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CS349

CHANGING SOCIAL CONTRACTS

WHAT IS A SOCIAL CONTRACT?

HOW HAS TECHNOLOGY CHANGE SOCIAL CONTRACTS?

CHANGING TABOOS

- ▶ Art movements push boundaries of what is taboo
 - ▶ Self-expression and societal critique
 - ▶ Example: Chris Burden's body art ("You can't keep doing the same work over and over, otherwise it's an act")
- ▶ Commercialism of media also pushes what is taboo
 - ▶ Normalization of behaviors and concepts
 - ▶ Example: Oz was edgy, provocative, and not entirely socially acceptable in the 90s but now everyone watches Game of Thrones
- ▶ Internet accelerates this process
 - ▶ Taboos can be broken faster and more publicly!

CASE STUDY: LOGAN PAUL

- ▶ A popular Vine/YouTube celebrity who visited Japan in December 2017 - January 2018
- ▶ Filmed bodies of suicide victims in Aokigahara Forest (notorious suicide forest in Japanese)
 - ▶ Paul reacted by laughing and joking
 - ▶ Drew anger and outrage but also lots of views
- ▶ Took video down the next day and offered an apology

CASE STUDY: PEWDIEPIE

- ▶ A popular YouTube/gamer who incorporated anti-Semitic remarks and imagery into his usual videos where he “babbles nonsensically and screams a lot”
- ▶ Claimed video, *Death to all Jews*, was satire and absurdist humor
 - ▶ Controversy led Disney to pull its contract with him
- ▶ Much debate of whether he was deliberately courting alt-right, attempting to engage in parody/satire, or both

CHANGING SOCIAL CIRCLES

- ▶ Social media encourages “personal” conversations in a public setting
- ▶ Encourages engagement with community rather than the perception of just marketing
- ▶ Allows people to connect and form friendships across virtual space
- ▶ Breaks down barriers between authorities (companies, politicians, celebrities, etc) and general populace

CASE STUDY: JUSTINE SACCO

- ▶ In 2014, Sacco was a communications executive at IAC who made an offensive tweet before traveling to South Africa on business
 - ▶ “Going to Africa. Hope I don’t get AIDS. Just kidding. I’m white!”
- ▶ Tweet went viral during her flight leading to her public firing
- ▶ Sacco claimed it was parody of white America’s lack of understanding of the world
- ▶ Was rehired by IAC family in 2018

AND SPEAKING OF IAC...

- ▶ What does this company do?
- ▶ InterActiveCorp is an American holding company with other 150 international brands related to media and Internet
 - ▶ Match Group
 - ▶ ask.com
 - ▶ dictionary.com
 - ▶ CollegeHumor
 - ▶ Vimeo
 - ▶ HomeAdvisor
 - ▶ etc...

ONLINE DATING

- ▶ Match Group owns 45 online dating sites/brands
 - ▶ Tinder, OkCupid, Twoo, BlackPeopleMeet, PlentyOfFish etc
- ▶ One company has vast amount of demographic data on dating habits and outcomes
- ▶ Also features variety of matching algorithms that dictate who meets whom
- ▶ Food for thought, but let's consider how dating has changed...

