

Paper on Social Influence

- Choose a concept from Cialdini's Influence
- Identify a situation to exercise influence
- 1-page proposal due **Sep 15**, Friday
 - *Concept*
 - *Situation*
 - *What, Who, How (when, where)*
 - *Estimated Risk*
- 7-page paper due **Sep 29**, Friday
- Rewrite due **Nov 5**, Monday

Group projects

- Generate question & discuss with TA: before Friday **September 29**
- 1-2 page research proposal: Friday, **October 6th**
- COUHES application: Friday, **October 13th**
- Data Collection Update: Friday, **November 3rd**
- 5-7 page draft report: Monday, **November 13th**
- Presentation: **December 6, 8, 11**
- Final Report: Friday, **December 15th**

Examples of past projects

- Whether sleep deprivation in the previous night leads to decreased attention in class
- The effects of Finance internships on MIT students' career outlook
- The effect of strict parenting in high school on college alcohol consumption
- Whether complimenting people make them have positive perception of tasks
- How does watching TV affect workout results?

Examples of past projects

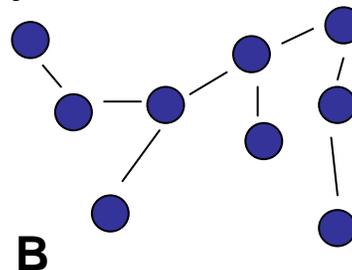
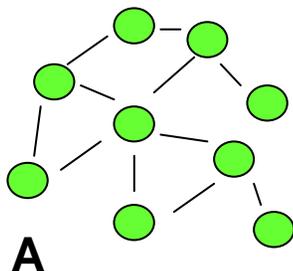
- How does a competitive environment like MIT impact students' self confidence?
- How does general knowledge about environmental ethics affect individual consumption choice?
- The effect of instant messaging on inter-personal relationship
- The unintended consequence of MIT party policy on marijuana use

Possible topics

- Aspects of your MIT life
 - Academic (performance, confidence...)
 - Social (sleep, alcohol, game, living group...)
 - Institutional (Rush, UROP, studying abroad...)
- And more...
- Be creative

Social Networks

- Relations or ties necessary for:
 - Information, Emotional support, Advice
- Different kinds of networks – do you want to be in A or B?



- Strong ties or weak ties?
- Study network characteristics (e.g. strength, connection) and effect on outcomes (e.g. information, satisfaction)
- Think about
 - Friendship network, alum network, club network...
 - Who talks to whom, how frequent, about what...

Communication

- Effective communication can lead to better motivation, more knowledge sharing, fewer conflicts
- How do new media change the way we communicate?
- How are these media different from each other?
- Think about
 - Cell phone usage, text message, IM, online activity

Innovation

- Innovation is key to organization growth & competitiveness
- 3 key phases: idea generation, implementation & diffusion
- What factors affect creation of new ideas?
- What factors affect adoption of new ideas?
- What factors affect dissemination of ideas?
- Think about
 - MIT 50K, 100K competition

Decision Making

- What affects individual decisions?
 - Bias
 - Is more choice always better?
- What affects group decisions?
 - Group makeup
 - Is cohesiveness good or bad?
- Think about
 - Your own choice as a consumer, student, applicant...
 - The groups you participated in...

Pick a topic

- Something you care about
- Something puzzles you
- Something annoys you

- Find support from organizations
 - Student organization, Tech, stores, research center, volunteer group, community service...