PUTTING THE 'SOCIAL' IN SOCIAL TOUCH

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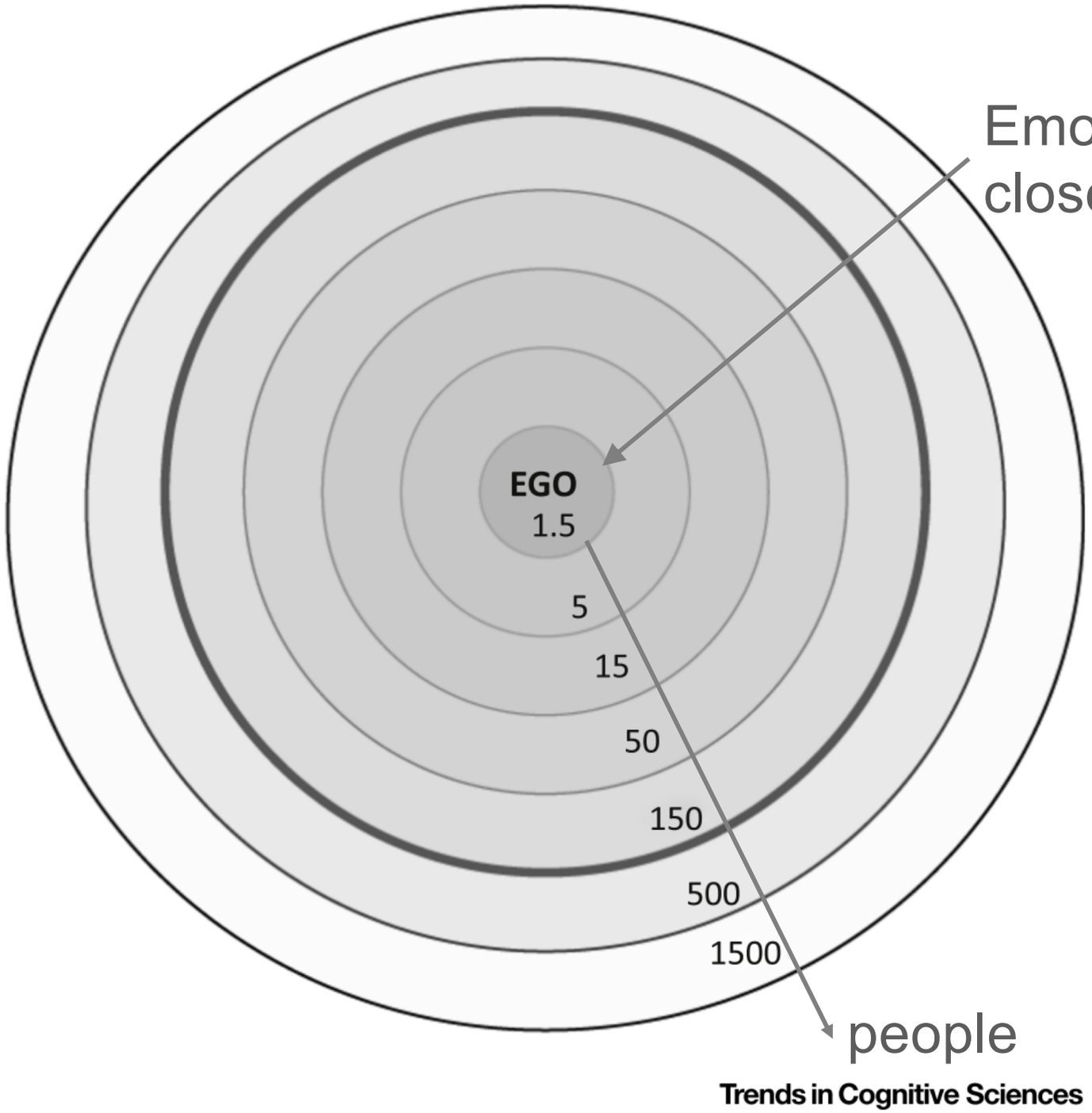
SOCIAL TOUCH THROUGHOUT THE SOCIAL NETWORK

