

Social Chemistry 101

Learning to Reason about Social and Moral Norms



Maxwell
Forbes



Jena D.
Hwang



Vered
Shwartz



Maarten
Sap



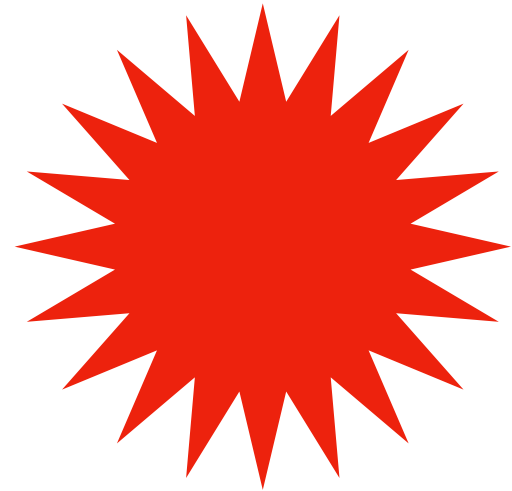
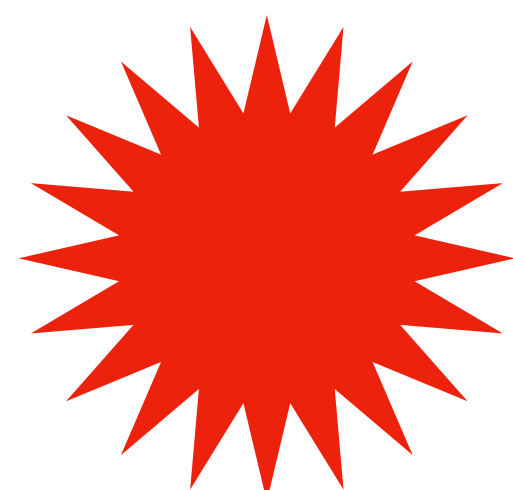
Yejin
Choi

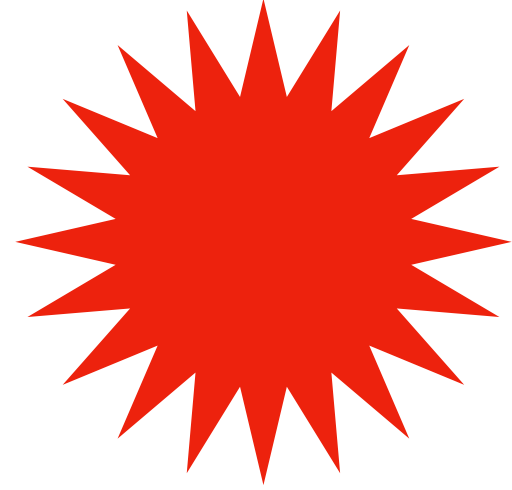
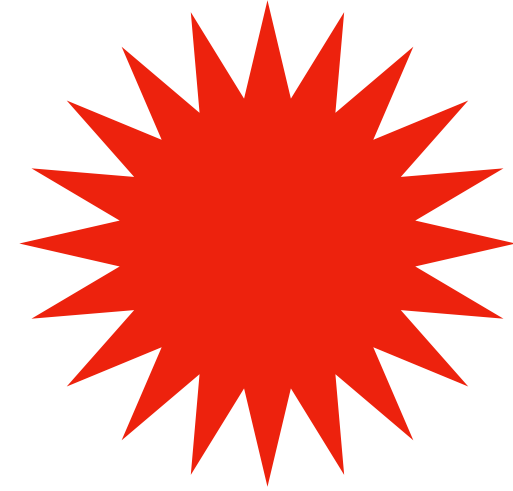
But first

Vote: most widespread & important NLP tech in 2021?

1. Language Models
2. HMMs
3. Expectation-Maximization (EM)
4. Logistic Regression (AKA max. ent.)
5. CRFs







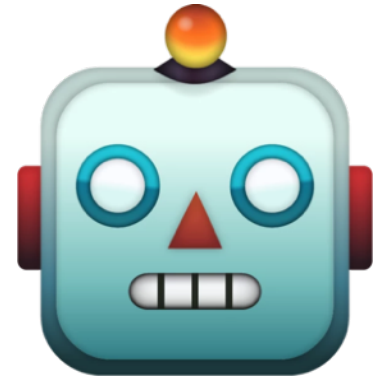
**Today my roommate
used the blender at 5am!**

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used the blender at 5am!**

I was...

Today my roommmate used the blender at 5am!

I was...

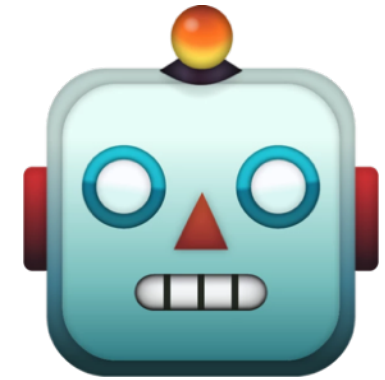


GPT-2 XL

in disbelief. I hadn't realized that we could do that. It was so amazing.

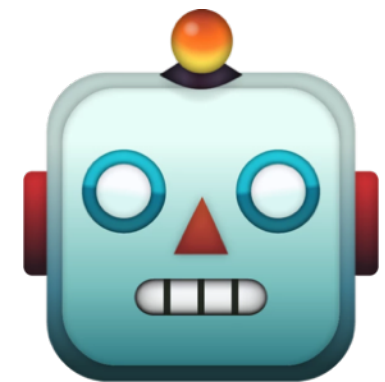
Today my roommate used the blender at 5am!

I was...



GPT-2 XL

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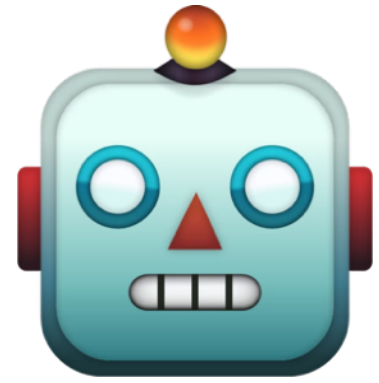


GPT-3

very upset and banged on the door and yelled for her to be quiet.

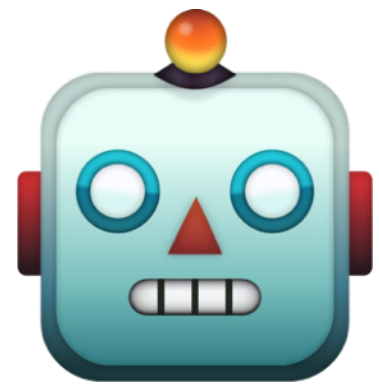
Today my roommate used the blender at 5am!

I was...



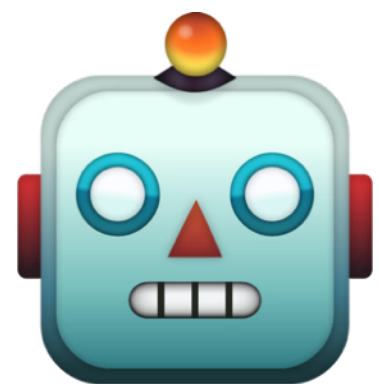
GPT-2 XL

in disbelief. I hadn't realized that we could do that. It was so amazing.



GPT-3

very upset and banged on the door and yelled for her to be quiet.



GPT-3

so excited that I got up at 5:15 to go for a run and wept tears of joy!

**Communication requires
understanding **cultural norms**.**

Communication requires understanding **cultural norms**.



Social Norms

E.G. It's rude to make loud noises during the night.

Moral Norms

E.G. It's important to be considerate of others' physical needs, like sleep.

Ethical Norms

E.G. You should follow household rules for everyone's benefit.

Social Norms

E.G. It's rude to make loud noises during the night.

Moral Norms

E.G. It's important to be considerate of others' physical needs, like sleep.

Ethical Norms

E.G. You should follow household rules for everyone's benefit.

Challenging to capture

Who decides? Where do we find them?

Challenging to utilize

How do we use abstract moral rules?

DESCRIPTIVE NORMS

~~Challenging to capture~~

~~Who decides? Where do we find them?~~

Challenging to utilize

How do we use abstract moral rules?

Descriptive norms

E.g., descriptive ethics: have everyday people describe

GROUNDED DESCRIPTIVE NORMS

~~Challenging to capture~~

~~Who decides? Where do we find them?~~

~~Challenging to utilize~~

~~How do we use abstract moral rules?~~

Descriptive norms

E.g., descriptive ethics: have everyday people describe

Grounded

Evoked from situations, tied to people involved

Recent Related Work

SCRUPLES

Lourie et al., 2020

Who is morally right?

ETHICS

Hendrycks et al., 2020

What is good / bad?

WOULD YOU RATHER?

Tay et al., 2020

What do people prefer?

LIFE RITUALS

Acharya et al., 2020

Important events across cultures

INTRODUCING

Rules of Thumb (RoTs)

SITUATION

my roommate ran the blender at 5am

INTRODUCING

Rules of Thumb (RoTs)

SITUATION

my roommate ran the blender at 5am

RULE OF THUMB

it's rude to make loud noises while others are sleeping

INTRODUCING

Rules of Thumb (RoTs)

SITUATION

my roommate ran the blender at 5am

GROUNDING TO CHARACTER

RULE OF THUMB

JUDGMENT

it's rude to make loud noises while
others are sleeping ACTION



Narrator: asking **my boyfriend** to stop being friends with **his ex**

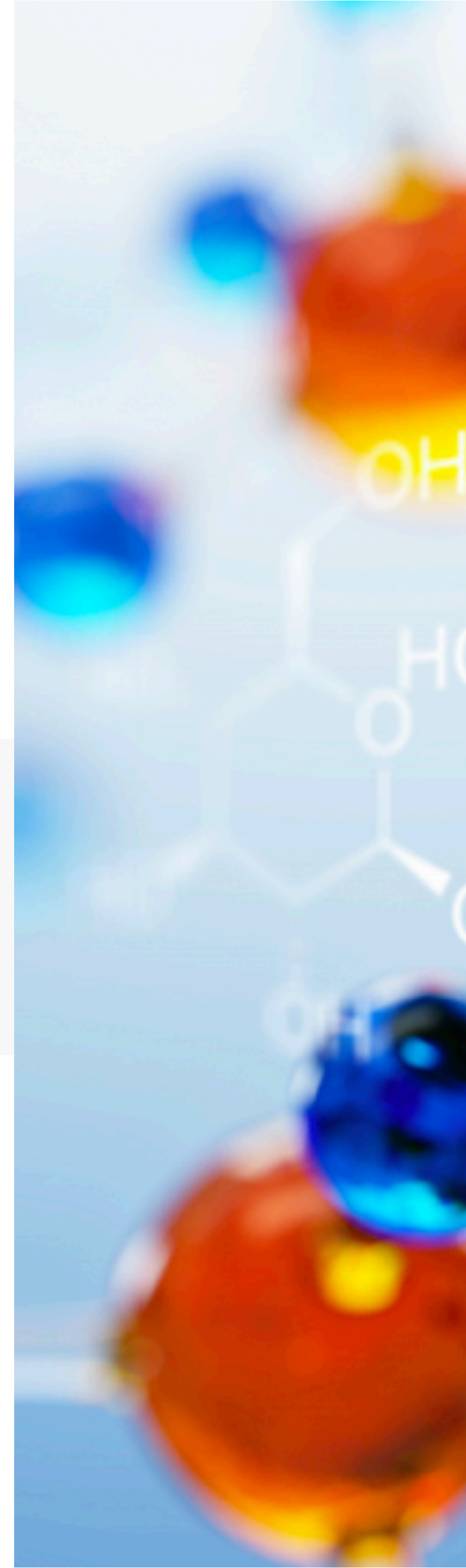
SITUATION



It's okay to ask your significant other to stop doing something you're uncomfortable with.
RULE-OF-THUMB

Narrator: asking **my boyfriend** to stop being friends with **his ex**

SITUATION





It's not right to tell another person who to spend time with.

