KIDGaB

Identifying Patterns of Conformity on a Social Network for Children

Katya Borgos-Rodriguez, Stephanie Valentine, Dr. Tracy Hammond

SRL | SKETCH RECOGNITION LAB
TEXAS A&M UNIVERSITY
SRL.TAMU.EDU

CRA-W
Computing Research Association

ACTIVITY | PROFILE | MESSAGES | FRIENDS | GROUPS

Katya posted a story 5 hours ago   comment | favorite | delete

Motivation

- As children become active citizens of the "virtual world", bullying has gone digital in the form of cyberbullying.

- Researchers have expressed concern for this matter, but there have been little to no results reported.

- Bullying in general is related to conformity.

Katya posted a story 4 hours ago   comment | favorite | delete

Research Questions

- When provided no examples, will subjects draw more creative sketches than when provided examples?

- If primed with anonymously sketched examples, will children choose to conform to the ideas provided?

- Does social priming (including author usernames with the examples) produce different conformity effects than anonymous priming?

Katya posted a story 3 hours ago   comment | favorite | delete
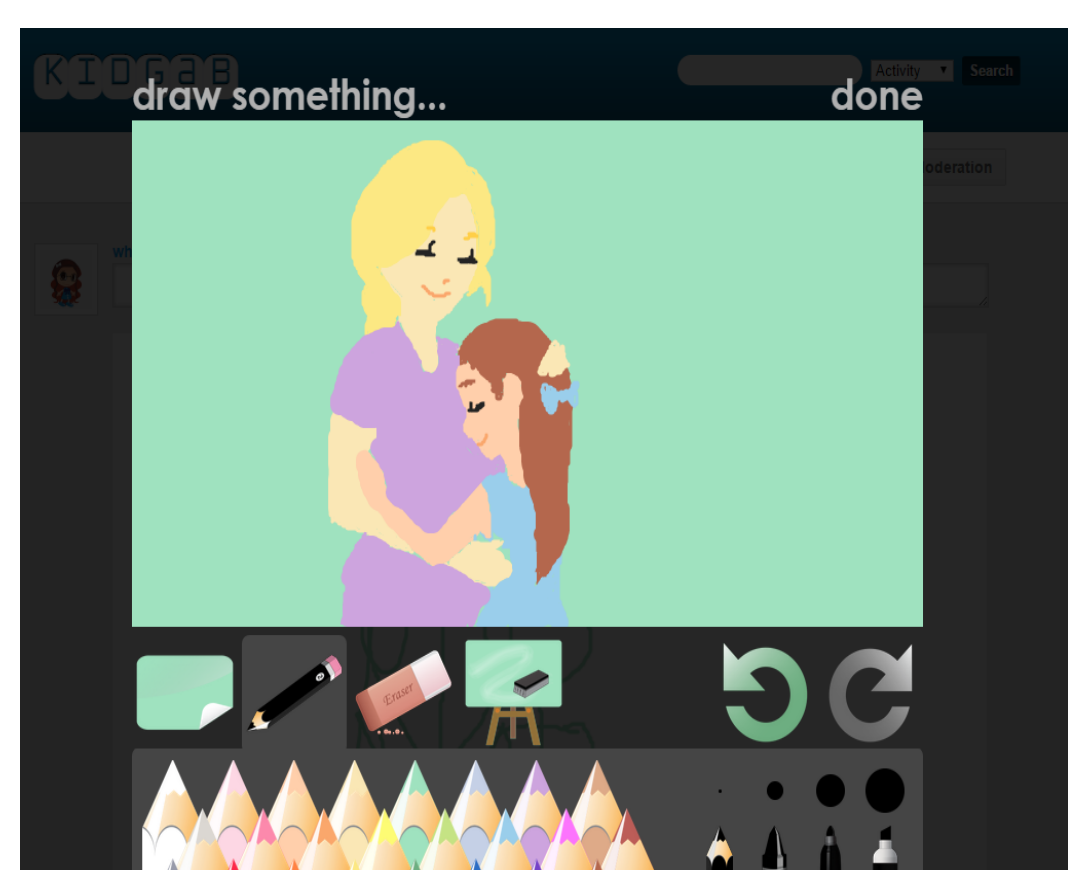
KidGab

Fig. 1: KidGab sketch interface.

- **sketch-based** social network
- **connects** communities
- exclusively for **children**; authority figures encouraged
- **teaches** digital citizenship

Katya posted a story 2 hours ago   comment | favorite | delete

Experiment Design

Inspired by S. M. Smith, et al.'s conformity experiment [1], we asked KidGab users to go on a digital "quest" in which they filled in details of the story (via sketching) to help the characters succeed in their goals.

Fig. 2: Plugin interface.