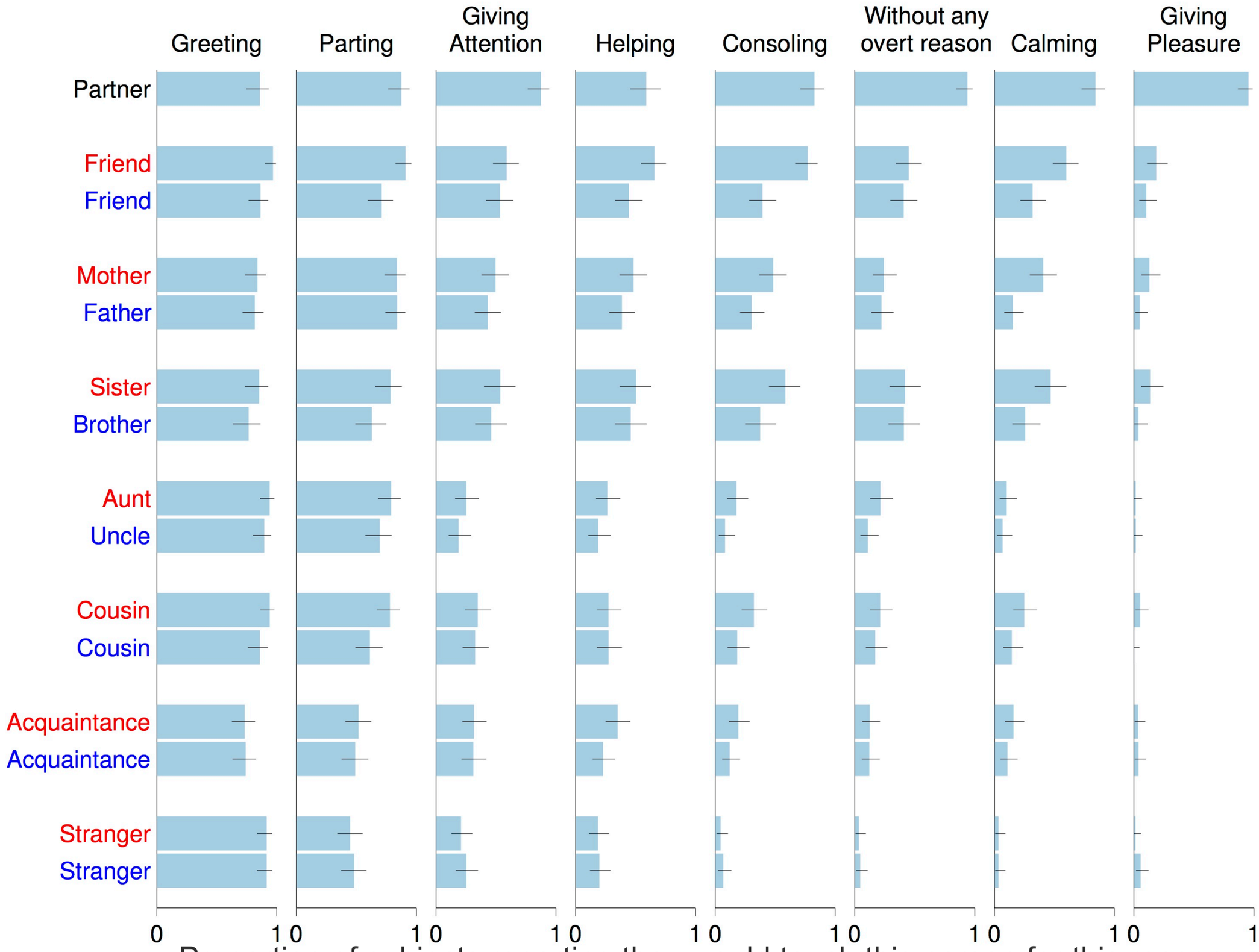
Image by Richard Renaldi, from the ”Touching Strangers” series. Used with permission.