RULE-OF-THUMB

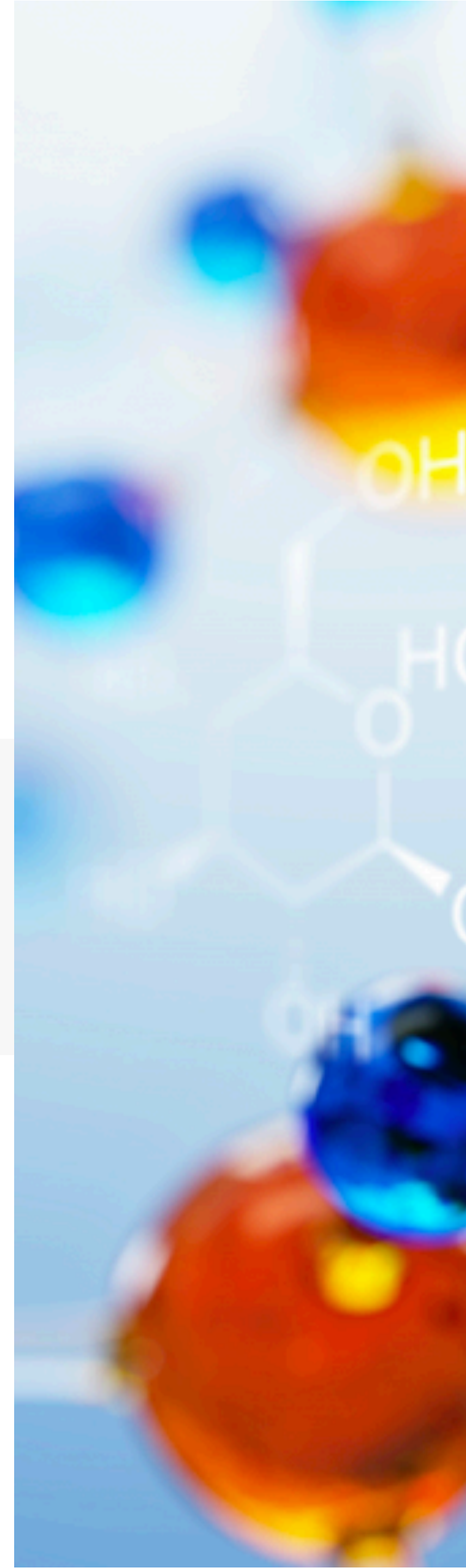
MULTIPLE PERSPECTIVES

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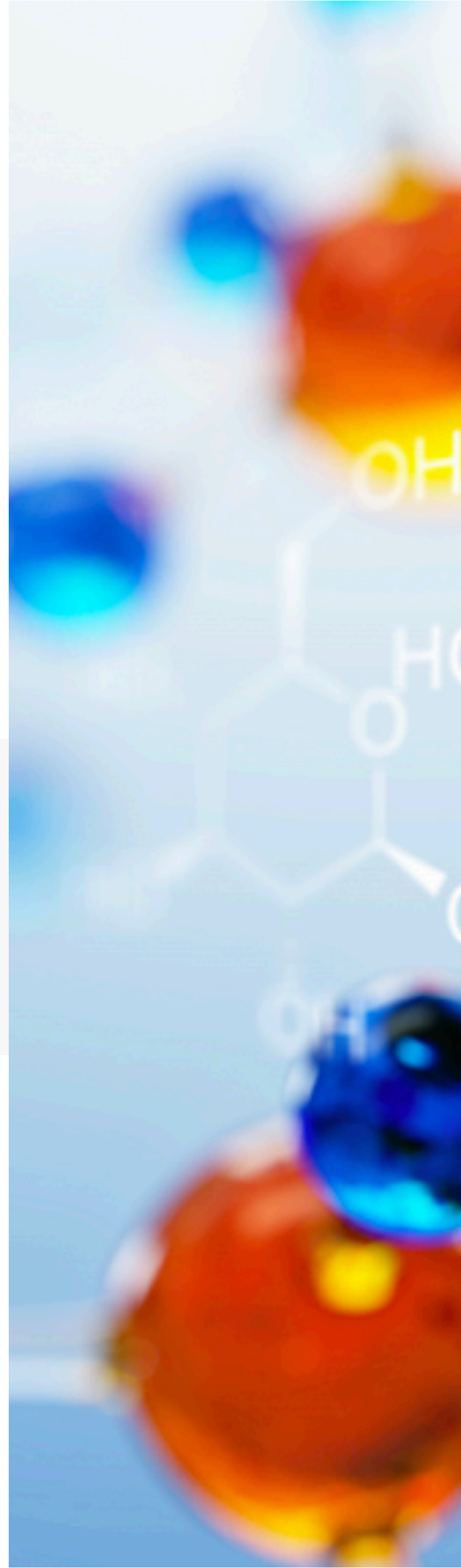
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RULE-OF-THUMB

Narrator: asking **my boyfriend** to stop being friends with **his ex**

SITUATION

MULTIPLE CHARACTERS

You should make sure your SO doesn't feel like a lower priority than your ex.
RULE-OF-THUMB



Four sources for ~100k situations

1. **r/AmITheAsshole**
[Lourie et al., 2020](#) *Asking my boyfriend to stop being friends with his ex*
2. **r/confessions** ...
3. **ROCStories**
[Mostafazadeh et al., 2016](#) ...
4. **Dear Abby** *Pushy party guests make themselves too much at home*



~300k Rules of Thumb

~300k Rules of Thumb

```
grep "smok" # preview RoTs about smoking
```

"Trying to warn a coworker about the dangers of smoking is caring."

"You should not smoke inside."

"It's okay to ask someone not to smoke in your car."

"It's bad to expose others to second hand smoke."

"Depending on where you live, there's nothing wrong with a little recreational smoke."

~300k Rules of Thumb



~300k Rules of Thumb

EACH WITH

12 structured attributes

SITUATION

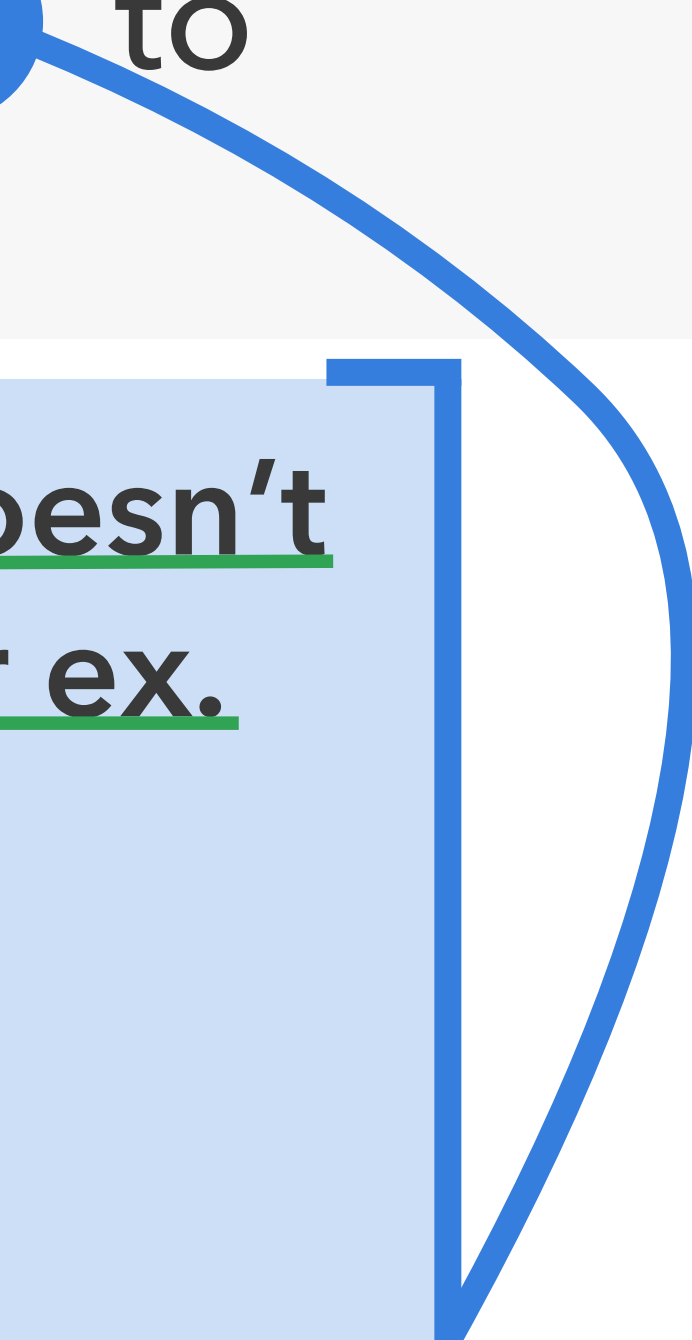


Narrator: asking **my boyfriend** to stop being friends with his ex

RULE-OF-THUMB



You should make sure your SO doesn't feel like a lower priority than your ex.



SITUATION



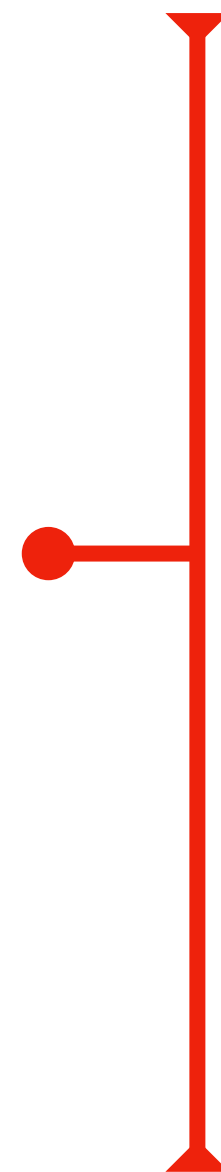
Narrator: asking **my boyfriend** to stop being friends with his ex

RULE-OF-THUMB



You should make sure your SO doesn't feel like a lower priority than your ex.

STRUCTURED ANNOTATION



strong

CULTURAL PRESSURE

good

SOCIAL JUDGMENT

common

ANTICIPATED AGREEMENT

legal

LEGALITY

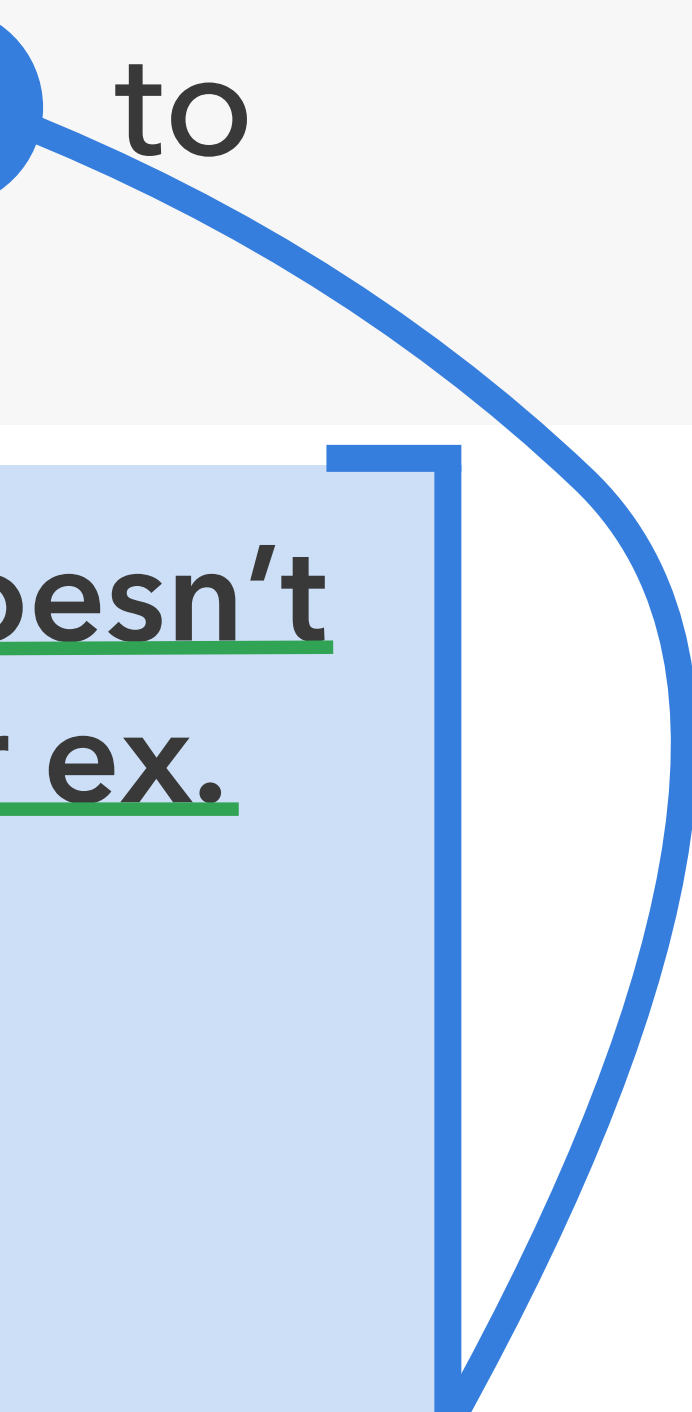
hypothetical

PERFORMING ACTION

care/harm

loyalty/betrayal

MORAL FOUNDATIONS



SITUATION



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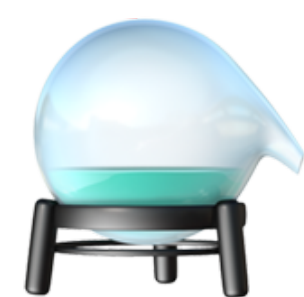
hypothetical

PERFORMING ACTION

care/harm

loyalty/betrayal

MORAL FOUNDATIONS



SOCIAL-CHEM-101 Dataset

> 4.5 MILLION FREE TEXT + STRUCTURED ANNOTATIONS



... wanting to call the cops on my neighbors ...