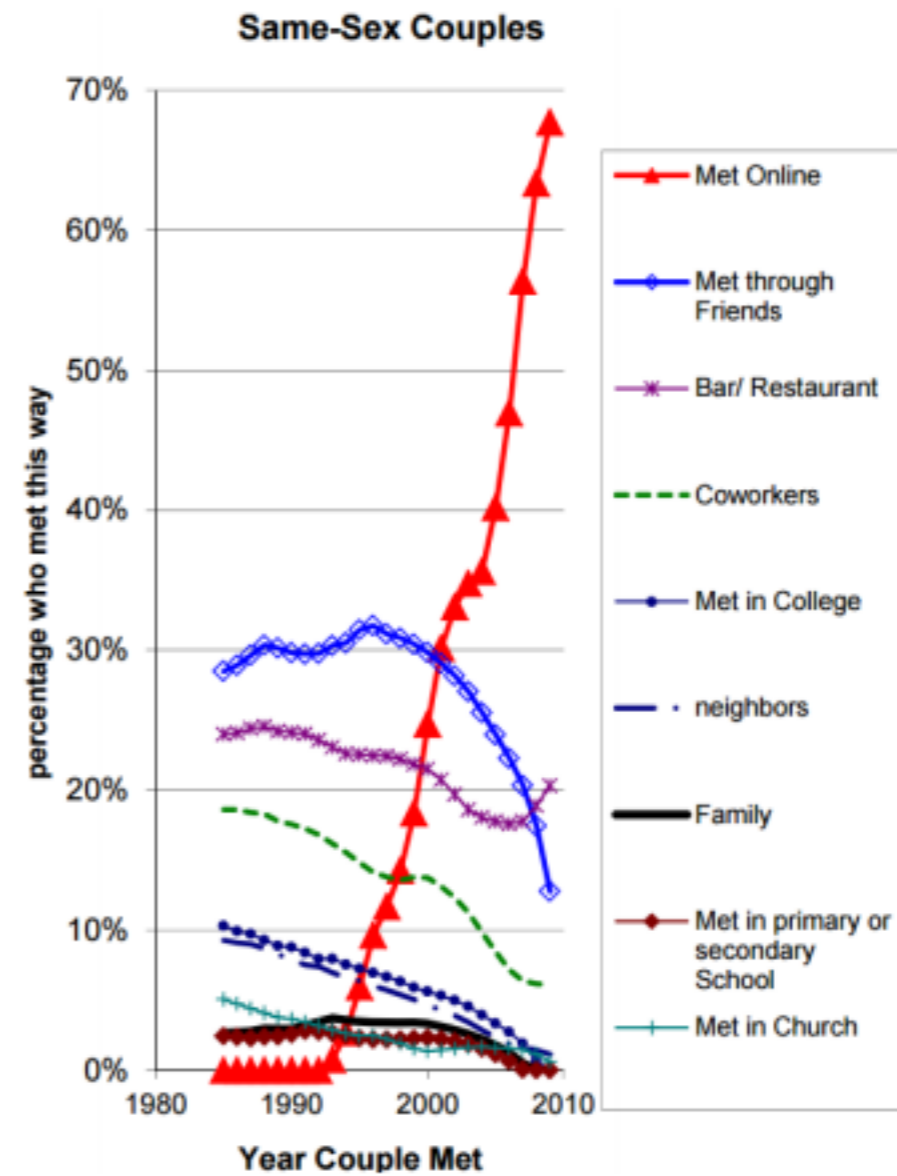
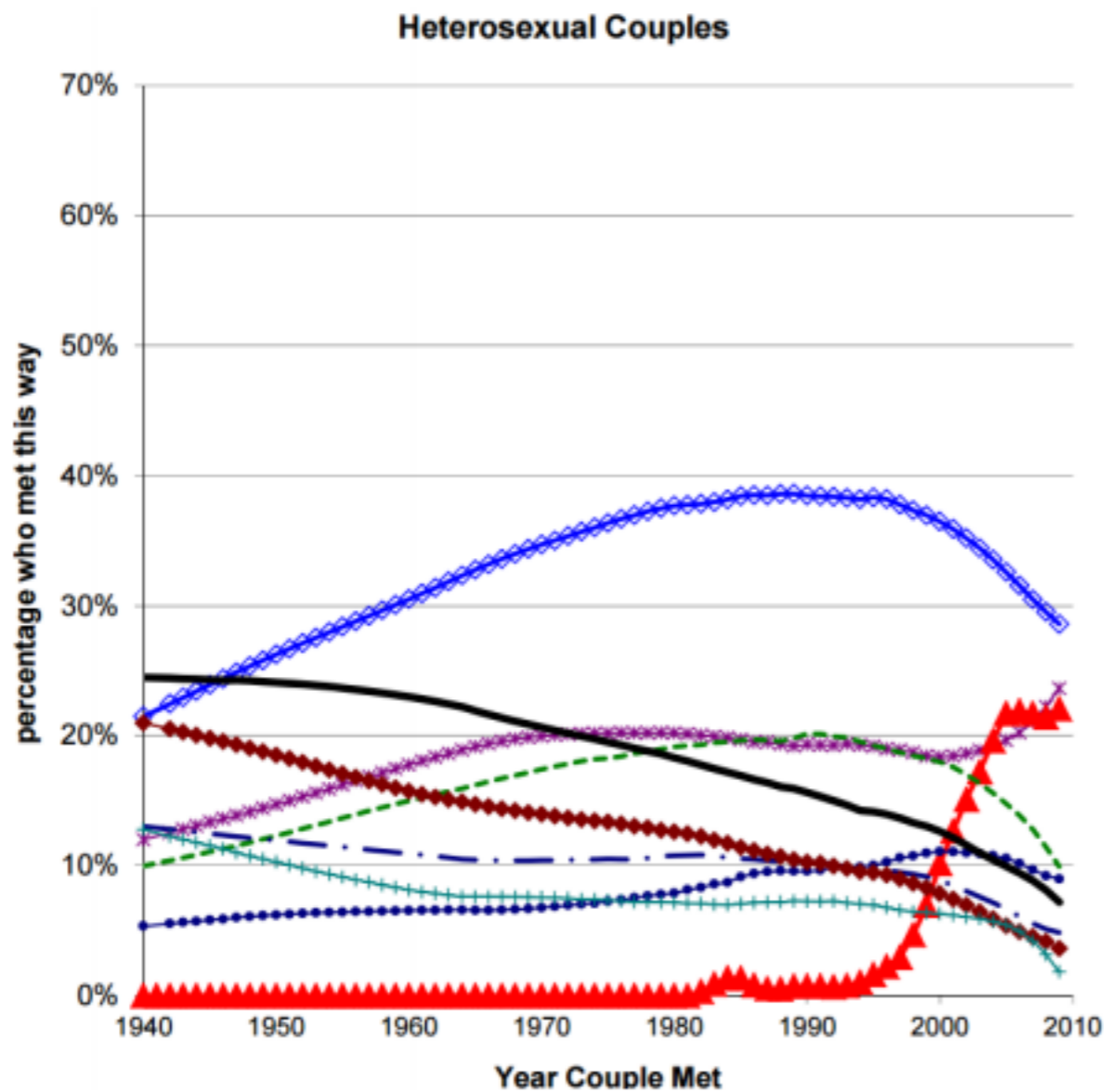
HOW DOES ONLINE DATING CHANGE DATING?

