



CS 4803 Social Computing: Social Text II

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Mark My Words! Linguistic Style Accommodation in Social Media

Summary

- First empirical study of the psycholinguistic study of communication accommodation.
- Focus on Twitter conversations.
- Motivation: Short text of Twitter – it is suitable for accommodation to occur?
- Goal: develop a probabilistic framework that can model accommodation and measure its effects
- One nice outcome: compare stylistic cohesion due to influence versus that due to homophily

Gender and Power: How Gender and Gender Environment Affect Manifestations of Power

Summary

- Analysis of gender, “gender environment” and power in the Enron email corpus.
 - study how gender, power, and gender environment influence discourse participants’ choices in dialog
- Framing in the context of a sociolinguistics theory called “face saving use of language”* and use of language to foster and maintain social ties
- Tasks: predict gender; predict power relationships from gender and gender environment
- * Not saying directly what you mean to say: “Would you be able to open the door?”

Summary

- Test two hypotheses:
 - Hypothesis 1: Female superiors tend to use “face-saving” strategies at work that include conventionally polite requests and impersonalized directives, and that avoid imperatives (Herring, 2008).
 - Hypothesis 2: Women use language to create and maintain social relations, for example, they use more small talk (based on a reported “stereotype” in (Holmes and Stubbe, 2003)).

Your reflections...

Benjamin: Linguistic accommodation and social change | environments other than “gender environment”

Johnnie, Kevin, Zach: About data, can you identify personality traits from social media?

Would the gender environment impact how conversations happen in everyday social media?

For the gender and power study, how do you think this research can be useful in a workplace setting?

How would you apply the findings of the linguistic accommodation theory to practical settings?

In an anonymous environment like Yik Yak, is there linguistic style accommodation of any form? How does identity affect this phenomenon?

Danescu-Niculescu-Mizil talks about the applicability of the approach to developing better dialog systems. How would they actually benefit?

If you study the interaction between power and accommodation, what kind of patterns would you expect to see?

Twitter is a great place to study how communities emerge. How do you think the linguistic style accommodation phenomenon impacts community formation and evolution?

Can sociological phenomena like “overt display of power” or linguistic accommodation play a role in how ideas spread and are shared on social media?