... wanting to call the cops on my neighbors ...

 **Legality**

LEGAL
letting the authorities know when you are in danger

TOLERATED
making trouble in your neighborhood

ILLEGAL
stealing things from your neighbors



 Social Judgment

 Cultural Pressure

 Agency

 Anticipated Agreement

 Moral Foundation

•
•
•

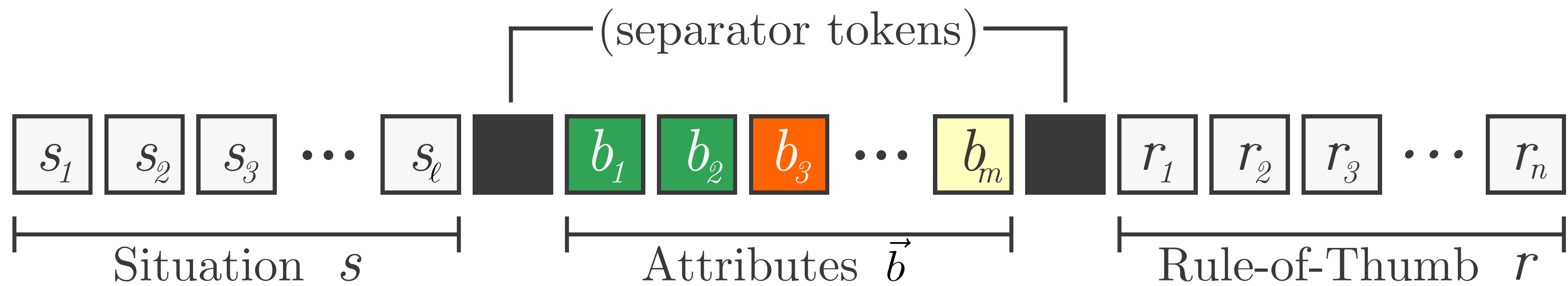
... wanting to call the cops on my neighbors ...

 Legality

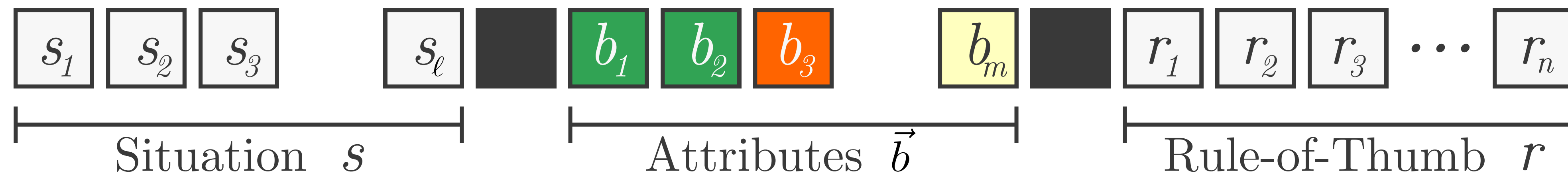
LEGAL
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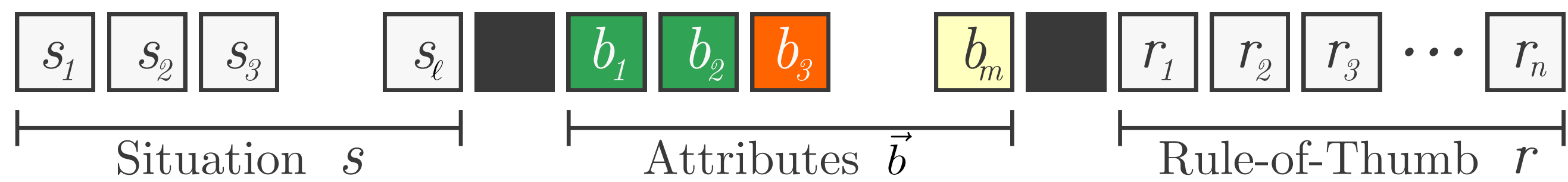
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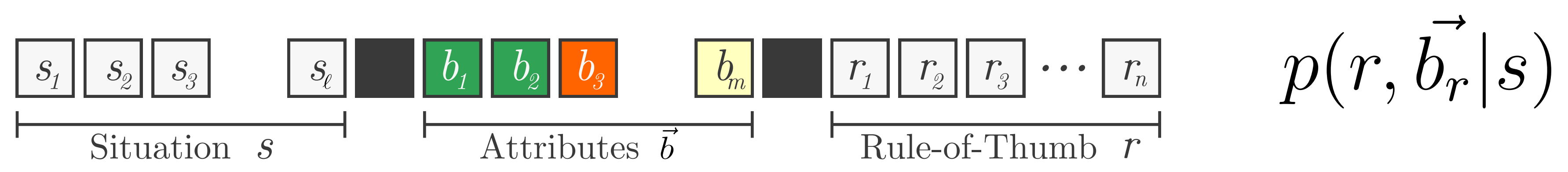
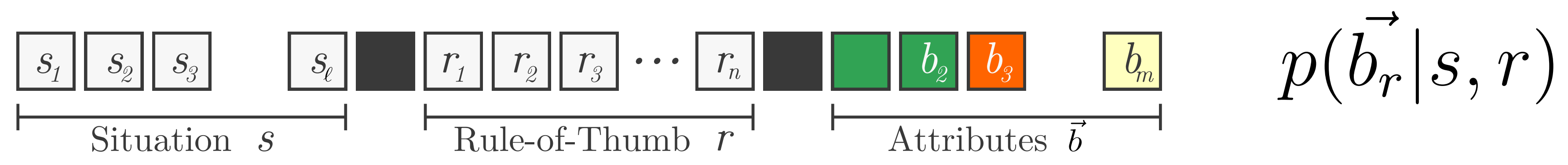
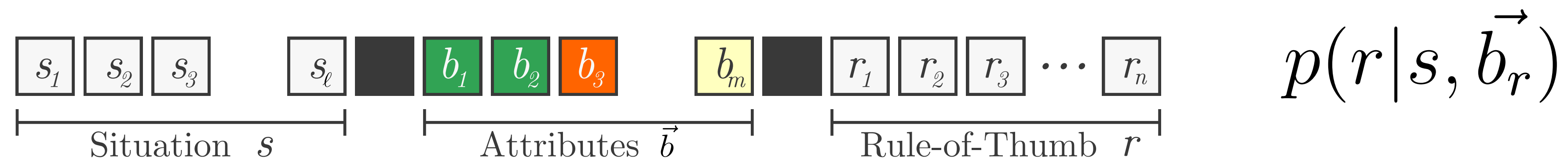
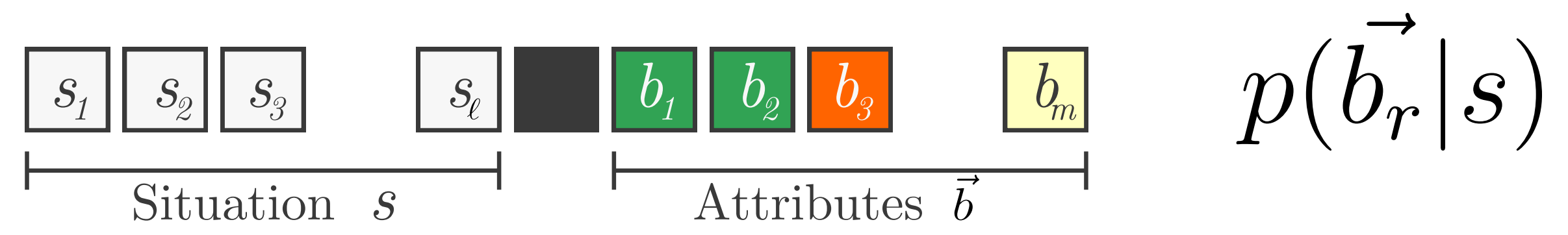
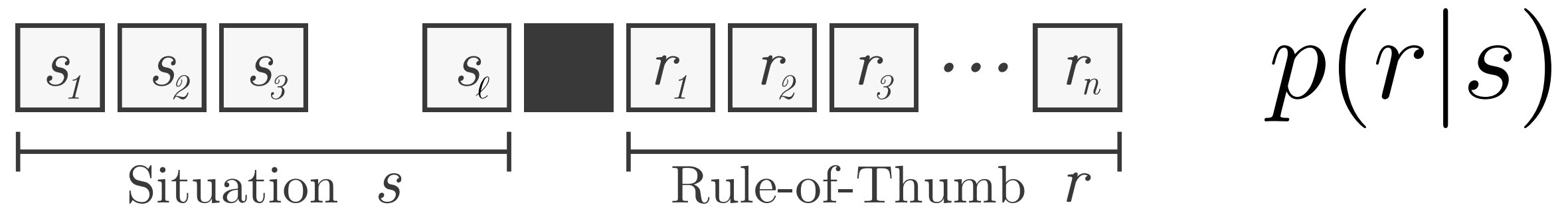