Each day, we presented three activities: no prime, prime with no identity markers (usernames), and prime with identity markers. Our research team agreed on properties to include in the first three priming images for each activity (for example, using characters from popular culture as sidekicks).
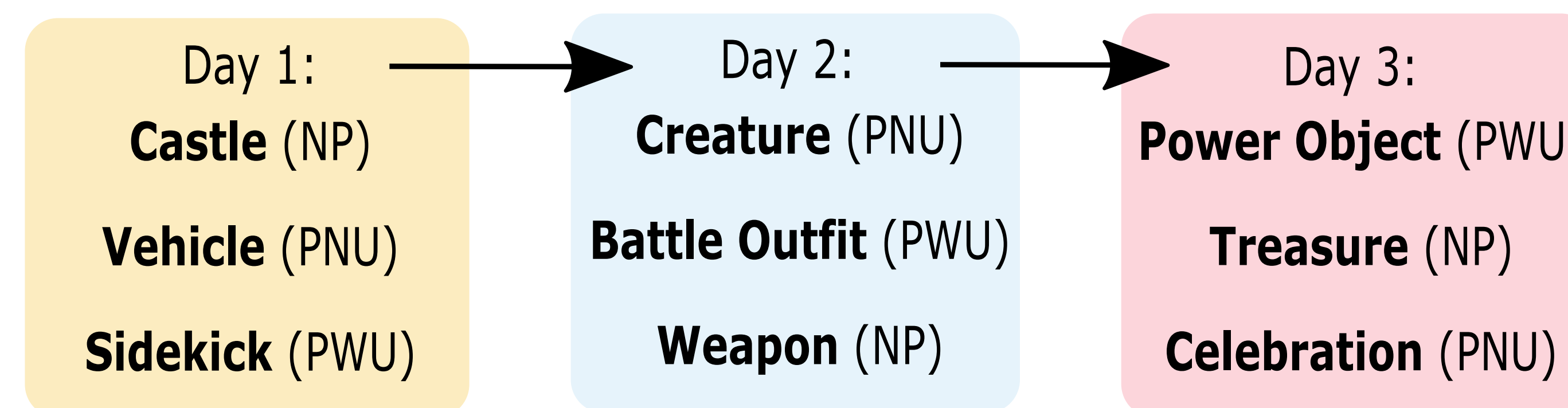
Day 1:	Day 2:	Day 3:
Castle (NP)	**Creature** (PNU)	**Power Object** (PWU)
Vehicle (PNU)	**Battle Outfit** (PWU)	**Treasure** (NP)
Sidekick (PWU)	**Weapon** (NP)	**Celebration** (PNU)

Fig 3. Activities and their distribution.

Katya posted a story 1 hour ago   comment | favorite | delete

Future Work

- Repeat with larger audience
  - Have priming occur between girls (no predetermined priming images)
  - Analyze characteristics of users that others choose to conform to

- Study and develop algorithms that can help identify dangerous activity

[1] Steven M. Smith, Thomas B. Ward, and Jay S. Schumacher. Constraining effects of examples in a creative generation task. Memory Cognition, 21(6):837-845, 1993.

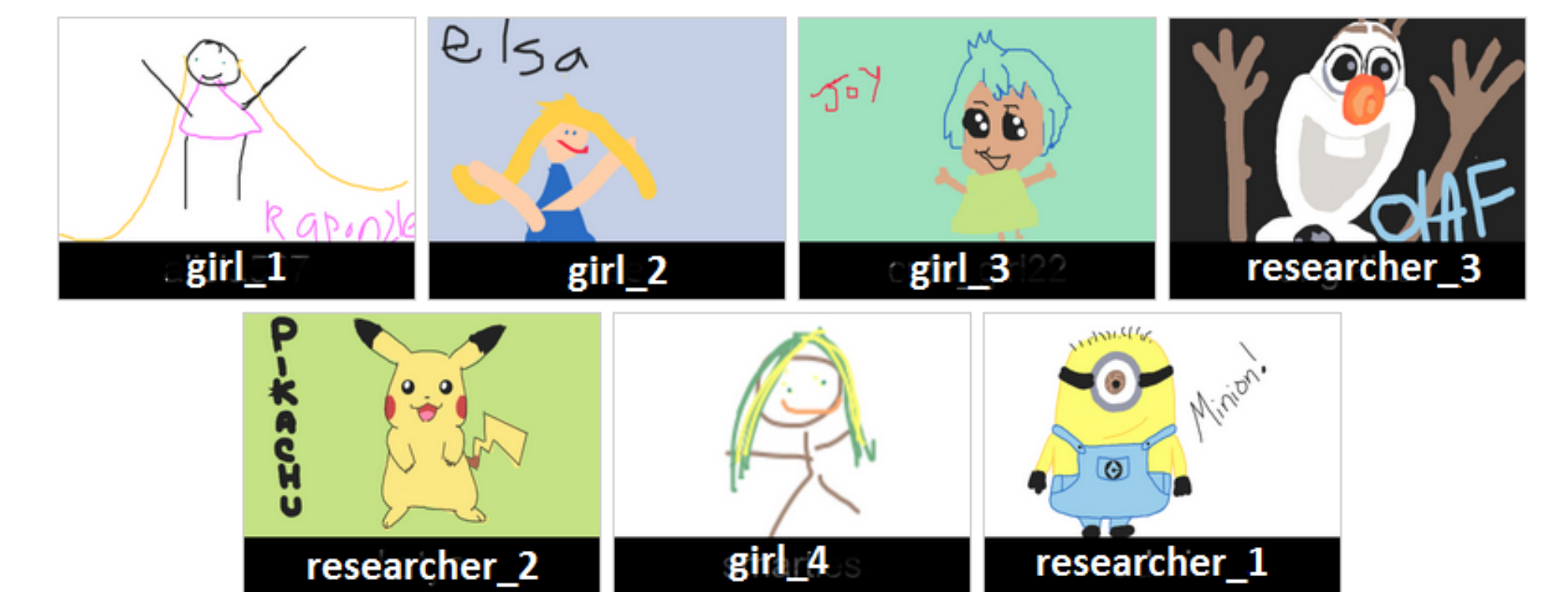
Katya posted a story just now   comment | favorite | delete

