

## **Purity Homophily in Social Networks - Invited Talk**

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Does sharing moral values encourage people to connect and form communities? The importance of moral homophily (love of same) has been recognized by social scientists, but the types of moral similarities that drive this phenomenon are still unknown. In this talk, I will present a series of experiments (both large-scale, observational social-media analyses and behavioral lab experiments) that investigate which types of moral similarities influence tie formations. Our results indicate that social network processes reflect moral selection, and both online and offline differences in moral purity concerns are particularly predictive of social distance.

Dr. Morteza Dehghani is an Assistant Professor of psychology, computer science and the Brain and Creativity Institute at University of Southern California. His research spans the boundary between psychology and artificial intelligence, as does his education. His work investigates properties of cognition by using documents of the social discourse, such as narratives, social media, transcriptions of speeches and news articles, in conjunction to behavioral studies.