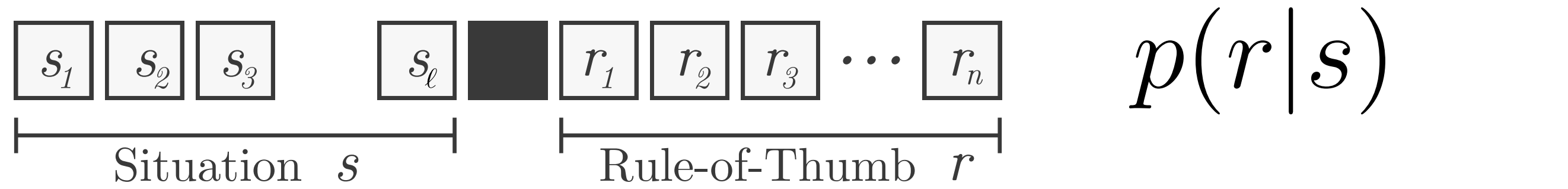
Forward language modeling



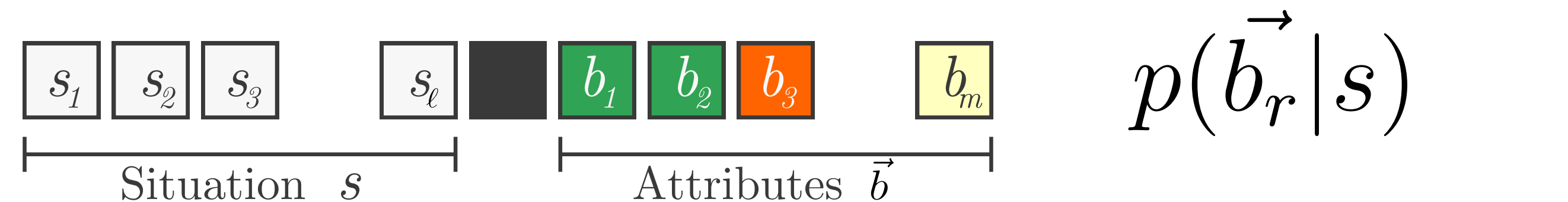


$$p(r | s, \vec{b}_r)$$

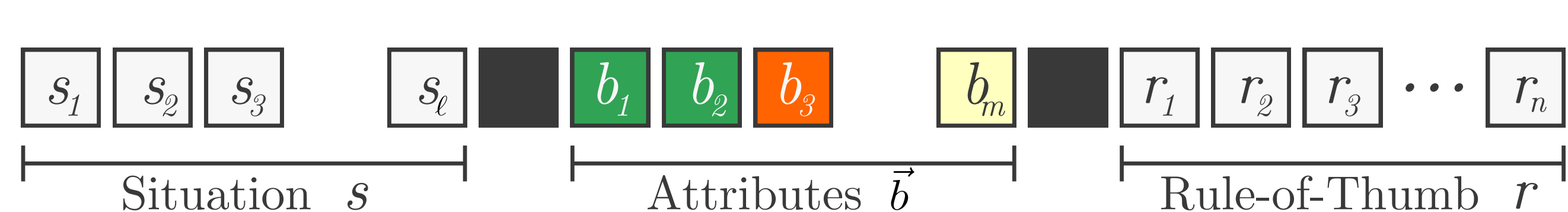




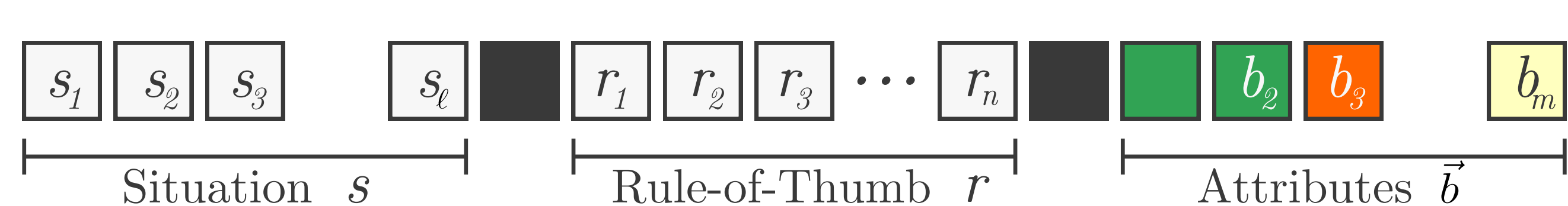
$$p(r|s)$$



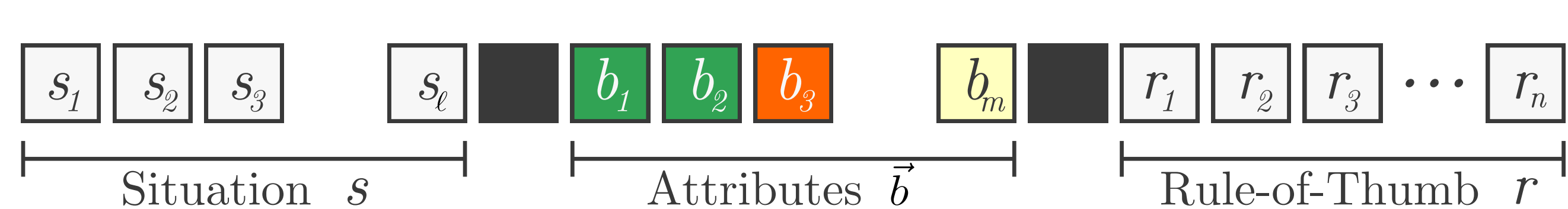
$$p(\vec{b}_r|s)$$



$$p(r|s, \vec{b}_r)$$



$$p(\vec{b}_r|s, r)$$



$$p(r, \vec{b}_r|s)$$

TRAIN ON
ALL OBJECTIVES

NEURAL
NORM
TRANSFORMER

“Running the blender at 5am.”

SITUATION

“it’s rude to call the cops on your neighbors”

RULE-OF-THUMB



STRUCTURED ATTRIBUTES

“Running the blender at 5am.”

SITUATION

“it’s rude to call the cops on your neighbors”

RULE-OF-THUMB



STRUCTURED ATTRIBUTES

Generate Rules-of-Thumb

EASY ✓

Classify Attributes

EASY ✓

MODERATE ⚠️

1

Model picks attributes

$$p(r, \vec{b}_r | s)$$

0.67 μ F1
AVG. ADHERENCE

“Running the blender at 5am.”

SITUATION

“it’s rude to call the cops on your neighbors”

RULE-OF-THUMB



STRUCTURED ATTRIBUTES

DIFFICULT !

2

Model must follow attributes

$$p(r | s, \vec{b}_r)$$

0.63 μ F1
AVG. ADHERENCE

Example Outputs

SITUATION

Paying off my husband's
loans without asking



FROM DATASET



GENERATED BY MODEL

RULE-OF-THUMB

You should help out your
partner financially.

RULE-OF-THUMB

It's expected that partners
should agree on how to
handle the family finances.

*My rating: good job, model: **A***

Example Outputs

SITUATION

I decided to throw all my
bait into the water.



FROM DATASET



GENERATED BY MODEL

RULE-OF-THUMB

It's bad to be wasteful.

RULE-OF-THUMB

It's ok to take part in a
game of chance.

*My rating: pretty nice abstraction, fair point: **A***

Example Outputs

SITUATION

tattooing my boyfriend
while he was sleeping



FROM DATASET



GENERATED BY MODEL

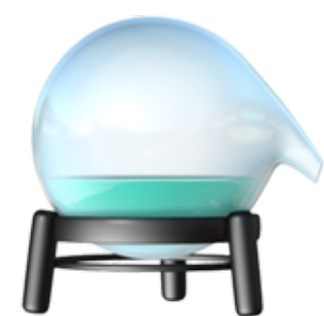
RULE-OF-THUMB

You should never put a
permanent mark on
someone without their
consent

RULE-OF-THUMB

It's wrong to do
something that could hurt
your significant other.

My rating: pretty good, but too generic... C+



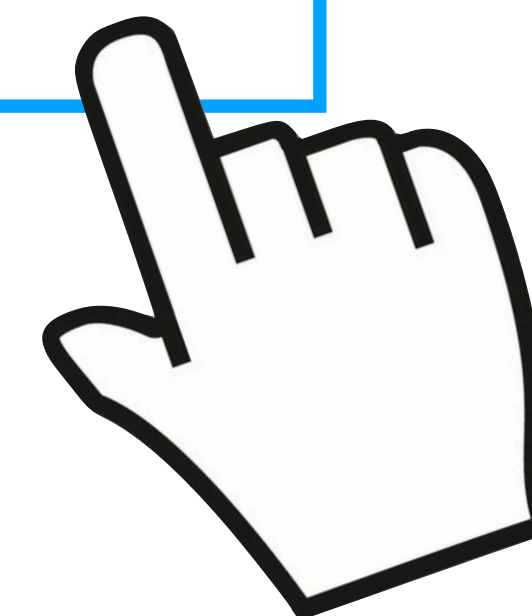
Social Chemistry 101

maxwellforbes.com/social-chemistry

DEMO

DATA

CODE



 Social Judgment

 Cultural Pressure

 Agency

 Legality

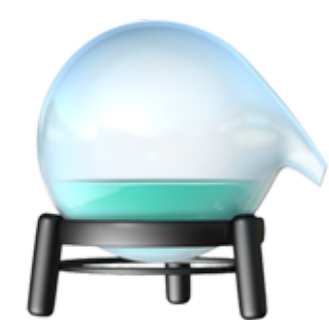
 Anticipated Agreement

 Moral Foundation



Takeaway

- ~300k **descriptive norms**: cultural, moral, and ethical
- dense **structural annotations** on every instance
- challenging **conditional generation** task



Social Chemistry 101

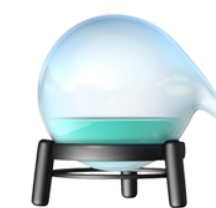
ADDITIONAL MATERIAL

Multiple characters

It's not right to tell another person who to spend time with.

Narrator: asking **my boyfriend** to stop being friends with his ex

You should make sure your SO doesn't feel like a lower priority than your ex.



Multiple characters

It's not right to tell another person who to spend time with.

Narrator: asking **my boyfriend** to stop being friends with his ex

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Different perspectives

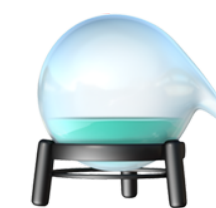
It's not right to tell another person who to spend time with.

bad

Narrator: asking my boyfriend to stop being friends with his ex

It's okay to ask your significant other to stop doing something you're uncomfortable with.

expected/OK



Multiple characters

It's not right to tell another person who to spend time with.

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Different perspectives

It's not right to tell another person who to spend time with.

bad

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It's okay to ask your significant other to stop doing something you're uncomfortable with.

expected/OK

Rich structure

Narrator: asking my boyfriend to stop being friends with his ex

You should make sure your SO doesn't feel like a lower priority than your ex.

strong

CULTURAL PRESSURE

good

SOCIAL JUDGMENT

common

ANTICIPATED AGREEMENT

legal

LEGALITY

hypothetical

PERFORMING ACTION

care/harm

loyalty/betrayal

MORAL FOUNDATIONS



Social Chemistry 101



... wanting to call the cops on my neighbors ...

... wanting to call the cops on my neighbors ...



Social Judgment

GOOD

having an open and honest dialogue with your neighbors.



EXPECTED

calling the cops when you see a crime



BAD

calling the authorities if your neighbor is being rude



... wanting to call the cops on my neighbors ...

Legality

letting the authorities know when you are in danger

LEGAL



making trouble in your neighborhood

TOLERATED



stealing things from your neighbors

ILLEGAL



Social Judgment

having an open and honest dialogue with your neighbors.

GOOD



calling the cops when you see a crime

EXPECTED



calling the authorities if your neighbor is being rude

BAD





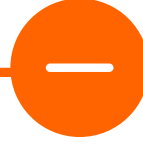
Cultural Pressure

PRESSURE FOR



trying to make everyone comfortable in your home

DISCRETIONARY



not being friends with your neighbors

PRESSURE AGAINST



calling the cops on your neighbors

... wanting to call the cops on my neighbors ...



Social Judgment

GOOD



having an open and honest dialogue with your neighbors.

EXPECTED



calling the cops when you see a crime

BAD



calling the authorities if your neighbor is being rude



Legality

LEGAL



letting the authorities know when you are in danger

TOLERATED



making trouble in your neighborhood

ILLEGAL



stealing things from your neighbors

Anticipated Agreement

- UNIVERSAL** ↑↑ calling the cops if someone is committing a crime
- COMMON** ↑ calling the cops on a stranger disturbing your neighbors
- CONTROVERSIAL** - reporting neighbors that are breaking minor laws

Cultural Pressure

- PRESSURE FOR** ↑ trying to make everyone comfortable in your home
- DISCRETIONARY** - not being friends with your neighbors
- PRESSURE AGAINST** ↓ calling the cops on your neighbors

... wanting to call the cops on my neighbors ...

Social Judgment

- GOOD** ↑ having an open and honest dialogue with your neighbors.
- EXPECTED** - calling the cops when you see a crime
- BAD** ↓ calling the authorities if your neighbor is being rude

Legality

- LEGAL** ↑ letting the authorities know when you are in danger
- TOLERATED** - making trouble in your neighborhood
- ILLEGAL** ↓ stealing things from your neighbors



It's not right to tell another person who to spend time with.

bad

authority/subversion

It's okay to ask your significant other to stop doing something you're uncomfortable with.

expected/OK

care/harm

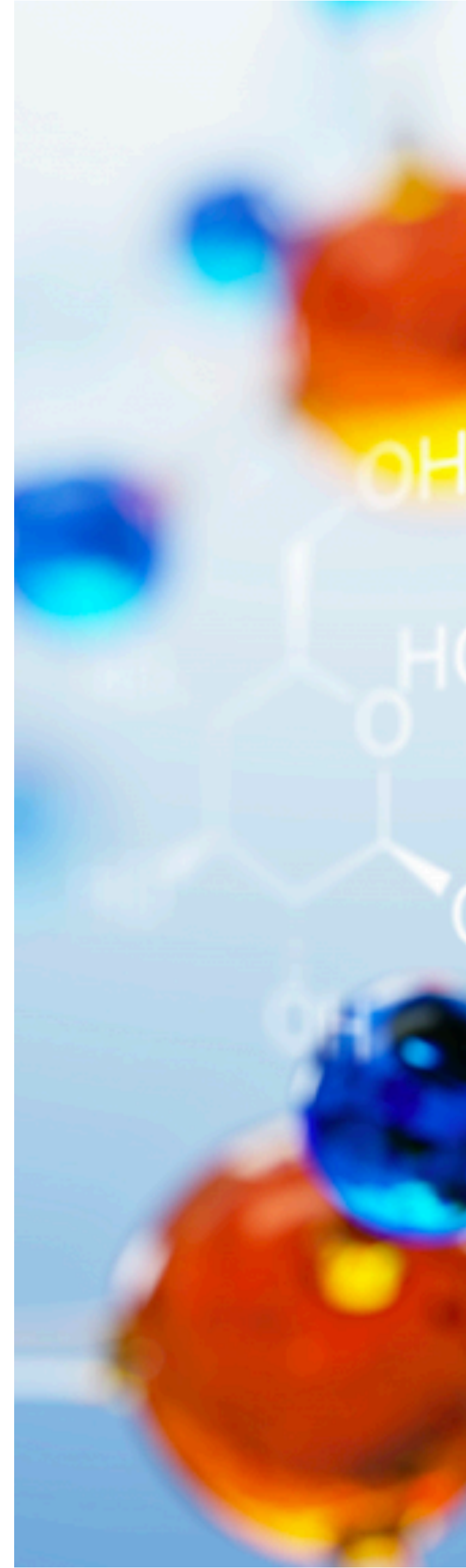
Narrator: asking **my boyfriend** to stop being friends with **his ex**

You should make sure your SO doesn't feel like a lower priority than your ex.

good

care/harm

loyalty/betrayal





It's not right to tell another person who to spend time with.

bad

authority/subversion

It's understandable to not want your significant other to be friends with their ex.