Preliminary Results

Katya says:
Please draw your sidekick using your imagination powers! Here is some inspiration! These are the sketches of the sidekicks your friends drew!

| girl_1 | girl_2 | girl_3 | researcher_3 |
| researcher_2 | girl_4 | researcher_1 | |

YES, I'LL DRAW A SIDEKICK FROM MY IMAGINATION!
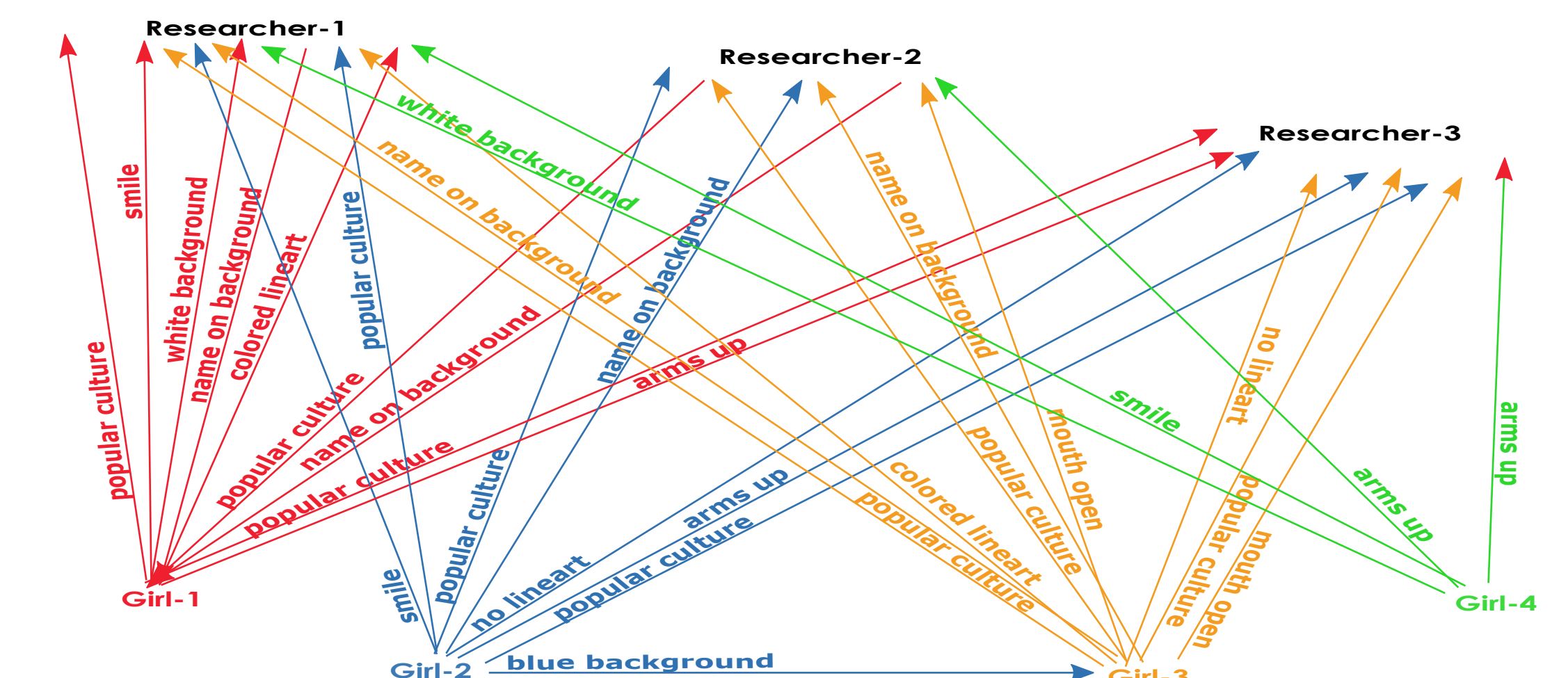
Fig 4. "Sidekick" activity results.

