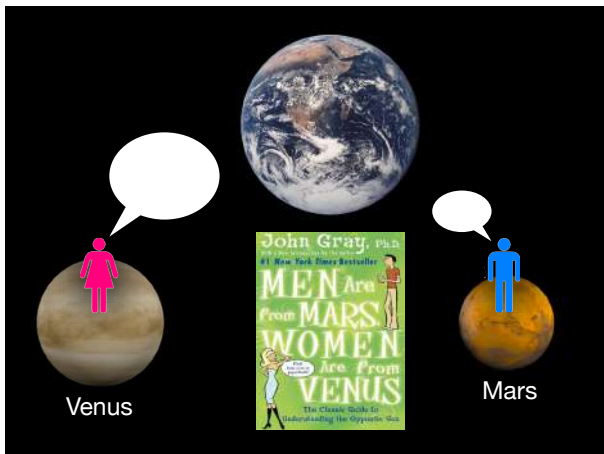
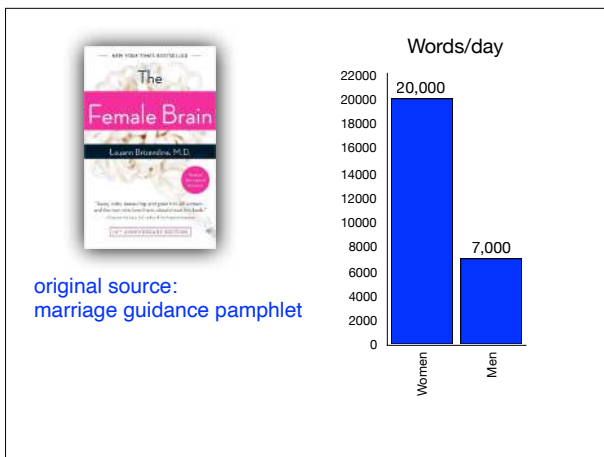


Language







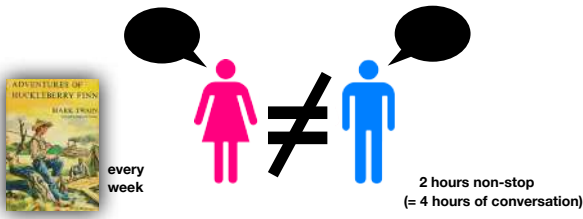
Experience Sampling

- unobtrusively recording what people say in their regular daily lives
- people consent to participate and then wear a device
- provides actual data about how often something occurs



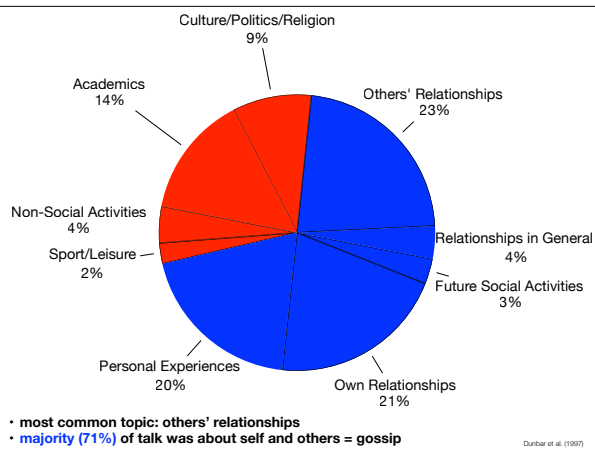
two lessons

people talk a lot!



What is the ultimate purpose of all the chatter?

- A. no real purpose. people are bored
- B. transfer useful information about the world (e.g., weather, traffic, shopping deals, human nature)
- C. manage social relationships





trans: "Lashon Hara"

Jewish Faith
Gossip is called "Lashon Hara"
literally means "evil tongue"



Shannon L. Alder

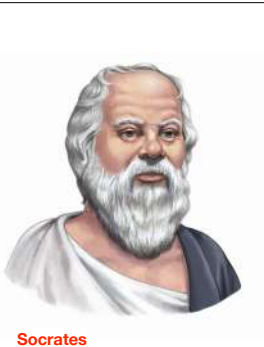
Often those that criticize others reveal what he himself lacks.

Anna Godbersen

Gossip is just a tool to distract people who have nothing better to do from feeling jealous of those few of us still remaining with noble hearts.

