

Social aspects of language through Chenhao's lens

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Natural language processing

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Interact with people on social media



Read reviews for decision making



Natural language processing

Off-line meetings



Natural language processing

Off-line meetings



FOMC meetings that decide U.S. financial policy

Natural language processing

We even use natural language to talk to ourselves

Chenhao's diary was here!

So the real question is

What is not social?

Lots of data in natural language

(facebook, twitter, reddit, comments, reviews, meeting transcripts, ...)

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Fantastic opportunities for NLP to address
“social” related questions!

Questions that I am interested in

- How does language use reflect “social” characteristics? (observer)
- How can we have more effective social interactions using language? (experimenter)

How does language use reflect “social” characteristics?

Can we infer power dynamics in a group?

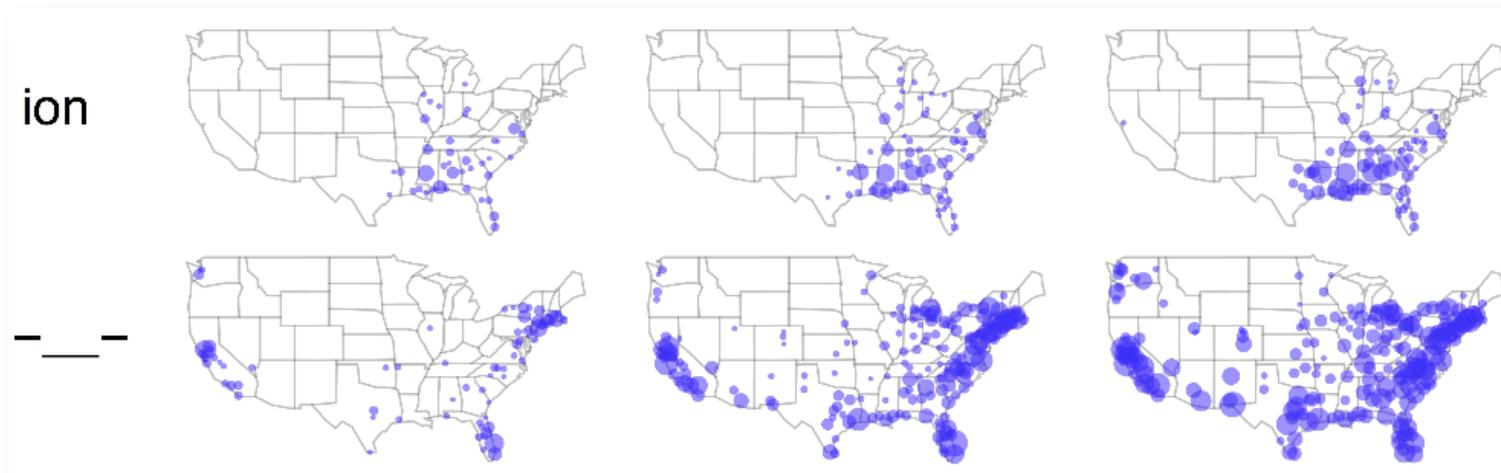


Echoes of power: Language effects and power differences in social interaction [Cristian Danescu-Niculescu-Mizil, Lillian Lee, Bo Pang and Jon Kleinberg, 2012]

Predicting Power Relations between Participants in Written Dialog from a Single Thread [Vinodkumar and Rambow, 2014]

How does language use reflect “social” characteristics?

Can we infer changes in society and culture?



Quantitative Analysis of Culture Using Millions of Digitized Books
[Michel 2011]

Diffusion of Lexical Change in Social Media [Eisenstein, O'Connor,
Smith and Xing, 2012]

A lot more possibilities!

- A deeper understanding of language, e.g., connotation [Rashkin, Singh and Choi 2016]
- Social issues reflected in data-driven approaches, bias in word embeddings [Bolukbasi et al. 2016]
- Novel application, life-cycle in communities [Danescu-Niculescu-Mizil et al. 2013]

How can we have more effective social interactions using language?

For a communication goal



cactus_music
@cactus_music

Food trucks are the epitome of small independently owned LOCAL businesses! Help keep them going! Sign the petition bit.ly/P6GYCq

How can we have more effective social interactions using language?

For a communication goal, we cannot change our status or the topic easily



Food trucks are the epitome of small independently owned LOCAL businesses! Help keep them going! Sign the petition bit.ly/P6GYCq



Four more years.
pic.twitter.com/bAJE6vom

How can we have more effective social interactions using language?

For a communication goal, we cannot change our status or the topic easily,

but wording is entirely at our control



Food trucks are the epitome of small independently owned LOCAL businesses! Help keep them going! Sign the petition bit.ly/P6GYCq



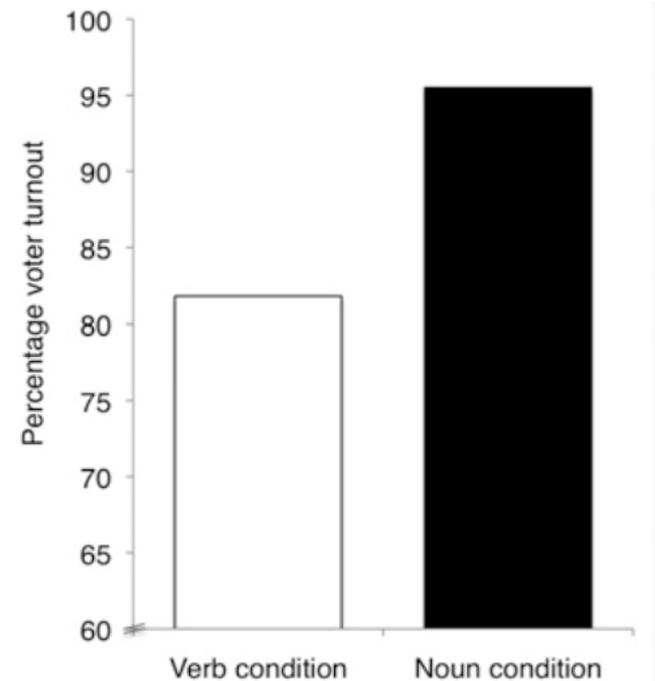
I know at some point you've have been saved from hunger by our rolling food trucks friends. Let's help support them! bit.ly/P6GYCq

Subtle wording differences may lead to significant social consequences

Motivating voter turnout by invoking the self [Bryan, Walton, Rogers and Dweck]

How important it is to you to be a voter?
(noun, identity)

How important it is to you to vote?
(verb, action)



How can we have more effective social interactions using language?

- What language is more effective?
- How can we help people find the effective ones?

I think this is the beginning of a beautiful reading group.



Now let the discussion start!

The logistics slide

- A discussant each week
- By the Monday of a week, the discussant of that week send **two** papers that he/she wants to lead a discussion on
- Chenhao's magic hand will pick one and email the reading group