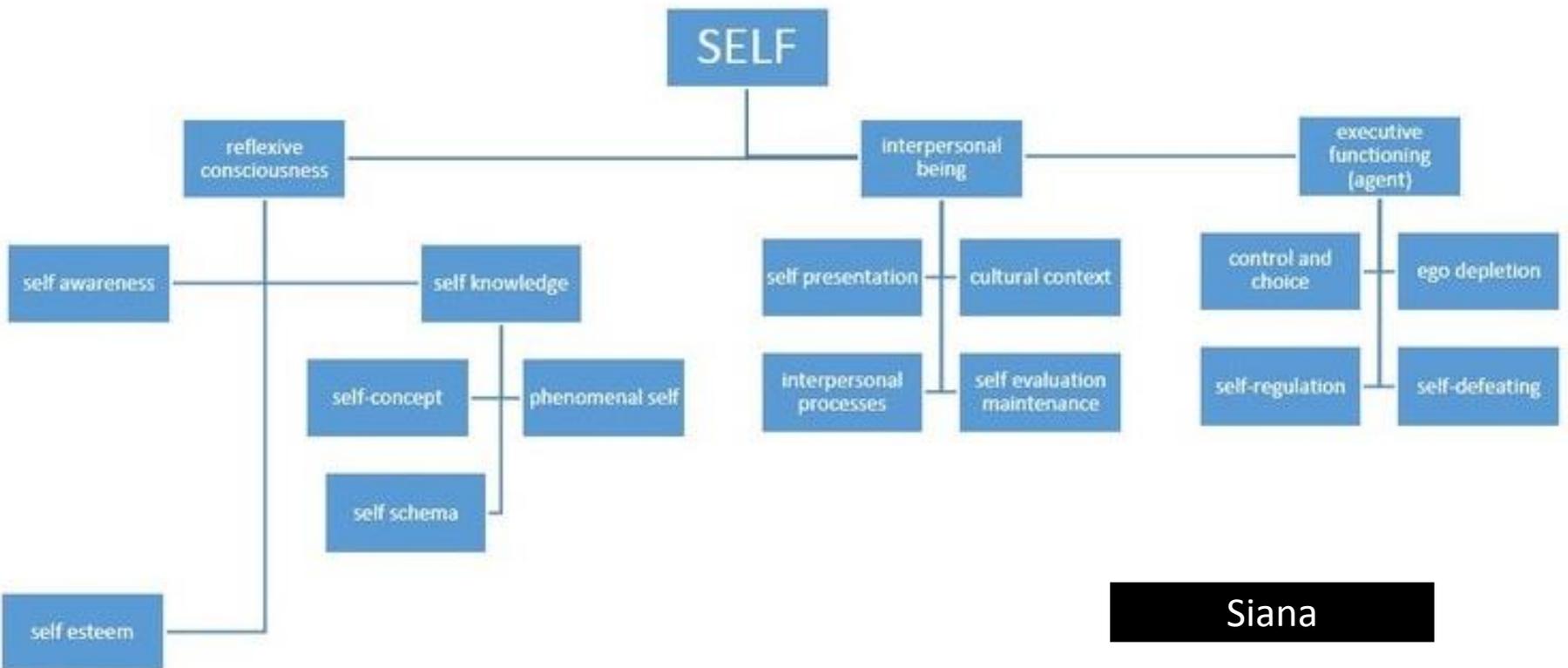
- Invited Posts on Piazza
 - **Use the headers and subheaders to come up with a diagram that summarizes the model of self proposed by Baumeister (and/or McAdams).**
 - What questions does it raise for you? In what ways do you relate (or not) to this model of self?
- In-class discussion topics
 - What is the model of self presented in today's reading?
 - **How might this model of self play out in social media?**
 - **What aspects might hold? What adaptations/qualifications might be needed?**

Examples of using a
diagram to
summarize a theory

Reflexive Consciousness	Interpersonal Being	Executive Function
<ul style="list-style-type: none"> - Self-awareness - Self-esteem - Self knowledge <div style="background-color: black; color: white; padding: 5px; margin-top: 10px; text-align: center;">Maddie</div>	<ul style="list-style-type: none"> - <u>how</u> you perceive yourself in relation to others - <u>how</u> you present yourself - <u>taking</u> pride in or being embarrassed by others achievements 	<ul style="list-style-type: none"> - <u>make</u> choices - <u>exert</u> control over world and self - <u>self</u> regulation - restrain impulse