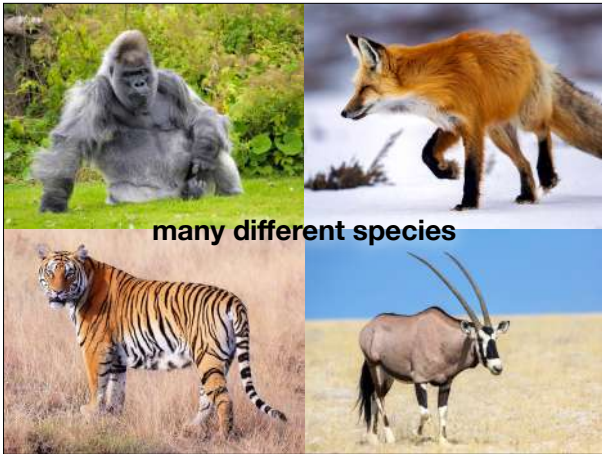
New Testament: Romans 1:29-32

They were filled with all manner of unrighteousness, evil, covetousness, malice. They are full of envy, murder, strife, deceit, maliciousness. They are **gossips**, slanderers, haters of God, insolent, haughty, boastful, inventors of evil, disobedient to parents, foolish, faithless, heartless, ruthless. Though they know God's decree that those who practice such things **deserve to die**, they not only do them but give approval to those who practice them.



Socrates

Strong minds discuss **ideas**,
average minds discuss **events**,
weak minds discuss **people**.



many different species





public goods

- **Definition:** Valuable things that all members of a group can contribute to and all members of a group benefit from.
- Examples: back-checking, shelter, food, group projects, weather forecasts, public radio, roads, the Canadian healthcare system, police, fire department, secure neighborhoods.
- Groups benefit from public goods because public good are extremely efficient. Frees people up to do more specialized tasks.

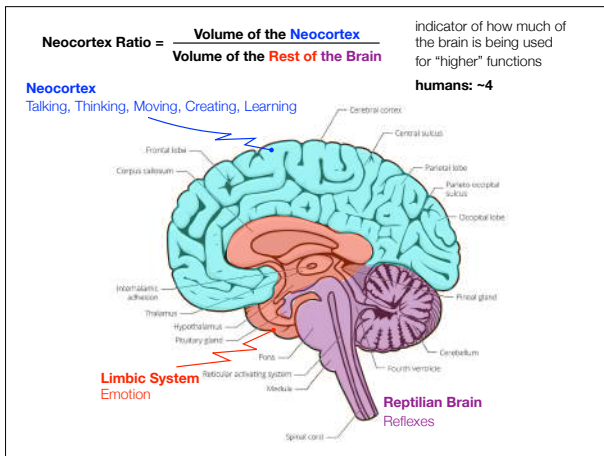


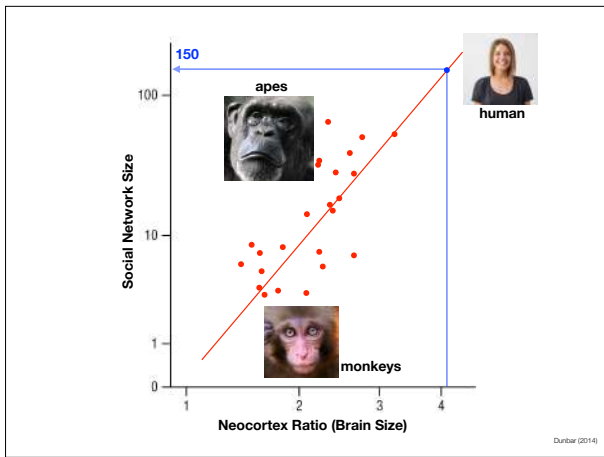


social brain hypothesis

- **Definition:** Through evolution, the human brain grew new and larger structures in order to help humans build and maintain larger, more cooperative social networks.
- Most species are cooperative only with their blood relatives... sharing food, water, shelter, protection (the selfish gene)
 - they either ignore or compete with non-kin
- Humans are relatively unique in that they cooperate with other members of their species with whom they share no genes
 - friends, social clubs, work colleagues, sports teams, armies
- There are huge benefits to large scale cooperation (public goods)
- But a sophisticated brain is necessary to catch and punish selfish cheaters
 - understand what cheating is, identify cheaters, [spread the word](#)
 - **meaning:** [gossip may be evolutionarily advantageous](#)
- Otherwise, selfish cheaters would go unpunished and everyone would then be tempted to cheat







f **How many Facebook friends do you have?**

A. not on Facebook or less than 50
B. 50-100
C. 100-150
D. 150-200
E. 200+

survey estimates:
150 - 200 people on average

community size in small-scale societies:
150 people on average

Knowing the consequences, people decide to use other means of getting stuff they want (e.g., a job)

People can make sense of what they saw (assault or accident)

Witnesses can remember the assault

Witnesses can use language to convey the details to police, judge, and jury

Witnesses can identify assailant
Fusiform Face Area = face recognition

gossip

Frontal lobe: Executive functions, thinking, planning, organizing and problem solving, motivation and behavioral control, personality
Motor cortex: Movement
Somatosensory cortex: Sensations
Parietal lobe: Proprioception, making sense of the world of touch, hearing, seeing
Occipital lobe: Vision
Temporal lobe: Hearing, understanding language

What do you think about reality TV?