SOCIAL NETWORKS



Dunbar 2018 TiCS

MOST REASONS FOR SOCIAL TOUCH DO DEPEND ON THE SOCIAL RELATIONSHIP



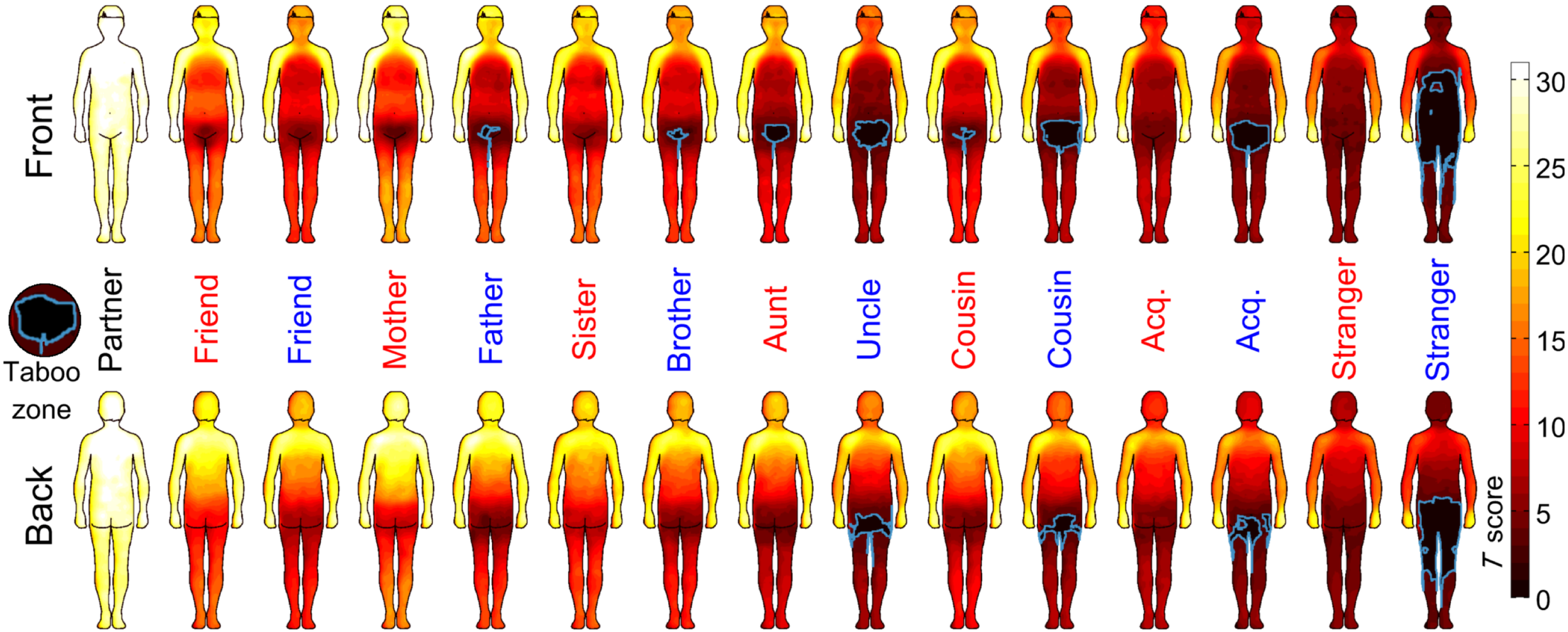
n =91
Finnish

Suvilehto et al. 2015 PNAS

ON-LINE DATA COLLECTION

- Polling 13 potential social network members from romantic partner to acquaintance + male and female stranger
- Altogether 1628 subjects from 6 countries: Finland, France, Italy, Russia, the United Kingdom and Japan

