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...