CHANGING SOCIAL CONTRACTS

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CS349
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 where Japanese people go to kill themselves)
  - 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 or 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?
HOW PEOPLE ARE MEETING
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
SIDES 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 who may be ethnically similar
  - Potentially some relation to changing ethnic make up of American and population distributions/growth of cities/rise of technology industries, etc, though
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