TOPOGRAPHICAL MAPS OF ACCEPTABLE SOCIAL TOUCH



N=1368
British, Finnish, French, Italian, Russian
Suvilehto et al. 2015 PNAS

Finland

France

Russia

Italy

United Kingdom

Regression lines combined

Touchability Index

0 0.1 0.2 0.3 0.4 0.5 0.6

0 1 2 3 4 5 6 7 8 9 10

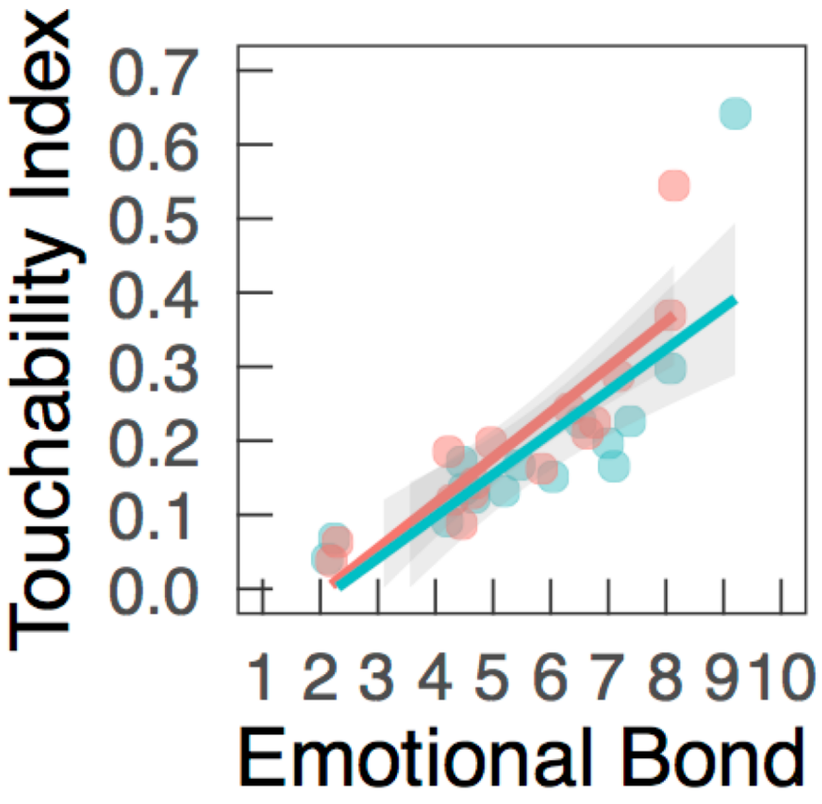
Strength of Emotional Bond

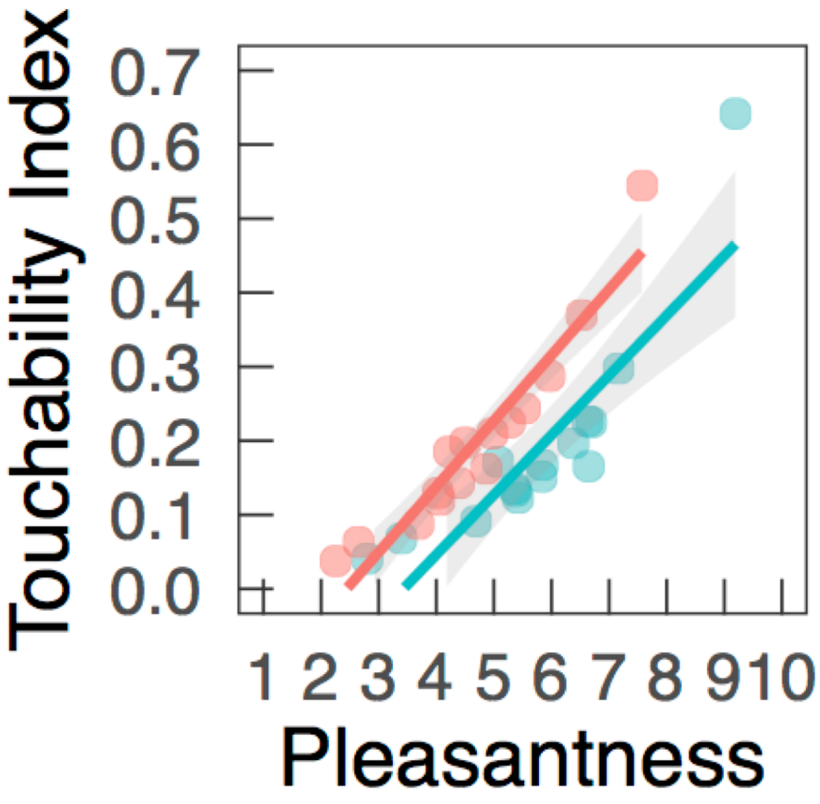
Suvilehto et al. 2015 PNAS

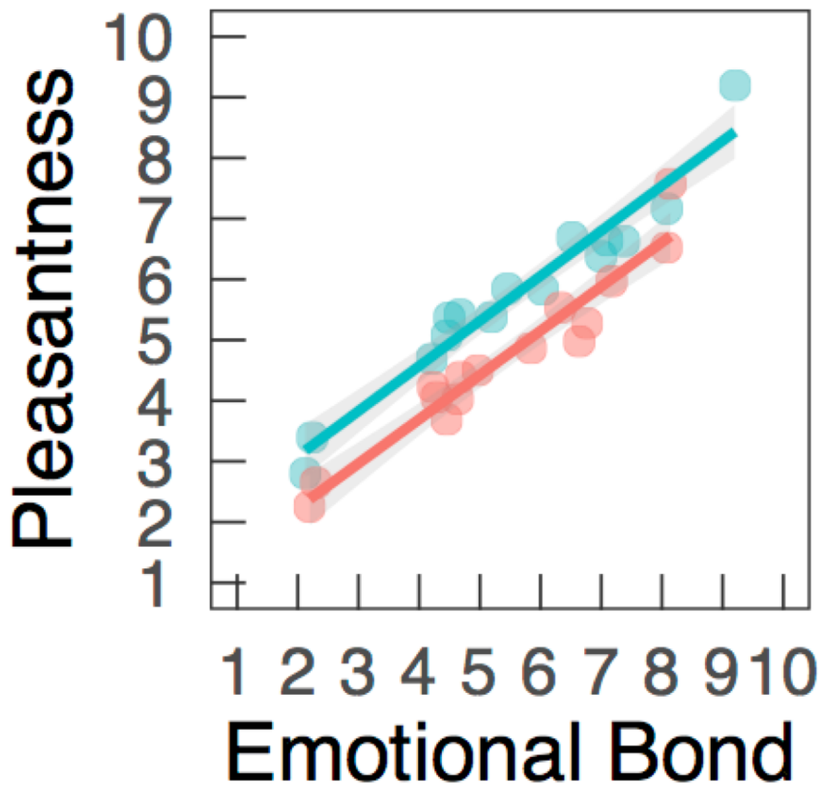
THE ROLE OF PLEASANTNESS

Image by Richard Renaldi, from the ”Touching Strangers” series. Used with permission.

