Technology and Human Behavior Lab

Understanding the psychological impacts of emerging technologies (game, virtual worlds, social networking, microblogging...)

[Images of social networking platforms and virtual environments]
Research Questions

Cognitive impact
• How does the change of one’s virtual physical states impact one’s affective and cognitive states (soft embodiment)?

• How does Microblogging affect meta-cognition and information processing?

Social impact
• How does virtual collaboration impact real-world collaboration?

• How does social networking affect psychological well-being?
Research projects

- Understanding Chinese Online Users
  - 384 million users and a growth rate of 29% in 2009
  - collective actions:
    - human-flesh search 人肉搜索（虐猫女）
    - bust-the-bar attack 爆吧（69圣战）
    - online discussion 网上议论（富士康）
- online cross-cultural differences
  - 人人网 vs. Facebook
- Social networking and Relational Mobility
  - the amount of opportunities to establish new and terminate old relationships
- Microblogging: Self-awareness and Metacognition
  - Will you be more aware of yourself?
- Virtual anger management
  - How bodily movement in the virtual world affects emotion?
Team

• Director: Qiu Lin (Ph.D.)
• Researchers
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