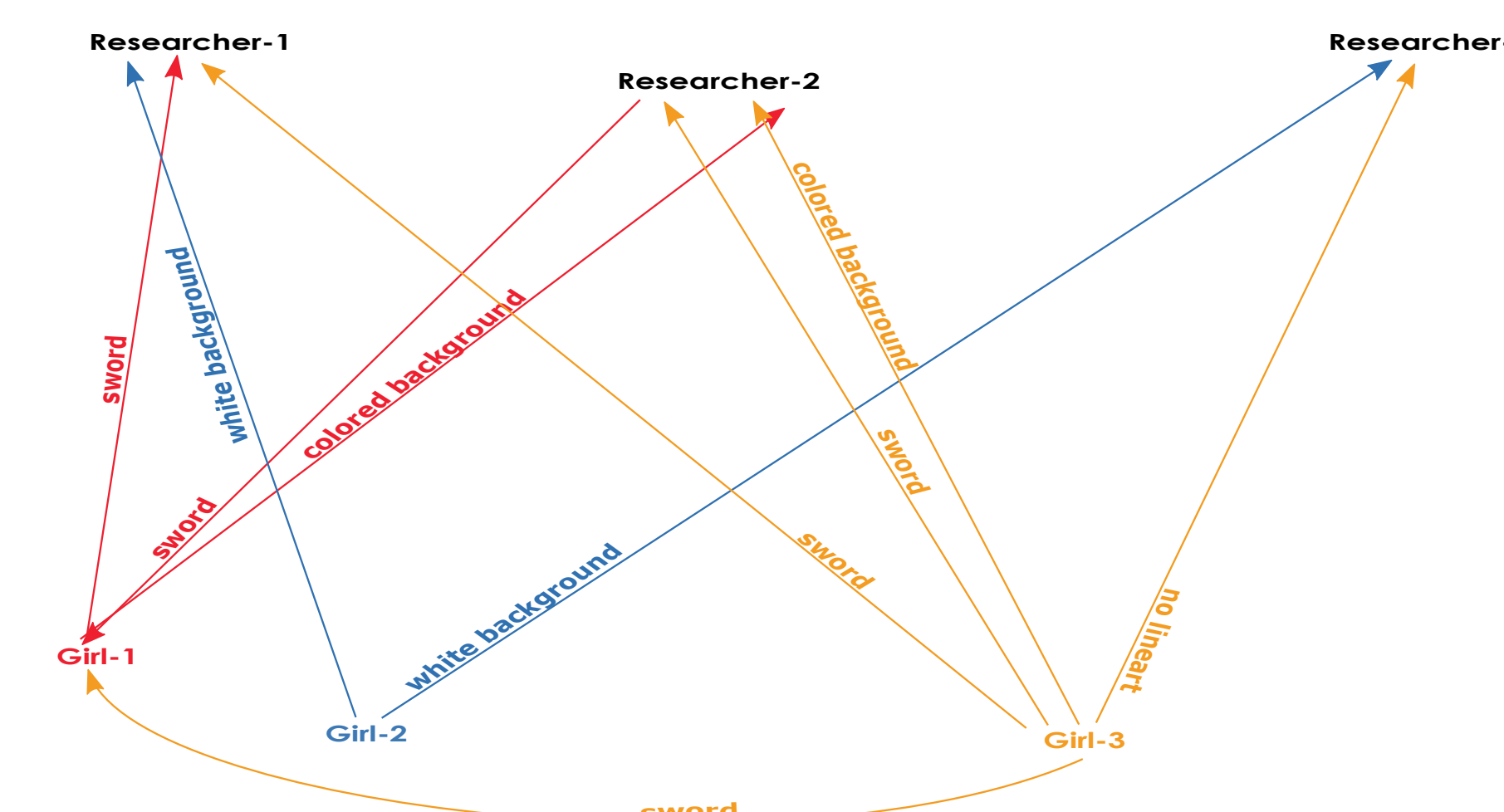*Fig 5. "Sidekick" activity similarities to priming images diagram.*

Fig 6. "Weapon" activity similarities to researchers diagram.

- **priming** led to conformity
- conformity occurred **with and without** identity markers
- **higher effect** with identity markers
- **not priming** resulted in diverse styles