EMOTIONAL BOND AND PLEASANTNESS BOTH CONTRIBUTE TO TI





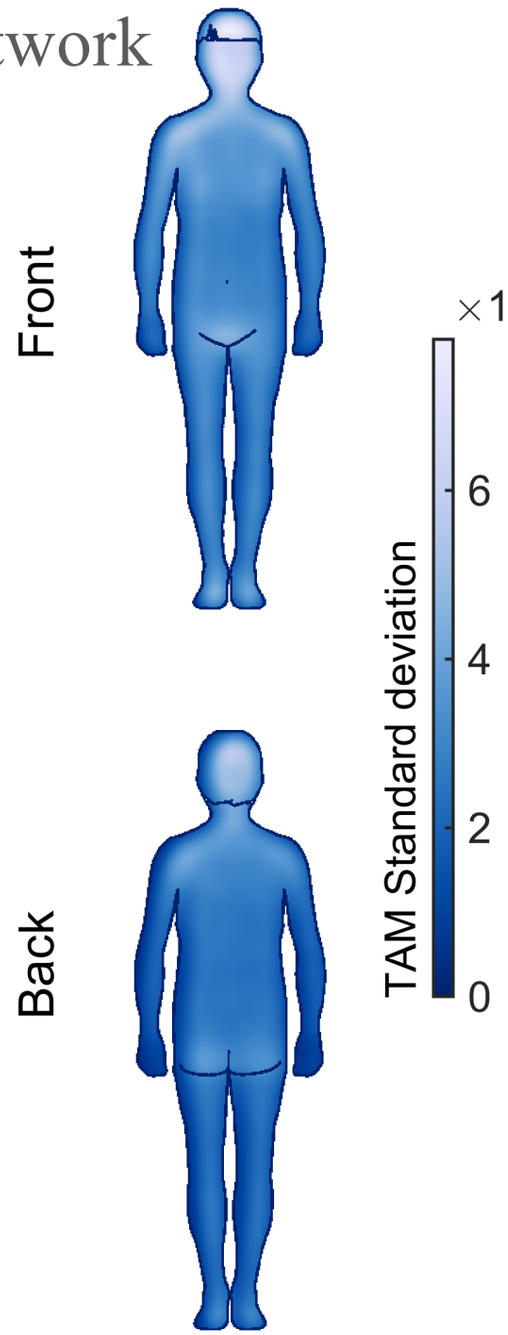


n = 385 (UK)
n = 255 (JP)

