

Assignment 5 Do others people influence your thoughts?

Assignment for Friday 28/2 (deadline Thursday 27/2 13.00)

Spend one day during the weekend to keep track of the types of social information you have access to and use when making various decisions. Select three decisions, ideally as different as possible, and take a closer look at various sources of social information that can or do affect you. Examples of decisions that might be of interest are the following:

Consumer decisions – which type of coffee should you order in the café, what pasta should you buy in the store etc.

Decisions concerning how to spend the day – what are you going to do tonight, when will you write this assignment, are you going to have lunch now or later etc.

Decisions concerning “locations” – which route are you going to take to the store, where is a nice place to go for a walk, which café do you want to go to etc.

Different sources of social information might be:

What your friends recommend. What you are observing others around you do. What you read about in the newspaper. What you see on television. Who you are talking to on the phone at the moment of the choice etc. etc. What you see others have done previously (such as following a track in the woods).

For each of these three decisions discuss the social information that was available to you, which social information you think affected your choice, and whether that social information was good or bad.

Also discuss if it would have been possible to improve the information you had access to, and if you can think of any clever ways of integrating this information into your decision environment (i.e. in the information that was surrounding you at the time of the choice).

I want a written discussion of this – no more than 4 A4 pages – no later than Friday 1/3 14.00. Again, those who hand it in later will not get any feedback.