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MAT 1372

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The point I found very fascinating on Brooks article was how the word usage is affected by our self-confidence, and I find that really fascinating. It's very interesting to know that people who lost their self-confidence don't become more either "selfish" or self-centered (egotist), they just tend to change their use of words, as Brooks points out in his article, people tend to use more "I" when his/her self-confidence decays, and when people have a lot of self-confidence they say less the word "I".

Brooks also mentions that not only the word "I", but several conducts change the vocabulary in a noticeable way. Statistic shows that people's behavior can and does influence their vocabulary. The use of the words, written and also the quantity of words that they use, of course, there is always one odd that is not affected by any of these, but the majority of people are and statistics proves it, and although Brooks finish his article with a question about how will this transform our ability to predict and make decisions in the future, I think that what he writes about the human behavior is really interesting.

Brooks also points out in the second article about how powerful is the data; more likely, how powerful do we make the data itself, at least some of us. Brooks tells a story about someone who was a chief executive at a large bank in Italy, who had to make a choice of pulling the bank out of Italy or to stay, even though there was an expected future euro crisis and Italy's economy was going to a tough time and was weak. But despite all of the facts, this man decided to go on against the odds and did not pull the bank from Italy. He made the right choice, and that's because there are some things that even data can't do. That is the whole point of Brooks’ second article.

The thing I found more interesting in Brooks article was part of the first one, where he points out that data has shown how people tend to change their behavior and also their vocabulary by different situations they might be facing.

I became interested in the topic because I find amusing the change of behavior in humans, what makes them act one way or another and I think that statistics is going to be really helpful and the key to this research.

On the research I could find a bit of information about the topic, such as why do these changes occur, and the statistic shows that people tend to say less I when they are more self-confident because they become more secure about themselves and don’t doubt, while if your self-confidence is low, you tend to doubt more on yourself, thus making others think differently by making themselves the center of attention, or conversation. In an example I found on one of Brooks article it states about presidents and how they act, for example, is likely that they started to use more the word I as in “I did that, I did this” so that people won’t forget who they are, they need to make themselves look important because they feel that if they don’t, they will fail. They doubt about themselves, about who they are.

The most interesting articles I read, were about how most of the humans look for their own well-being, they care a lot about them and very little about the others, that is why they feel insecure, that they will lose attention and importance to a specific social group. Another thing I read was about how statistics show that people with less self-confidence tend to lie more than others, to keep their respect or reputation, because they think others will think less of them if they don’t lie, or if they don’t “stretch the truth” as stated by researcher Robert Feldman on one of his research works.

As psychologist from the University of Massachusetts Robert Feldman said “It’s tied with self-esteem”. When people think that their self-esteem is threatened, they lie to protect it “We find that as soon as people feel that their self-esteem is threatened, they immediately begin to lie at higher levels”. As an experiment he did where he held a 10 minute conversation with a group of people and found out that over 60% of the people lied, he also found out that people lie more nowadays than before, they lie more with work emails than with old fashioned letters, and also that lying takes 30% more time than telling the truth.

Another study conducted by a group of **Northeastern University network scientists found out that, human behavior and their reactions is predictable 93% of the time. We follow some kind of pattern, like they say “despite the common perception that our actions are random and unpredictable, human mobility follows surprisingly regular patterns”.**

**A study shows that even though the humans are unique, they can still be predicted. 93% of the human behavior can be predicted pretty easily based on their recent events and on their previous trajectory as said by Barabási in recent studies he made. He also mentioned that spontaneous individuals are very scarce in our society because humans being so predictable.**

Based on the studies that Barabási and Robert Feldman made, we can know how predictable human behavior is, and that they act based on recent events that they suffered, also they act different depending on how the current situation presents, when they feel threatened, and others.

Statistics is a big part of these studies because they help us with the understanding of the data collected and also to determine the quantity of the data, and the results.

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