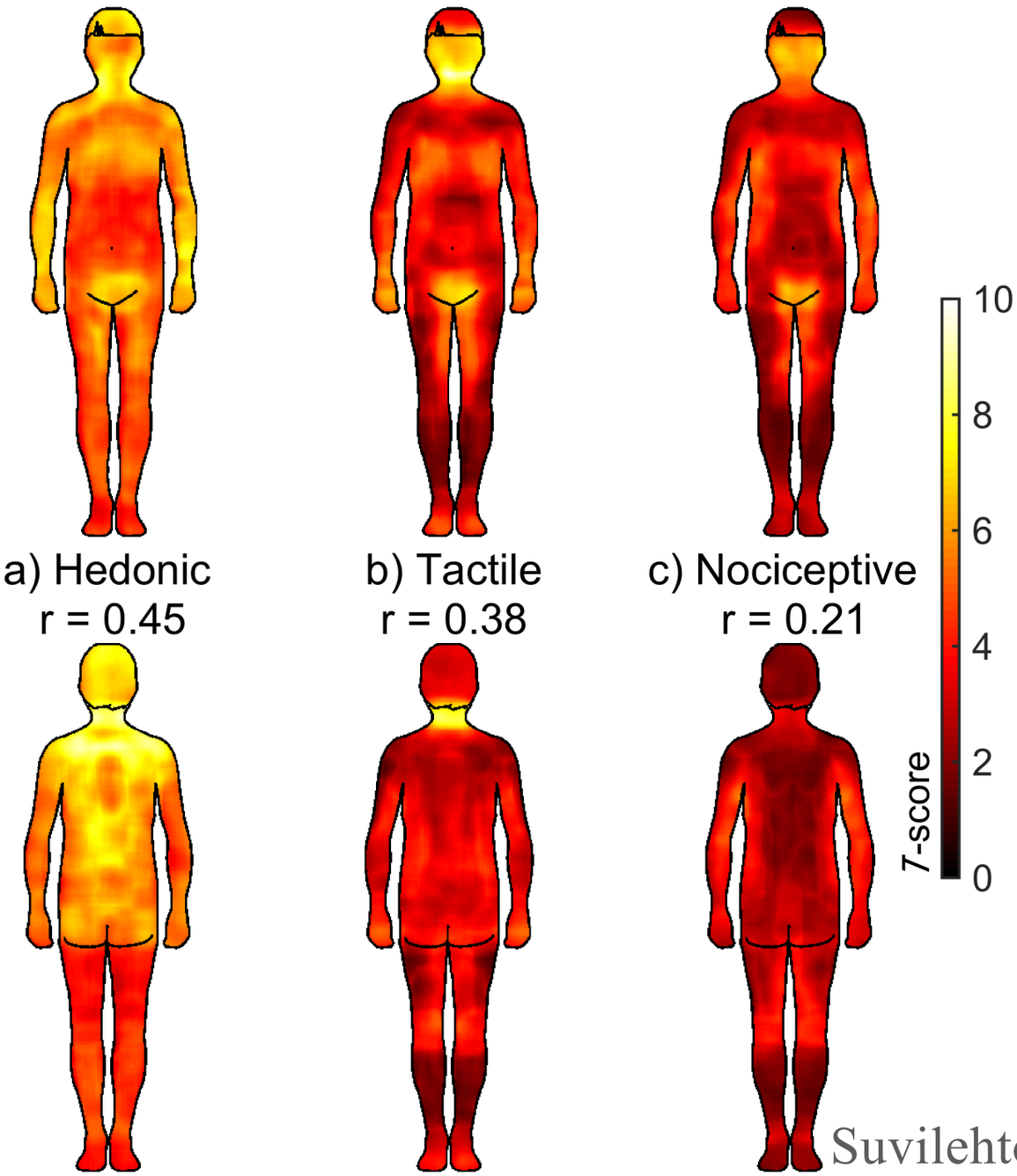
Suvilehto et al. 2019 Proc. Royal Soc. B