- ▶ How does online dating change how you approach dating/hookups?
- ▶ What are the benefits?
- ▶ What are the issues?
- ▶ How do you think this affects relationship stability?

INSTAPOLL QUESTION

- ▶ How do you think online dating affects relationship stability?
 - ▶ Entirely positive: meet mostly interesting people who have well-matched relationship expectations
 - ▶ Mostly positive: meet a lot of interesting people who have similar relationship expectations
 - ▶ Neutral: meet some interesting people but relationship expectations no better or worse than real life
 - ▶ Mostly negative: meet a lot of unsettling people with a mismatch of relationship expectations
 - ▶ Entirely negative: meet mostly unsettling people with complete mismatch of relationship expectations

HOW PEOPLE ARE MEETING



ONLINE DATING AND MARRIAGE

- ▶ Some evidence that couples who met online have lower rates of marital breakups
 - ▶ Why?
- ▶ Online dating adds larger volume of random edges between individual's node in the social graph
 - ▶ More chances to meet compatible individuals outside of immediate social circles

SIDE EFFECT: INTERRACIAL MARRIAGE

- ▶ Rates historically low even after bans on interracial marriage repealed
- ▶ Increase in percentage of interracial marriages correlates to launch of dating websites
 - ▶ Online dating allows people to meet others outside of immediate social circles, which are often ethnically similar
 - ▶ Potentially some relation to changing ethnic make up of American and population distributions/growth of cities/rise of technology industries, etc, though

REFERENCES

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