**HIDDEN INFLUENCE OF SOCIAL NETWORKS**

**FEATURES OF SPOKEN DISCOURSE**

**ANSWERS**

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| And in my lab, I was studying the widower effect, **which is** a very old idea in the social sciences, going back 150 years, **known as** “dying of a broken heart”. | *1* | *which is a very old idea* | d | Explains a scientific concept in simple terms |
| *2* | *known as “dying of a broken heart”.* | r | Uses a common metaphor known to everyone |
| 3 | Why are we embedded in social networks? ***I mean****, how do they form? How do they operate? And how do they affect us?* | | l | Breaks down a complex idea/question into smaller parts |
| In addition, if your ***body size***, *your* ***BMI***, your ***body mass index***, is *above* ***30*** – if you are ***clinically obese*** – we also colored the dots yellow. | *4* | *your body size, your BMI, your body mass index* | a | Gives synonyms, tries to find the most suitable word |
| *5* | *BMI, your body mass index* | m | Explains a term, an abbreviation which may not be familiar to non-specialists |
| *6* | *above 30 – if you are clinically obese* | k | Explains the implications which may not be familiar to non-specialists |
| 7 | Well, what might be causing clustering**?** | | j | Asks questions |
| Another possibility, very obvious, is homophily, **or, birds of a feather flock together**, here, I form my tie to you because you and I share a similar body size | *8* | *Another possibility, very obvious, is homophily, or, birds of a feather flock together* | q | Explains a scientific term using a common idiom |
| *9* | *Another possibility, very obvious, is homophily… here, I form my tie to you because you and I share a similar body size* | i | Explains a scientific term in simple words |
| 10 | …a very interesting comment on America, “not my responsibility” kind of phenomenon. ***Now****, I want to be very clear: We do not think our work should or could justify prejudice…* | | g | Changes topic/focus |
| 11 | It changed the way I see things, because ***this thing, this network that’s changing across time***, it has a memory… | | f | Reminds the audience what he’s talking about |
| And so, I came to see these kinds of social networks as **living things**, as **living things** that we could put under **a kind of** microscope to study and analyze and understand. | *12* | *I came to see these kinds of social networks as living things, as living things that we could put..* | c | Repeats the word to give himself some time to think OR makes a pause and repeats the word because he got a sudden new idea |
| *13* | *..we could put under a kind of microscope to study* | e | Not sure whether he can say that/use that metaphor |
| 14 | And, eventually, we became interested in emotions. **Now**, when we have emotions, we show them. | | g | Changes topic/focus |
| Why do we show emotions? **I mean**, there would be an advantage to experiencing our emotions inside, **you know**, anger or happiness. But we don’t just experience them, we show them. | *15* | *Why do we show emotions? I mean, there would be an advantage to experiencing our emotions inside* | o | Explains why he asked a strange/paradoxical question |
| *16* | *..experiencing our emotions inside, you know, anger or happiness* | p | Explains what he means by giving examples |
| 17 | “You know when you’re on the subway and the other person across the subway car smiles at you, and you just instinctively smile back?” And they looked at me and said, “We don’t do that in New York City”. (Laughter) | | n | Uses a joke |
| So to invoke another metaphor, if you imagine social networks as a kind of vast fabric of humanity – **I’m connected to you and you to her, on out endlessly into the distance** – **this fabric** is actually… | *18* | *..a kind of vast fabric of humanity – I’m connected to you and you to her, on out endlessly into the distance..* | h | Explains his newly created metaphor |
| *19* | | *a kind of vast fabric of humanity –[…..]– this fabric is actually…* | b | Repeats the word to remind the audience what the subject is |