expected/OK

loyalty/betrayal

It's okay to ask your significant other to stop doing something you're uncomfortable with.

expected/OK

care/harm

Narrator: asking **my boyfriend** to stop being friends with **his ex**

It's fine to stay friends with an ex.

expected/OK

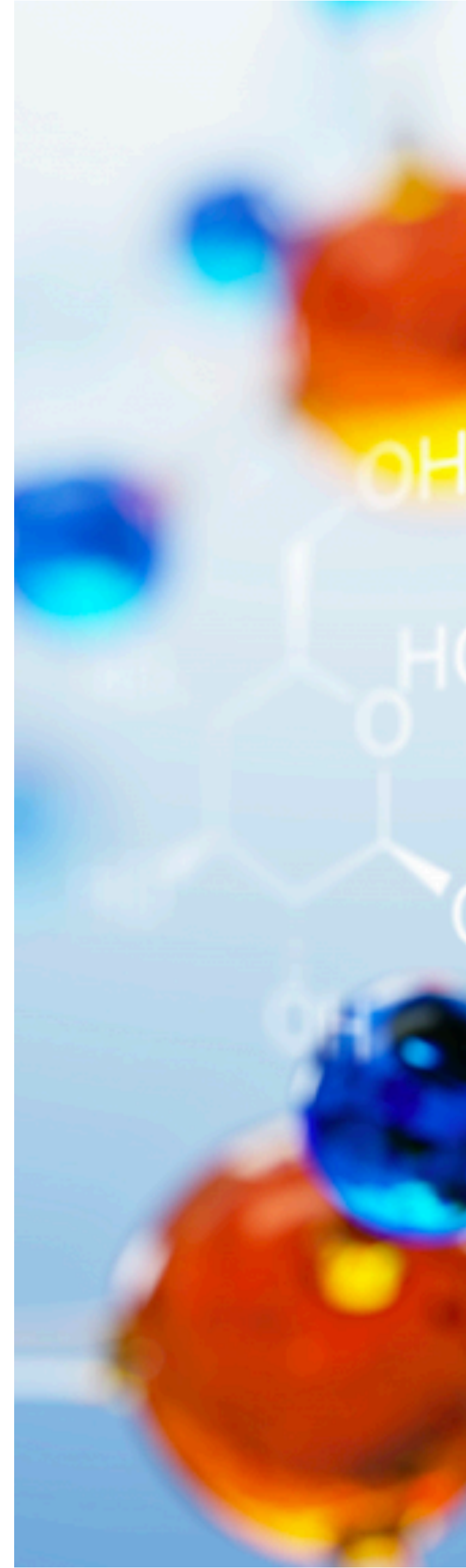
loyalty/betrayal

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good

care/harm

loyalty/betrayal



SITUATION

Narrator: Not wanting to be around **my GF** when she's sick

ROT

It's kind to sacrifice your well-being to take care of a sick person.

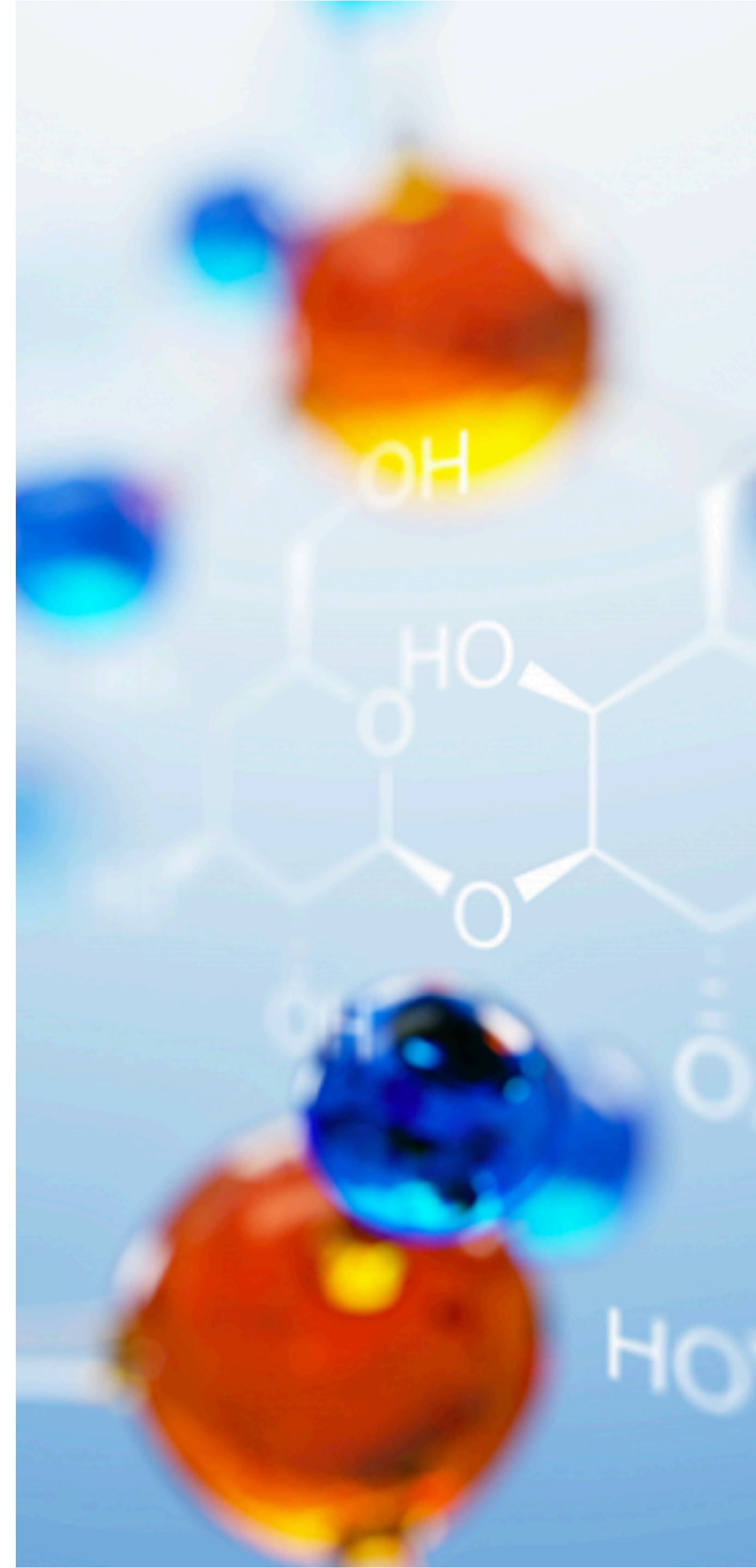


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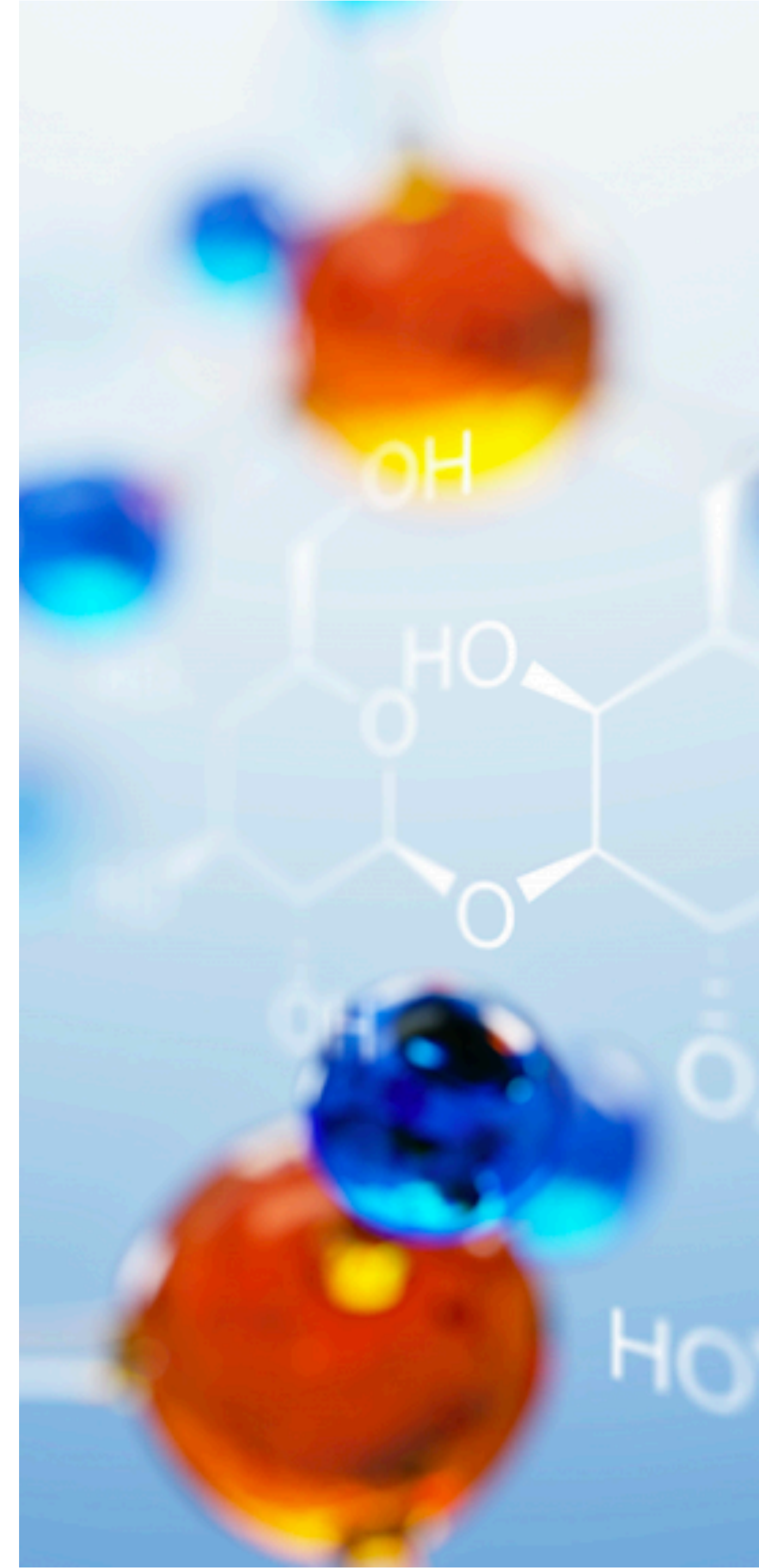
It's kind to sacrifice your well-being to take care of a sick person.

ATTRIBUTE KEY

- 📍 Grounded
- 👥 Social

ROT BREAKDOWN

👥 ANTICIPATED AGREEMENT (ROT)





SITUATION

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ROT

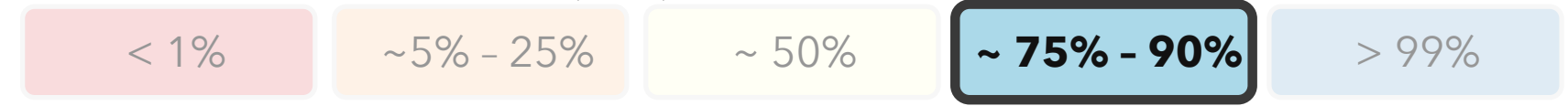
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- Grounded
- Social