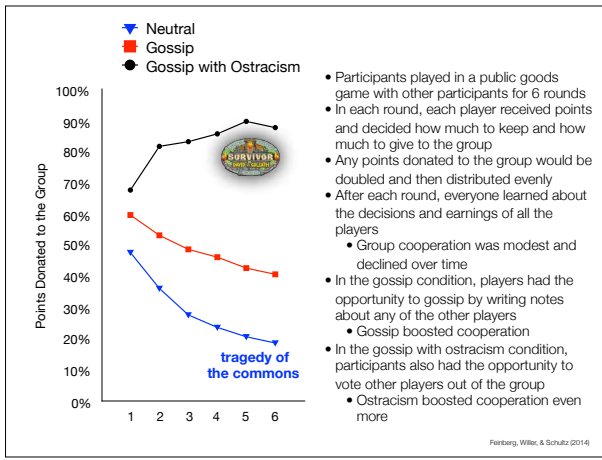
- A. love it!
- B. fake, trashy brain poison
- C. reflects the the genius of our species
- D. A & C
- E. B & C

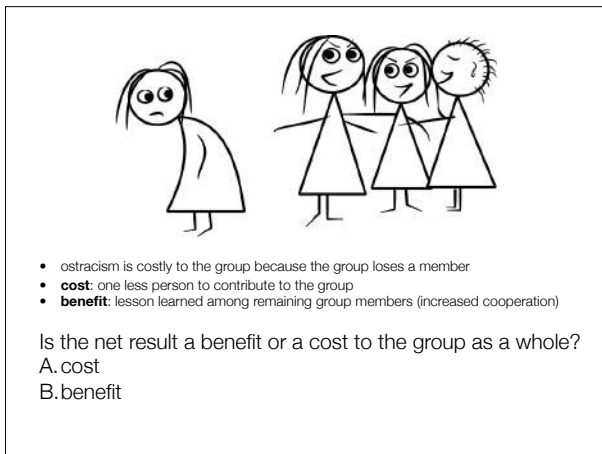
The basics

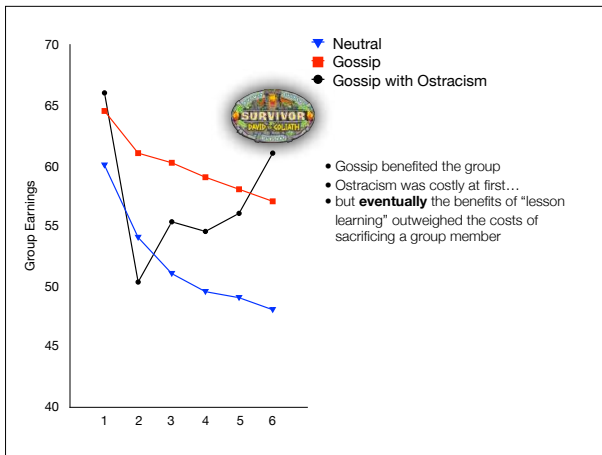
- Two groups of 10 people each: "David Tribe" and "Goliath Tribe"
- Stranded on a tropical island for 39 days
- Need to survive (find food, make shelter) = public good
- The two tribes compete with each other in challenges" (obstacle courses)
- Losing tribe has to go to "tribal council" where they vote one of their tribe members off the island (usually a free rider)
- Last person standing wins a million dollars

uncivil
no gossip

civil
gossipers









April
member of the in-group
(from my team)

good sticks to us

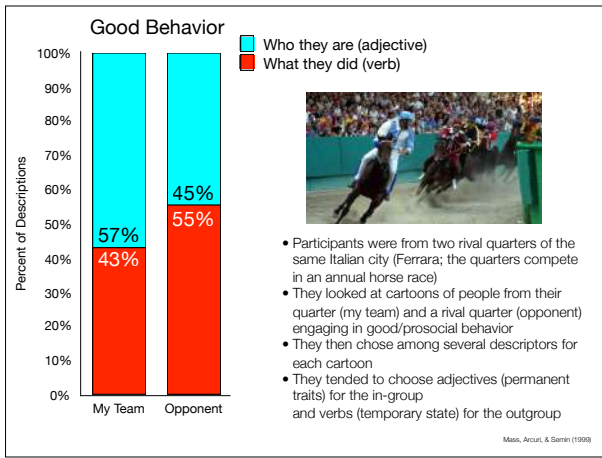
... is helpful	adjective	who we are	enduring trait
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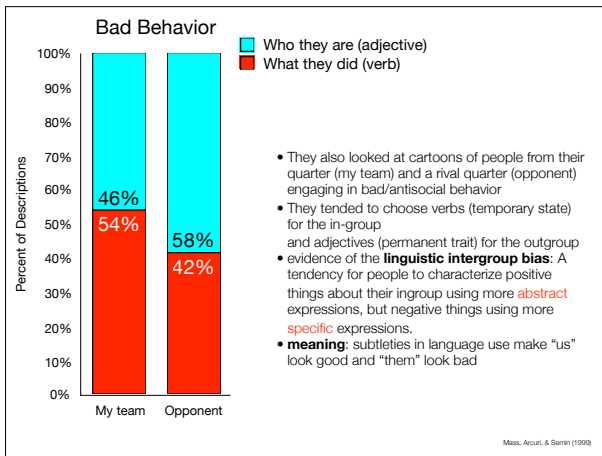
June
member of the out-group
(from the opponent team)