TOUCH IS MOST RELATIONSHIP-SPECIFIC IN AREAS WITH HIGH HEDONIC SENSITIVITY

Standard deviation in Touch Area Maps over the social network

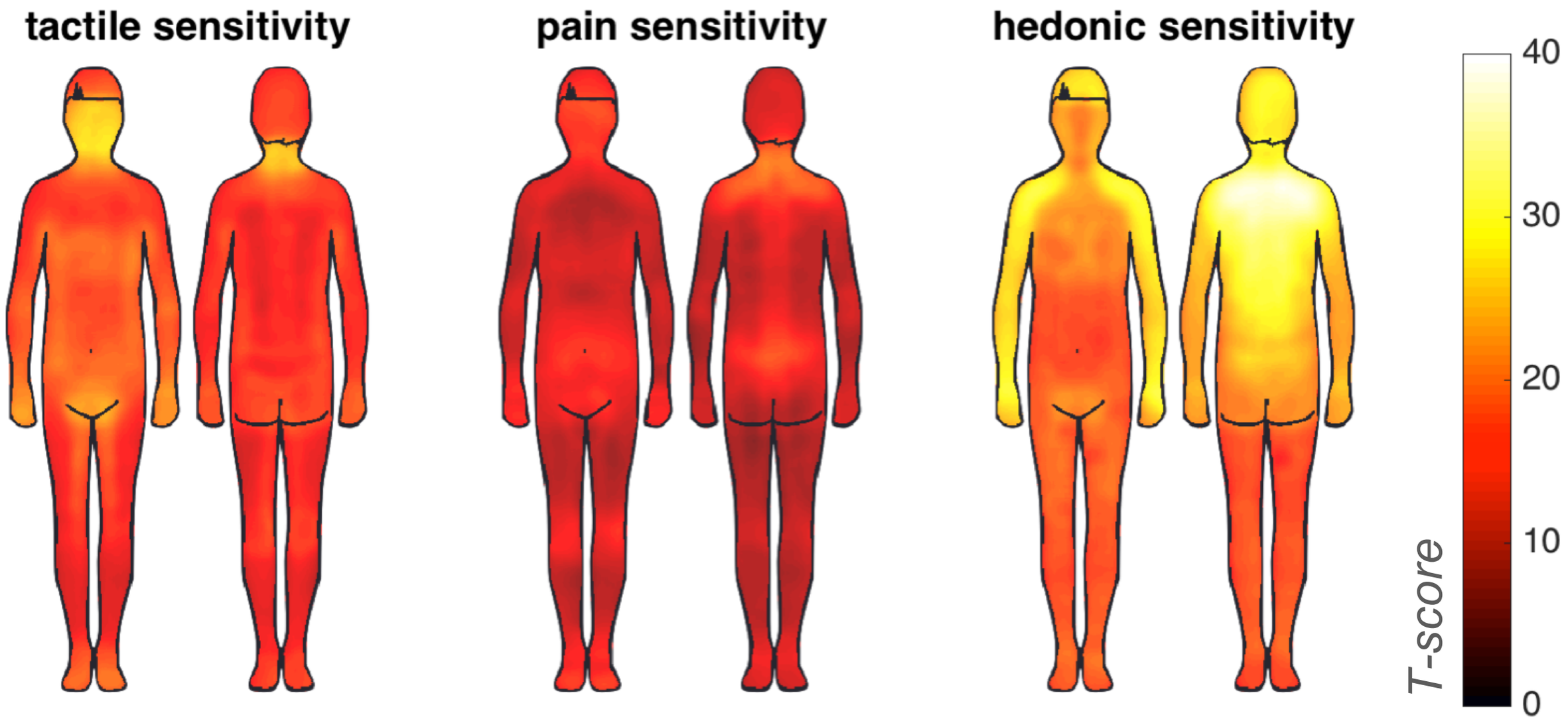


Self-reported sensitivity maps



n = 76 (Finnish)
Suvilehto et al. 2015 PNAS

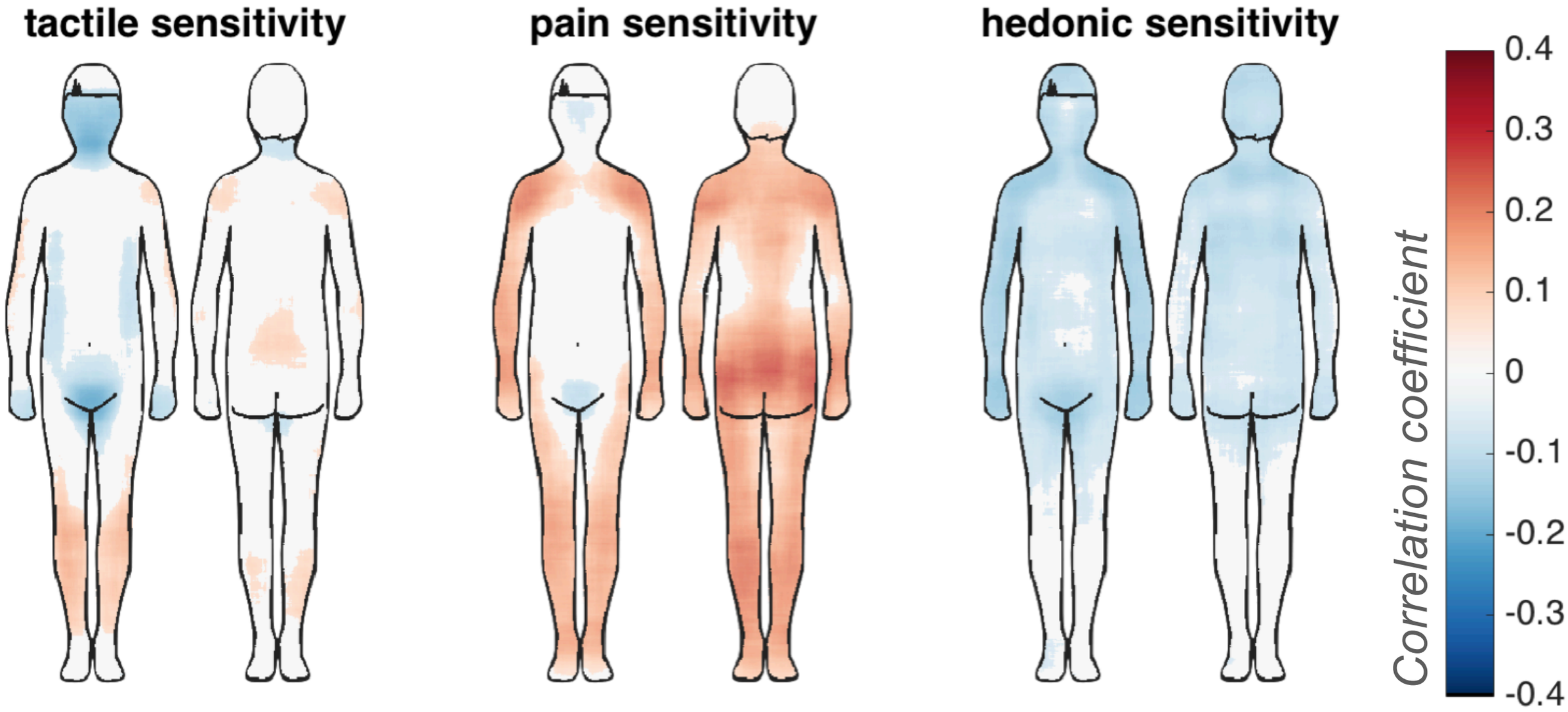
SENSITIVITY MAPS REPLICATE ON A MUCH LARGER SAMPLE



n = 2056 (Finnish)

