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

Form small groups (2-3 people), including one person who feels comfortable using Piazza, and one person who feels comfortable using Twitter

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

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

UBC PSI CHI

- **Who are we?**
  - An honour society for psychology students

- **Benefits:** scholarships and awards (UBC and international), publication opportunities, conference opportunities, and many more!

- **Eligibility:** GPA must be in top 35% of all UBC students

- **How to apply:** complete online and paper applications by *Monday, January 25* at 12:00 PM

psichi.psych.ubc.ca

Overall Theme: Collecting Data

- Pause for class management
  - Orientation to Piazza (peer, Q&A)
  - How should we use the summaries, measure impact?
- Analysis of Your Self in Social Media
  - The Tasks. Updates/ideas?
  - What data might you use? What might it mean?
- Collecting data online ethically
  - Kosinski, Matz, Gosling, Popov, & Stillwell (2015)
- Impact Project
  - Determining working groups

Orientation to Piazza

How many people feel comfortable on Piazza?

How many of you have a computer with you and are willing to lead a mini-demo for a few peers?

Form a group with one of these people.

Any outstanding issues? Questions? Concerns about Piazza?

Assignment #1 Journal Article Evaluation *Due Today (late deductions begin at 5pm)*

- Read and evaluate two articles from the list
- **Submit your evaluation using the survey link:**
  - https://survey.ubc.ca/s/PSYC325-JournalArticleEvaluation/
- What happens if I can't get this done on time?
  - Articles may not be considered for inclusion in the syllabus
  - Late policy applies **AT 5PM**:
    http://blogs.ubc.ca/psychsocialmedia/policies-expectations/what-we-expect-from-you/
  - If you joined our class on January 14 or later, you can take until Thursday January 21 without penalty

What you've produced…

- 200 succinct and informative summaries of journal articles related to psychology and social media, along with reasoned recommendations for whether they belong in a course like this.

- Could anyone else benefit from reading this work? Should we share it?
  - Consider our classmates, other scholars and/or students, other people online
  - What might be the downsides and/or complications raised by sharing?

- If we want to, **how** might we share this resource?
  - Do you have any parameters that would need to be in place?

So let's say we compile and post our massive annotated bibliography somewhere…

- How might we measure its impact?

- *Thinking about data in social media as metrics*
- *Examples*
  - *Twitter analytics*
  - *Google analytics*
  - *Others?*

Action Plan

- Through small and large class discussion, decided on something along the lines of…
  - create a wiki for voluntary posting (perhaps default is go in there, and then remove/edit your post or add your identity if you want)
  - post link on our website, registered it with analytics so we can monitor usage statistics

What data could you collect about *your own social media activity*?

Quantitative

Qualitative

What might these data mean?
What might they *not* mean?

Questions? Concerns?
Suggestions? Ideas?

Analysis of Your Self in Social Media

http://blogs.ubc.ca/psychsocialmedia/goals-assessments/analysis-of-your-self-in-social-media/

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Collecting Data Online Ethically

Post a summary to Piazza thread called
Jan 19 Kosinski…

- Kosinski, M., Matz, S. C., Gosling, S. D., Popov, V., & Stillwell, D. (2015). **Facebook as a research tool for the social sciences: Opportunities, challenges, ethical considerations, and practical guidelines.** *American Psychologist, 70,* 543-565.
  - Recommendation to read all
  - Find the article and skip to p. 551 section on *Ethical Considerations. Skim from there to the end as you answer these questions…*

1. Do any of these issues upset or surprise you? Why or why not?

2. Will this discussion change how you think about or act on social media? If yes, how? If not, why not?

3. What recommendations do they make for researchers collecting public Facebook profile data?

4. What lessons do we need to keep in mind for our class?

Review the Options.

Questions? Concerns? Suggestions? Ideas?

Impact Project

http://blogs.ubc.ca/psychsocialmedia/goals-assessments/impact-project/

Determining Impact Project Working Groups

- Purpose of the Working Groups
  - *Products are individual*
  - Group helps with brainstorming, troubleshooting
  - Provide peer reviews of your work (written and oral feedback throughout the course)
- Initial poll from week 1 (71 votes)
  - 35% choose your own
  - 65% random assignment within your chosen topic
- Costs/benefits of random assignment?

Determining Impact Project Working Groups

- I propose…
  - Sort into Option A/B/C
  - Choose one person you would like to be in a group with
  - Randomly assign pairs of people (or singles) to form Working Groups of 5-6

Action Plan

Readings for Thursday posted in the schedule.