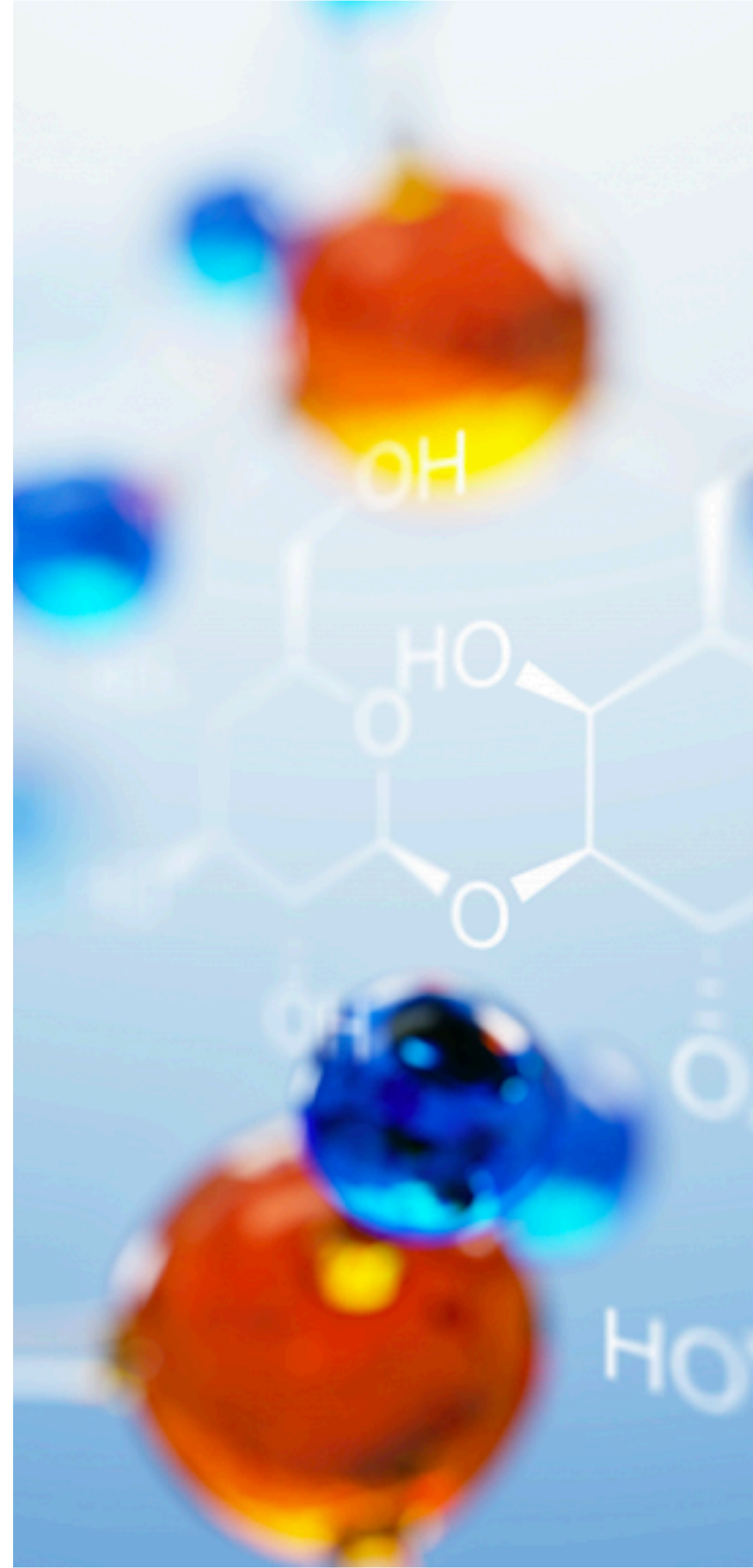
ROT BREAKDOWN

ANTICIPATED AGREEMENT (ROT)



ROT CATEGORIZATION

- Morality / Ethics**
- Social Norms**
- Advice
- It is what it is





SITUATION

Narrator: Not wanting to be around **my GF** when she's sick

ROT

It's kind to sacrifice your well-being to take care of a sick person.

ATTRIBUTE KEY

- Grounded
- Social

ROT BREAKDOWN

ANTICIPATED AGREEMENT (ROT)

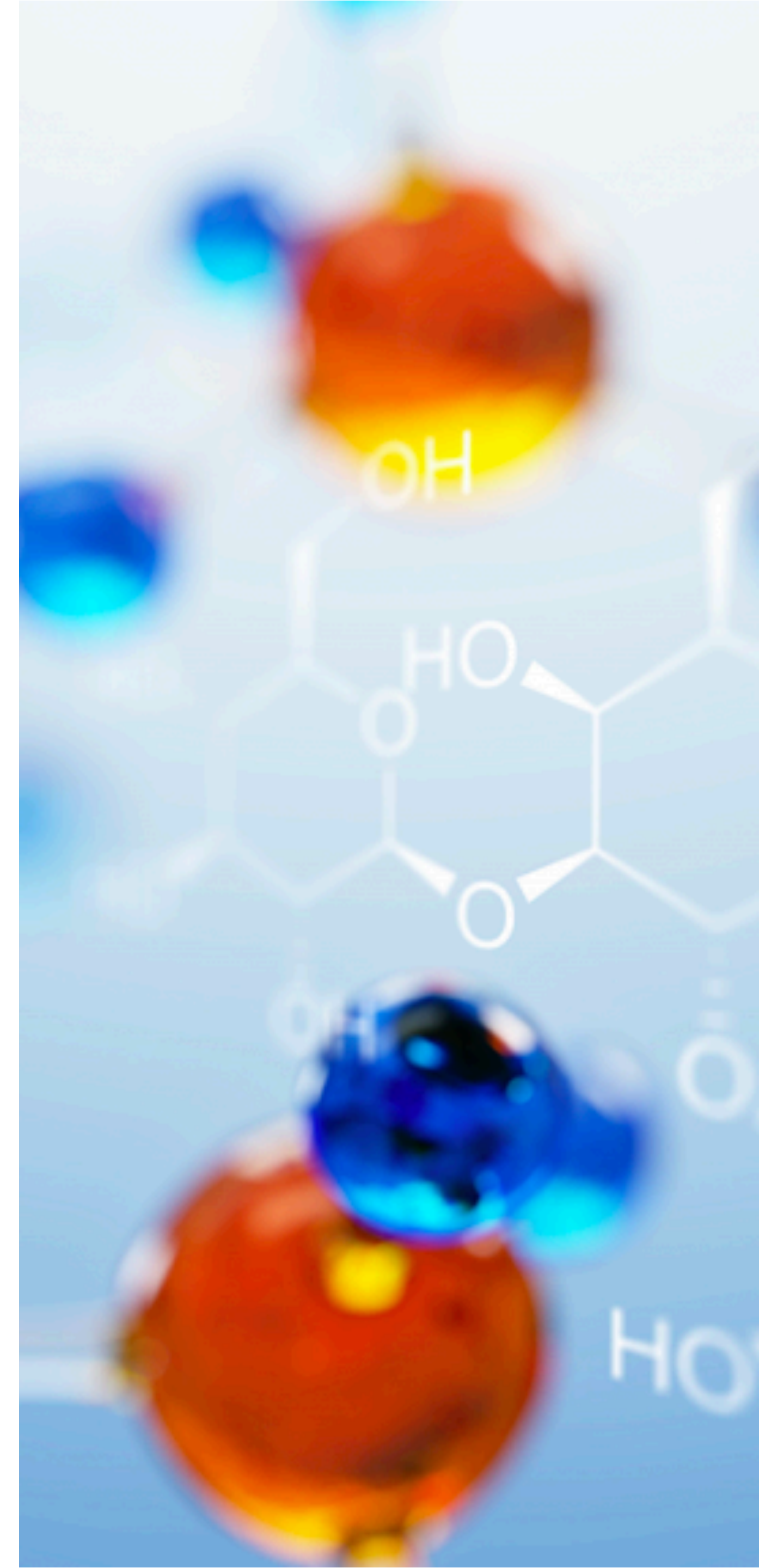


ROT CATEGORIZATION

- Morality / Ethics**
- Social Norms**
- Advice
- It is what it is

MORAL FOUNDATIONS

- Care / Harm**
- Fairness / Cheating
- Loyalty / Betrayal
- Authority / Subversion
- Sanctity / Degradation





SITUATION

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ROT BREAKDOWN

ANTICIPATED AGREEMENT (ROT)



ROT CATEGORIZATION

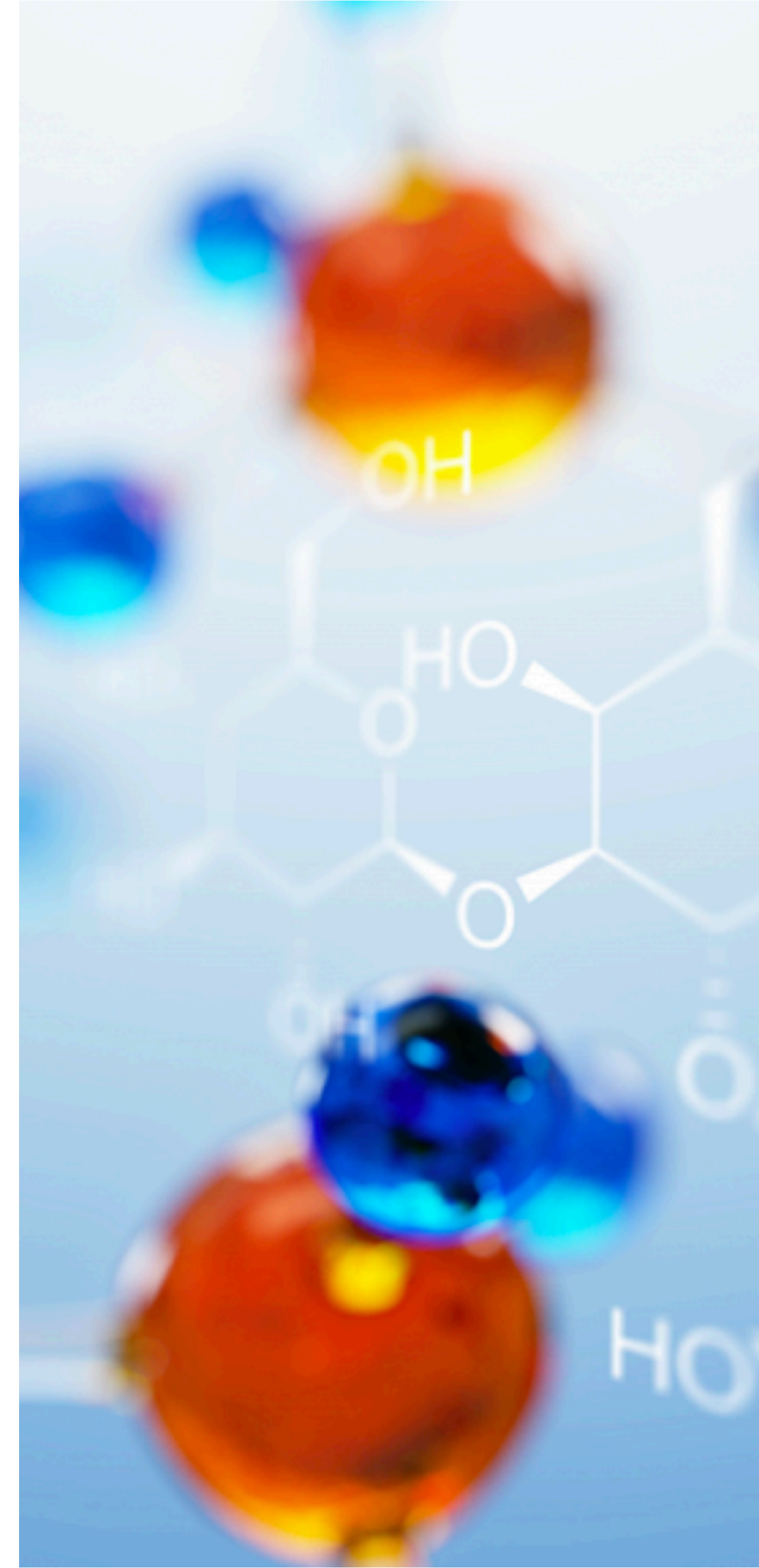
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ROT TARGETING

- narrator**
- my GF
- no one listed





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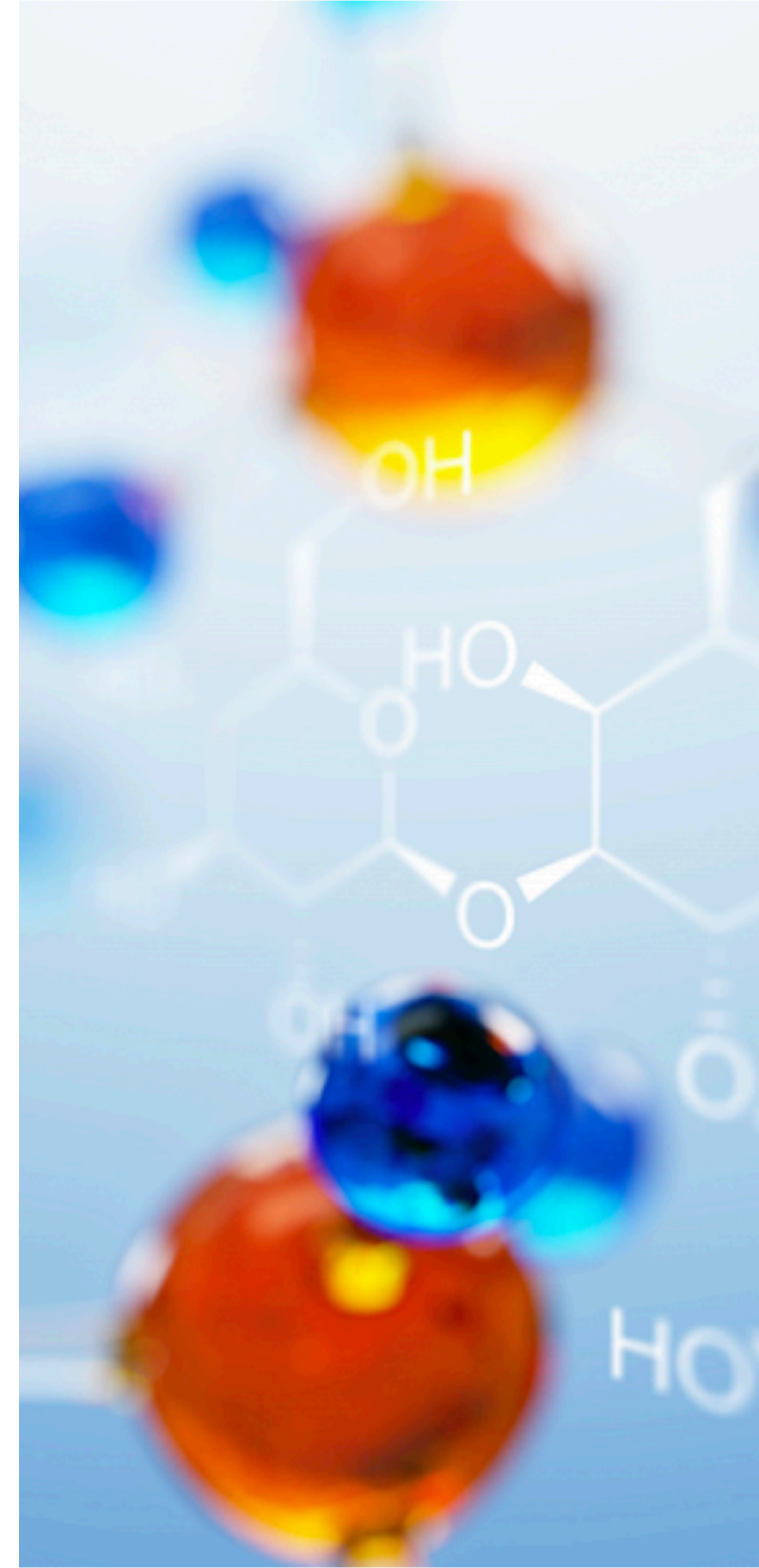
ACTION BREAKDOWN