Kim G



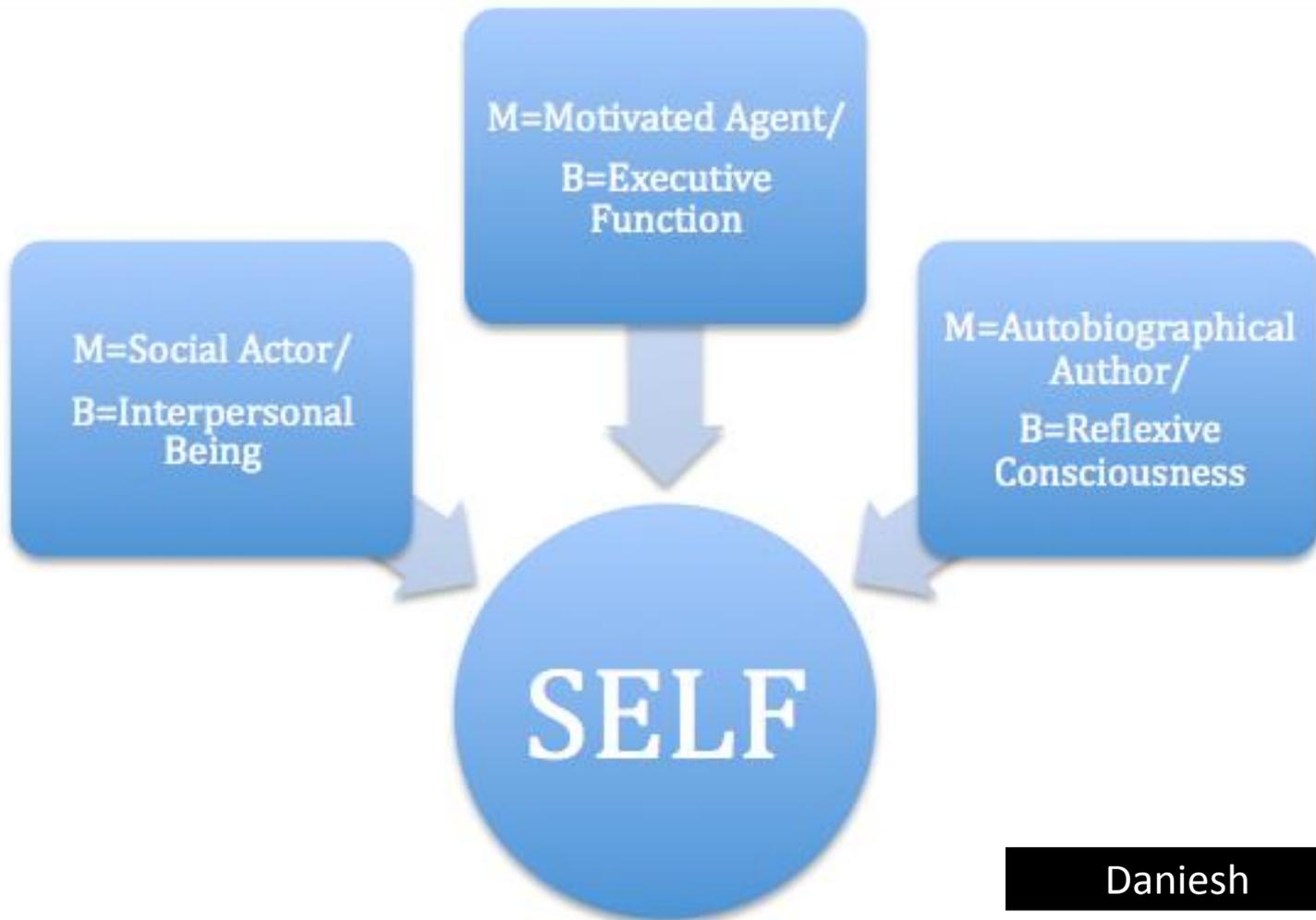
Siana

Examples of adding to
a theory (and depicting
the results in a
diagram)





- I wanted to slightly alter the diagram of the self as an actor, agent, and author to this pyramid structure. McAdams seemed to portray the self almost like the hierarchy of needs model: the self cannot act as an author before it realizes some of its potential as a motivated agent, and it cannot become this agent until it discovers some of its position as a social actor. Eventually, all three are present in the self, but there is a sort of development that occurs until it reaches its full potential in ourselves as individuals.



Two tasks:

- Begin to develop your own theory of Self.
 - **Together in a group, draw a diagram that depicts what you think are the most crucial components or aspects of the self. Highlight the one(s) you want to think more about *in this course*.**
 - Be prepared to hand it in for show on doccam (add your names on the back)
- Consider the relationship between Self and social media.
 - Think about a model of self (yours, Baumeister's, McAdams').
 - If it (or part of it) is true, what should we see in social media?
 - Does social media engagement require a (partially) new theory of self?

Part 3: Working on our themes of inquiry

12:00-12:20

Course Level Learning Goals

notice anecdotes and personal experiences in social media as triggers of inquiry, followed by seeking, synthesizing, and identifying gaps in empirical and theoretical scholarly literature to help understand them.

effectively engage in a scholarly community of inquiry in various ways, including face-to-face and using tools of social media.

What's happening next class?

- Finalize 6 themes of inquiry
- **Explore:** In a group, use PsycINFO to identify journal articles in psychology that relate to one of the themes and that might be useful to add to our reading list.
- **Write:** In groups, add resources to [this GoogleDoc list](#). We should have 2 x N articles to review (approximately 200-250 articles total).
- **Choose:** Identify two articles from the GoogleDoc list that you would like to read for your [Journal Article Evaluation](#). Put your name beside two.
- *Over next weekend, read and evaluate the two articles.*

In a group, generate questions, experiences, interests, phenomena we might want to explore related to the self in social media.

Given our highlighted aspects of the self, what themes might we explore in this class?

How does our Baumeister reading and related theorizing about the self influence the themes that are emerging?

Contribute the results of your discussion by responding to the Piazza question “Identifying our themes of inquiry.”

how does soc med blur line btw public + private
5-consciousness

how is social media influencing
content of values, identity, priorities, personality

Social comparison + self-esteem on soc media

(im)personal interactions - preference

↳ Can replace F2F interactions?

Social anxiety → validation from Likes

SMAD

Phone separates

how other's fback affects how you see yourself

Upcoming Classes

- <http://blogs.ubc.ca/psychsocialmedia/schedule/>
- Thursday
 - Building the rest of our Syllabus

Can you fulfill these Learning Objectives?

By the end of this lesson, you should be able to...

Reviewed from last day

- Identify examples of the three types of internet research in psychology.
- Consider the difference between theory-driven and data-driven research.

New today

- Compare and contrast two different models of the Self.
- Begin to develop your own theory of Self.
- Consider the relationship between Self and social media.