good falls off of them

... is helping someone	verb	what they did	temporary state
------------------------	------	---------------	-----------------



- Participants were from two rival quarters of the same Italian city (Ferrara; the quarters compete in an annual horse race)
- They looked at cartoons of people from their quarter (my team) and a rival quarter (opponent) engaging in good/prosocial behavior
- They then chose among several descriptors for each cartoon
- They tended to choose adjectives (permanent traits) for the in-group and verbs (temporary state) for the outgroup

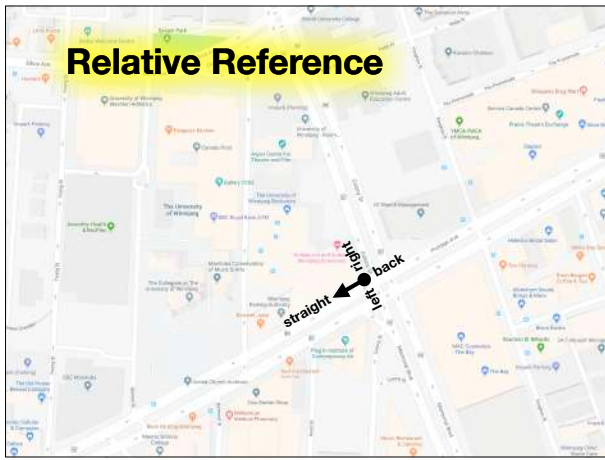


- They also looked at cartoons of people from their quarter (my team) and a rival quarter (opponent) engaging in bad/antisocial behavior
- They tended to choose verbs (temporary state) for the in-group and adjectives (permanent trait) for the outgroup
- evidence of the **linguistic intergroup bias**: A tendency for people to characterize positive things about their ingroup using more **abstract** expressions, but negative things using more **specific** expressions.
- **meaning**: subtleties in language use make "us" look good and "them" look bad

- Gottman and Levensen (1999) brought newly married couples to a hotel room and observed their verbal interactions (only the verbal ones)
- Interactions were later coded
- Four variables predicted which couples would still be together 14 years later with 93% accuracy

THE FOUR HORSEMEN AND HOW TO STOP THEM WITH THEIR ANTIDOTES

<p>CRITICISM Verbally attacking personality or character.</p>	<p>GENTLE START UP Talk about your feelings using "I" statements and express a positive need.</p>	<p>I just wanted some too. Can we share?</p>
<p>CONTEMPT Abiding sense of self with an intent to hurt or abuse.</p> <p>comes from a position of moral superiority. E.g., sarcasm, eye-rolling, sneering, mockery, and hostile humor.</p>	<p>BUILD CULTURE OF APPRECIATION Reward yourself of your partner's positive qualities and their gratitude for goods or actions.</p>	<p>Thanks for trying</p>
<p>DEFENSIVENESS Victimizing yourself to avoid all a personal attack and reverse the blame.</p>	<p>TAKE RESPONSIBILITY Accept your partner's perspective and offer an apology for any wrongdoing.</p>	<p>I could have given you more warning</p>
<p>STONEWALLING Withdrawing to avoid conflict and convey disagreement, distance, and separation.</p>	<p>PHYSIOLOGICAL SELF-SOOTHING Take a break and spend the time doing something soothing and distracting.</p> <p>The Gottman Institute</p>	<p>I need a little time to calm down then we can talk again</p>



Language/ Culture	Global Reference	Relative Reference
Canadian	north, south, east, west	(default) left, right, forwards, back
Pormpuraawan	north, south, east, west	left, right, forwards, back

- Westerners tend to arrange the pictures from left to right because they tend to think of time as moving from left to right (a relative reference) regardless of the global frame of reference
- The frame of reference is the self, which is rooted in language ("left", "right", etc. are the default directions)

Time →

always aware of their orientation

- Pormpuraawan tend to arrange the pictures from east to west because they tend to think of time as moving from east to west (a global reference) regardless of the relative frame of reference
- The frame of reference is the world, which is determined by language ("north", "south", etc. are the only directions)
- Evidence of the **Sapir-Whorf Hypothesis**: Language can determine how people think

← Time