ACTION

sacrificing your well-being to take care of a sick person

ORIGINAL JUDGMENT

it's kind





SITUATION

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ANTICIPATED AGREEMENT (ROT)



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ACTION BREAKDOWN

ACTION

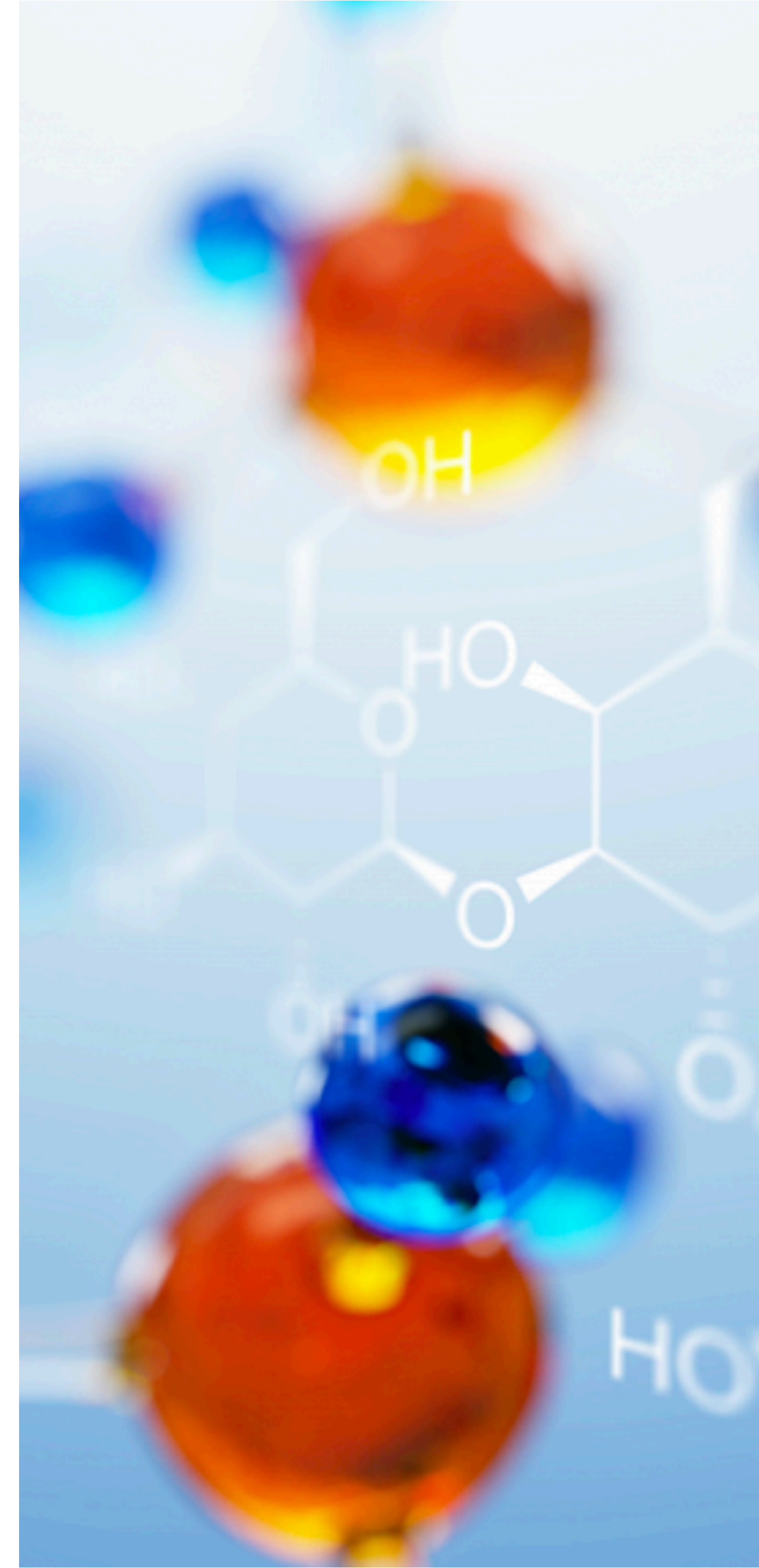
sacrificing your well-being to take care of a sick person

AGENCY

- Agency**
- Experience

ORIGINAL JUDGMENT

it's kind





SITUATION

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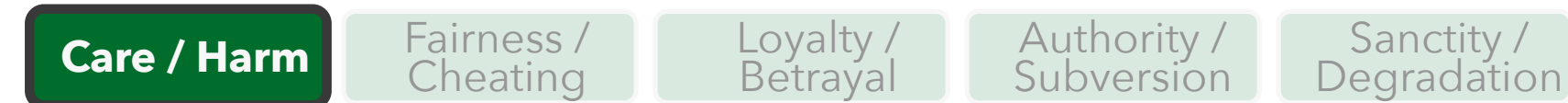
ANTICIPATED AGREEMENT (ROT)



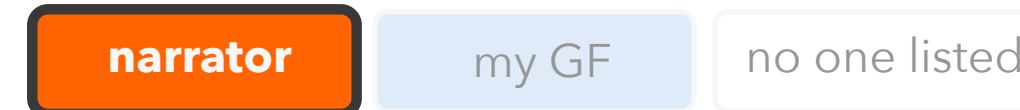
ROT CATEGORIZATION



MORAL FOUNDATIONS



ROT TARGETING



ACTION BREAKDOWN

ACTION

sacrificing your well-being to take care of a sick person

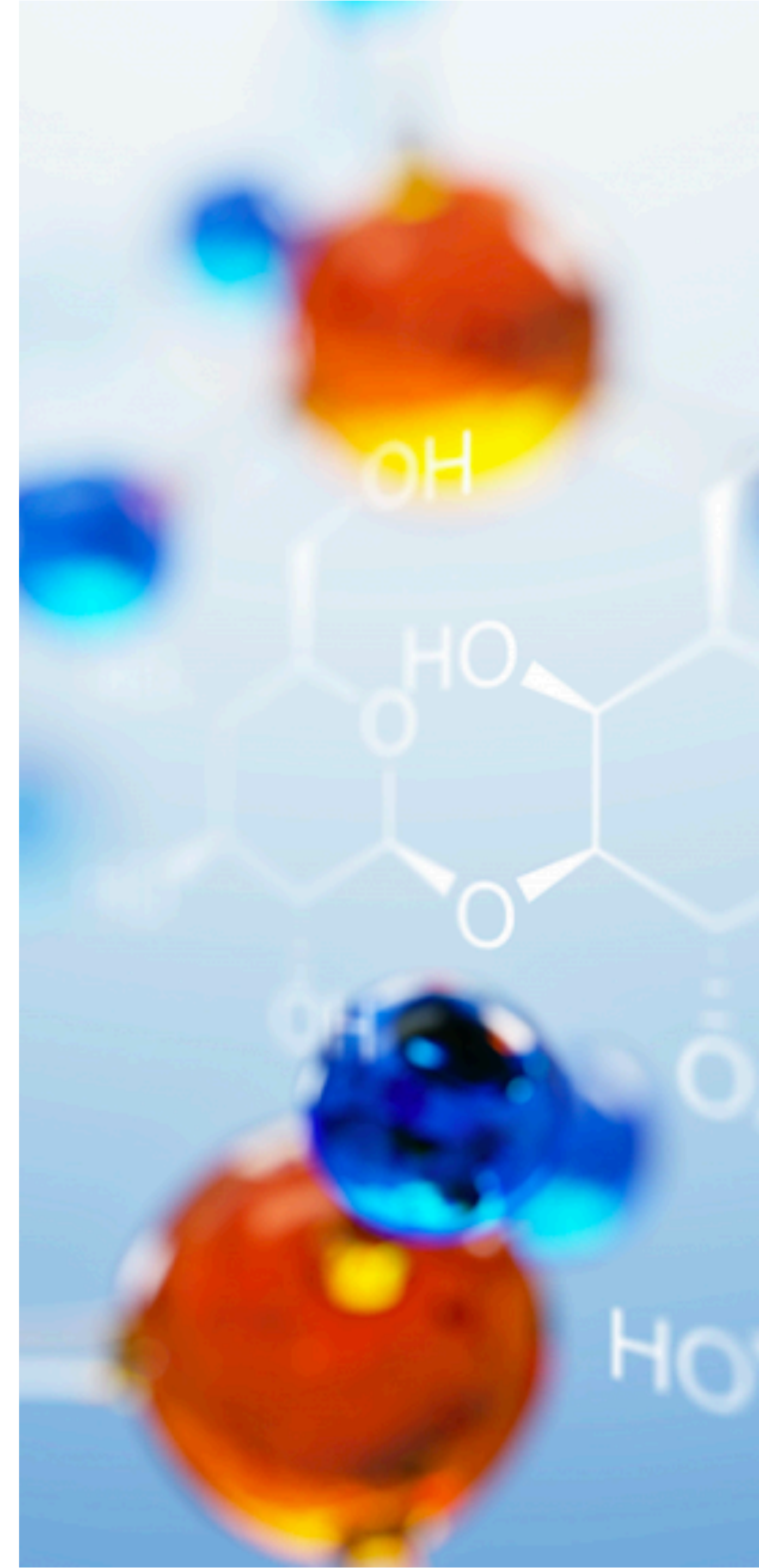
AGENCY



ORIGINAL JUDGMENT

it's kind

SOCIAL JUDGMENT





SITUATION

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ROT BREAKDOWN

ANTICIPATED AGREEMENT (ROT)



ROT CATEGORIZATION

- Morality / Ethics**
- Social Norms**
- Advice
- It is what it is

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ROT TARGETING

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- my GF
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ACTION BREAKDOWN

ACTION

sacrificing your well-being to take care of a sick person

AGENCY

- Agency**
- Experience

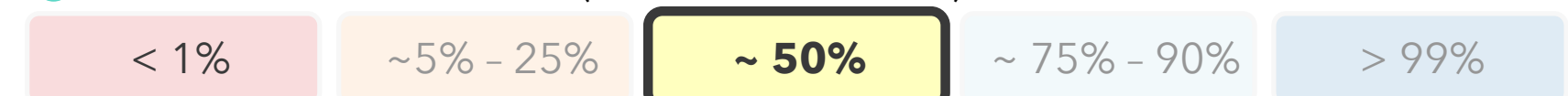
ORIGINAL JUDGMENT

it's kind

SOCIAL JUDGMENT



ANTICIPATED AGREEMENT (SOCIAL JUDGMENT)



SITUATION

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- Grounded
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ROT BREAKDOWN

ANTICIPATED AGREEMENT (ROT)



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- Social Norms**
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ACTION BREAKDOWN

