Assignment 5 – Social Influence and Group Decisions

This assignment has two parts and covers materials from both lectures 4 & 5. You can work individually or in pairs.

Part 1
Spend one day tracking your social interactions and the various choices and situations you encounter. Pick two situations or choices which occurred during the day (ideally as different to each other as possible) and analyse them. You can either compare them or analyse them separately from each other.

Some questions to help you think about this. What types of social context were you in? What kinds of social information was available to you? Who were the people involved? Were you influencing/being influenced by anything in particular? Did the social context help you or not? Why? How?

Part 2
Here we want you to discuss how to design with social influence in mind. We want you to focus on one of the following types of social psychological effects demonstrating the influence of social context on behavior which have been discussed during the lectures.

Choose one topic from the following:
- incidental influence
- deliberate influence
- de-individuation & herding
- information aggregation & group choice

For this part of the assignment first briefly describe your chosen topic. Then discuss either using your own ideas or using existing design examples how the topic can apply to design work. Argue how your chosen example might impact the behavior described by the topic and why it is desirable or undesirable to do so. Remember to motivate and explain your reasoning!

Additional reading
We have put a number of articles on the webpage describing the different research mentioned during the lectures.

Formalities
You are expected to hand-in a short written discussion of about 4 A4 pages. We recommend you take about 2 pages for each part. Please write in Times New Roman, pt.12 with standard margins, 1.15 pt line-spacing.

If you have any questions, email us and we will try to help.

Hand in the assignment to both Petter and Philip no later than Tuesday 3/3 at 10.00. On the seminar on Wednesday 4/3 you should be prepared to present your ideas and discuss them with the rest of the class. For our convenience, do not reply to a previous e-mail but send a separate mail addressed to us both, with the heading Assignment 5.

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Good luck! / Petter & Philip