**HIDDEN INFLUENCE OF SOCIAL NETWORKS**

**FEATURES OF SPOKEN DISCOURSE**

*Why does the speaker say these things?*

*Match phrases 1-19 to reasons/purposes a-r*

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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* | a | Gives synonyms, tries to find the most suitable word |
| *2* | *known as “dying of a broken heart”.* | b | Repeats the word to remind the audience what the subject is |
| 3 | Why are we embedded in social networks? ***I mean****, how do they form? How do they operate? And how do they affect us?* | 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 |
| 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* | d | Explains a scientific concept in simple terms |
| *5* | *BMI, your body mass index* | e | Not sure whether he can say that/use that metaphor |
| *6* | *above 30 – if you are clinically obese* | f | Reminds the audience what he’s talking about |
| 7 | Well, what might be causing clustering? | g | Changes topic/focus |
| 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*** | h | Explains his newly created metaphor |
| *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…* | j | Asks questions |
| 11 | It changed the way I see things, because ***this thing, this network that’s changing across time***, it has a memory… | k | Explains the implications which may not be familiar to non-specialists |
| 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..* | l | Breaks down a complex idea/question into smaller parts |
| *13* | *..we could put under a kind of microscope to study* | m | Explains a term, an abbreviation which may not be familiar to non-specialists |
| 14 | And, eventually, we became interested in emotions. **Now**, when we have emotions, we show them. |
| 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* | n | Uses a joke |
| *16* | *..experiencing our emotions inside, you know, anger or happiness* | o | Explains why he asked a strange/paradoxical question |
| 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 Citiy”. (Laughter) | p | Explains what he means by giving examples |
| 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..* | q | Explains a scientific term using a common idiom |
|  | *19* | *a kind of vast fabric of humanity –[…..]– this fabric is actually…* | r | Uses a common metaphor known to everyone |