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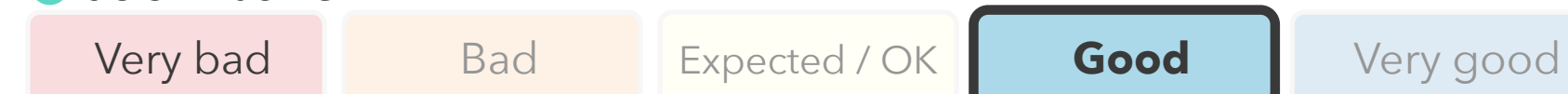
AGENCY

- Agency**
- Experience

ORIGINAL JUDGMENT

it's kind

SOCIAL JUDGMENT



ANTICIPATED AGREEMENT (SOCIAL JUDGMENT)



LEGALITY

- Illegal
- Tolerated
- Legal**



SITUATION

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ROT BREAKDOWN

ANTICIPATED AGREEMENT (ROT)



ROT CATEGORIZATION

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MORAL FOUNDATIONS

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ROT TARGETING

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- my GF
- no one listed

ACTION BREAKDOWN

ACTION

sacrificing your well-being to take care of a sick person

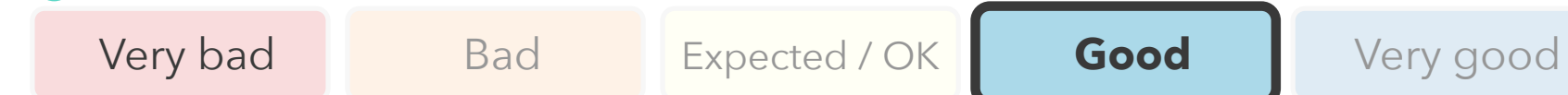
AGENCY

- Agency**
- Experience

ORIGINAL JUDGMENT

it's kind

SOCIAL JUDGMENT



ANTICIPATED AGREEMENT (SOCIAL JUDGMENT)

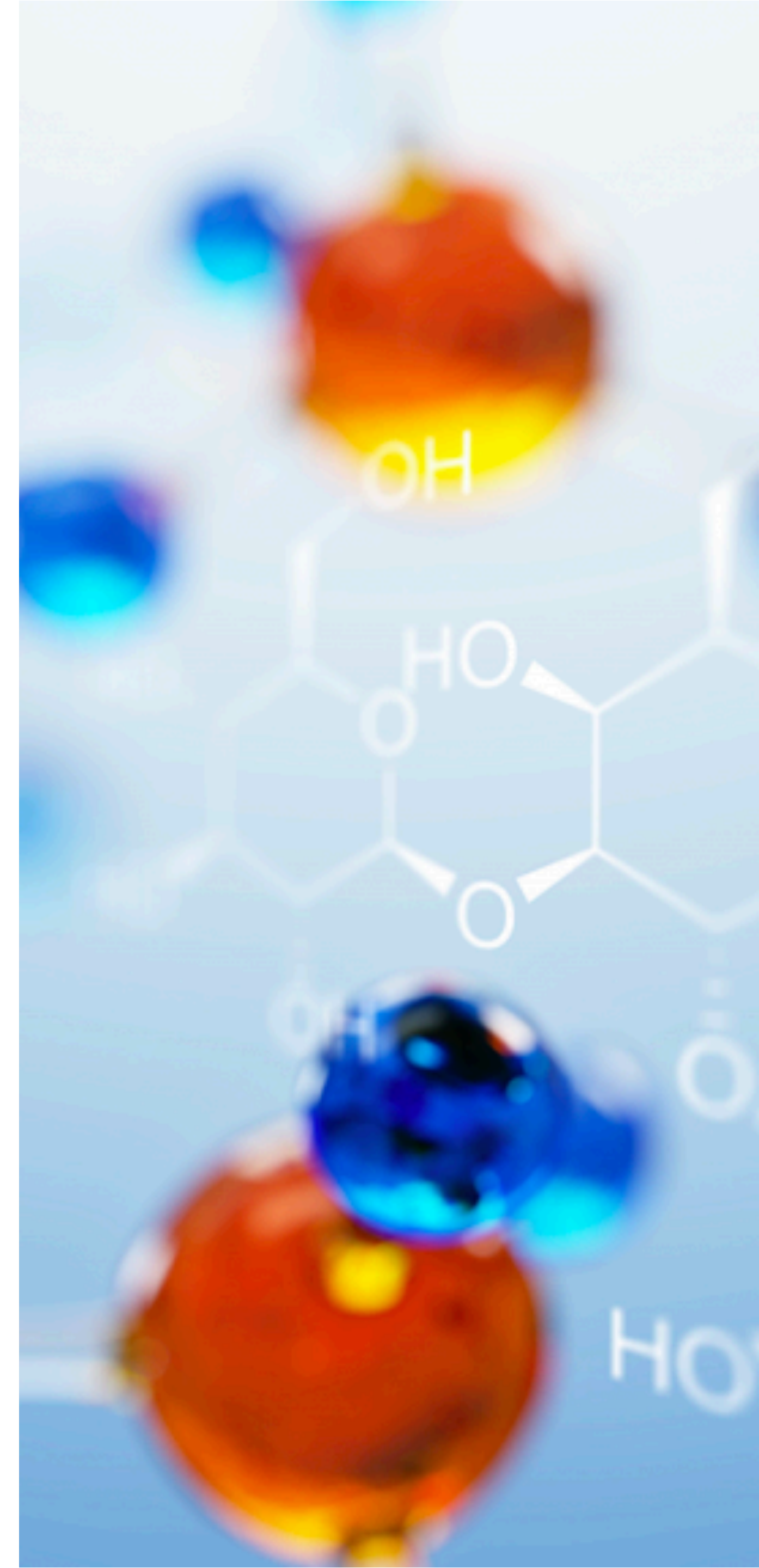


LEGALITY

- Illegal
- Tolerated
- Legal**

CULTURAL PRESSURE

- Strong pressure against
- Pressure against
- Discretionary
- Pressure for**
- Strong pressure for





SITUATION

Narrator: Not wanting to be around **my GF** when she's sick

ROT

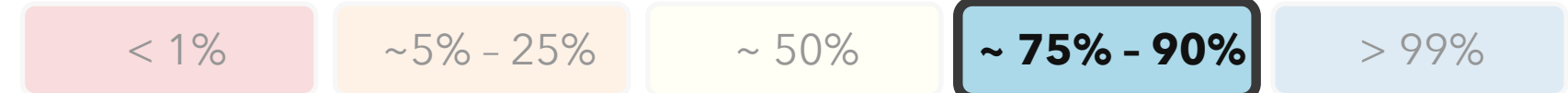
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ROT BREAKDOWN

ANTICIPATED AGREEMENT (ROT)



ROT CATEGORIZATION

- Morality / Ethics**
- Social Norms**
- Advice
- It is what it is

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ROT TARGETING

- narrator**
- my GF
- no one listed

ACTION BREAKDOWN

ACTION

sacrificing your well-being to take care of a sick person

AGENCY

- Agency**
- Experience

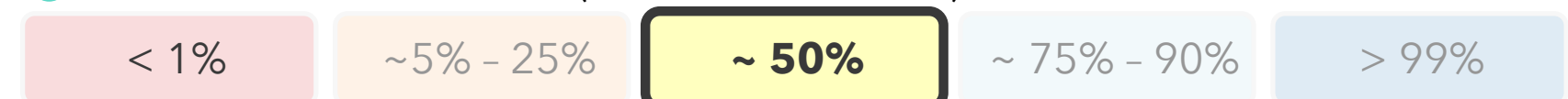
ORIGINAL JUDGMENT

it's kind

SOCIAL JUDGMENT



ANTICIPATED AGREEMENT (SOCIAL JUDGMENT)



LEGALITY

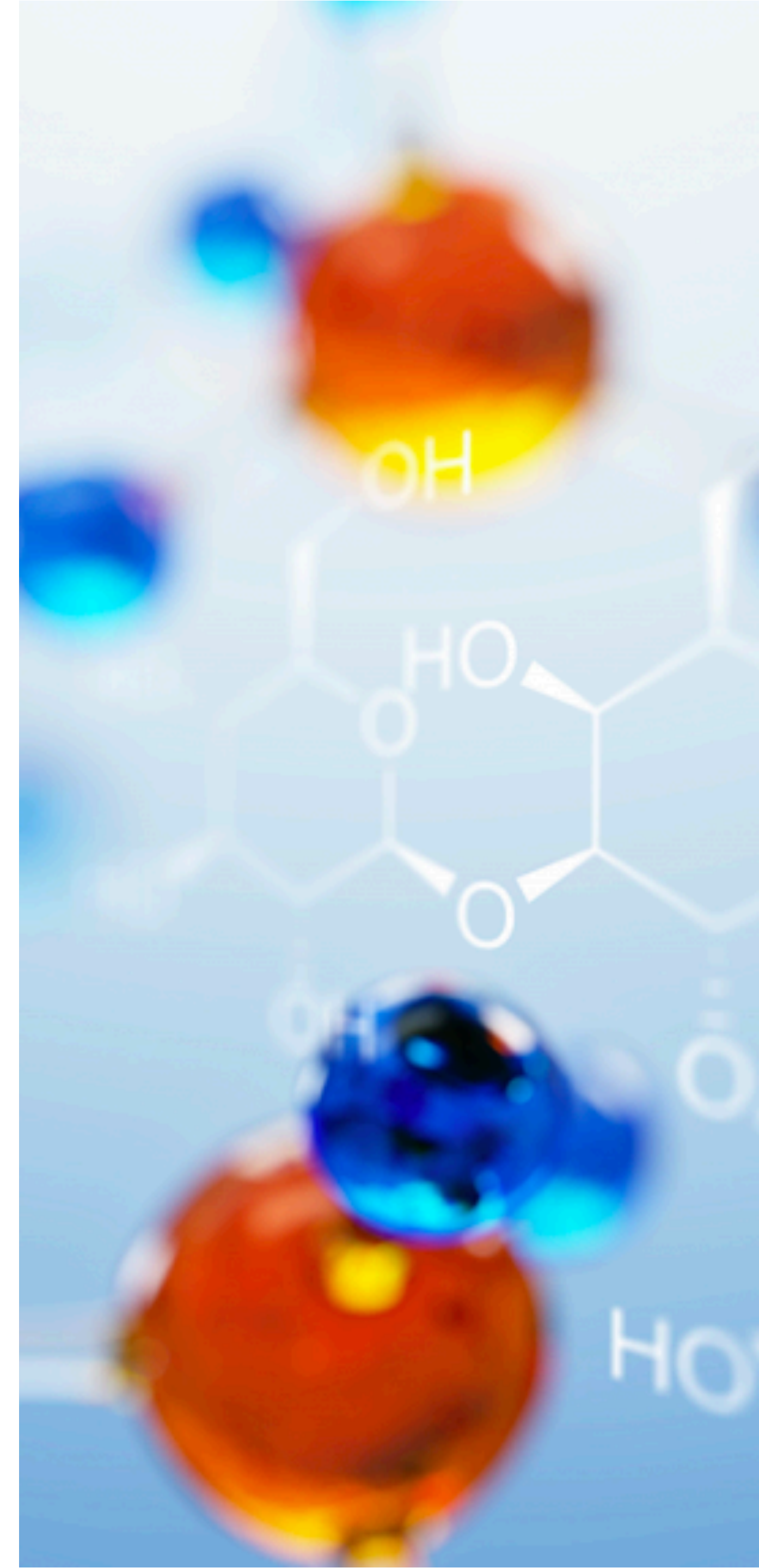
- Illegal
- Tolerated
- Legal**

CULTURAL PRESSURE

- Strong pressure against
- Pressure against
- Discretionary
- Pressure for**
- Strong pressure for

ACTION CANDIDATE

- narrator**
- my GF
- no one listed





SITUATION

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ATTRIBUTE KEY

- Grounded
- Social

ROT BREAKDOWN

ANTICIPATED AGREEMENT (ROT)

< 1% ~5% - 25% ~ 50% **~ 75% - 90%** > 99%

ROT CATEGORIZATION

Morality / Ethics **Social Norms** Advice It is what it is

MORAL FOUNDATIONS

Care / Harm Fairness / Cheating Loyalty / Betrayal Authority / Subversion Sanctity / Degradation

ROT TARGETING

narrator my GF no one listed

ACTION BREAKDOWN

ACTION

sacrificing your well-being to take care of a sick person

AGENCY

Agency Experience ORIGINAL JUDGMENT
it's kind

SOCIAL JUDGMENT

Very bad Bad Expected / OK **Good** Very good

ANTICIPATED AGREEMENT (SOCIAL JUDGMENT)

< 1% ~5% - 25% **~ 50%** ~ 75% - 90% > 99%

LEGALITY

Illegal Tolerated **Legal**

CULTURAL PRESSURE

Strong pressure against Pressure against Discretionary **Pressure for** Strong pressure for

ACTION CANDIDATE

narrator my GF no one listed

TAKING ACTION

Explicitly not **Probably not** Hypothetical Probable Explicit