Suvilehto, Ojala, Nummenmaa & Kalso, in prep

ACUTE PAIN INTENSITY CORRELATES WITH SELF-REPORTED SENSITIVITY MAPS



n = 2056 (Finnish)

Suvilehto, Ojala, Nummenmaa & Kalso, in prep

GENDER EFFECTS IN ACCEPTABILITY OF SOCIAL TOUCH

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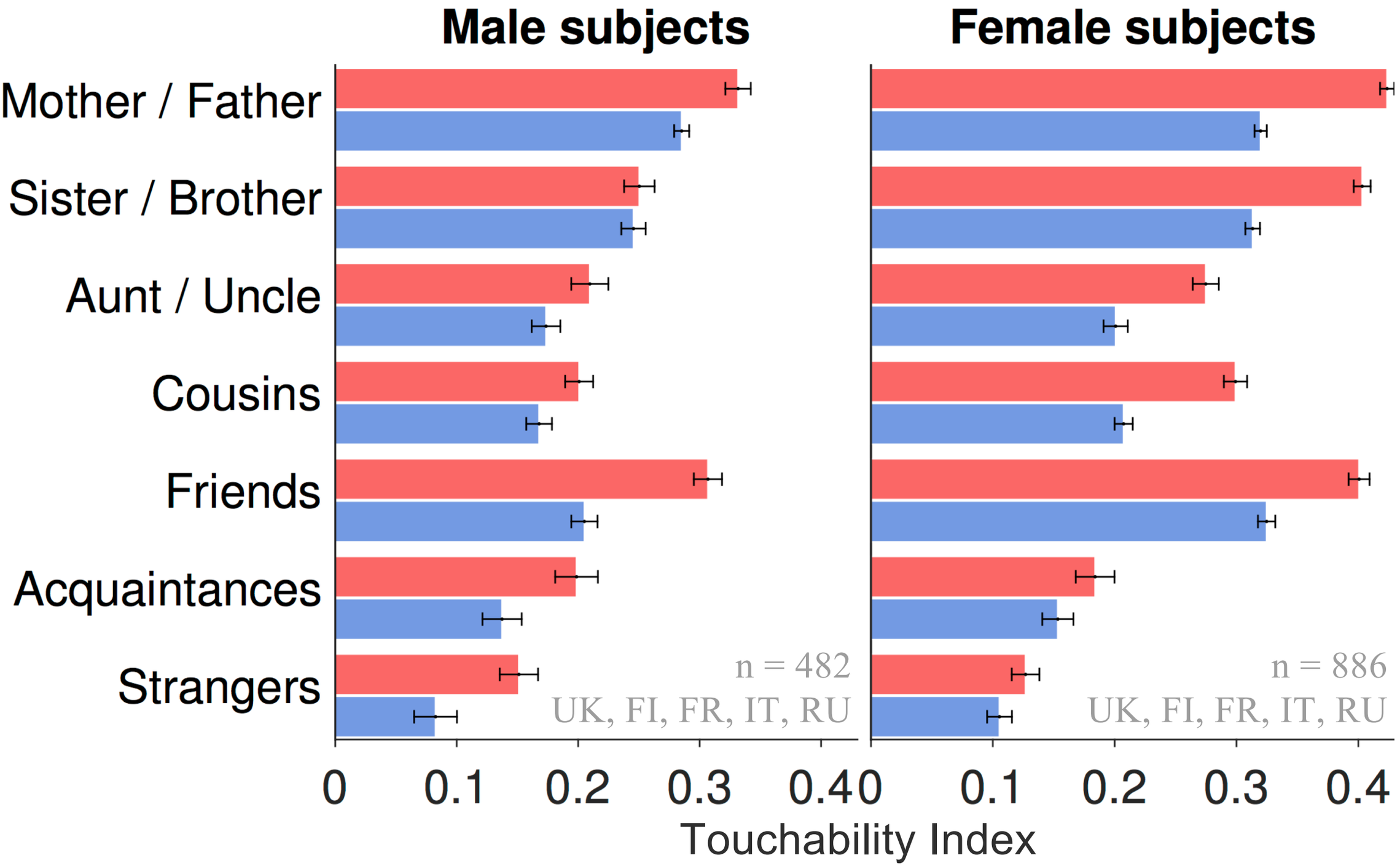
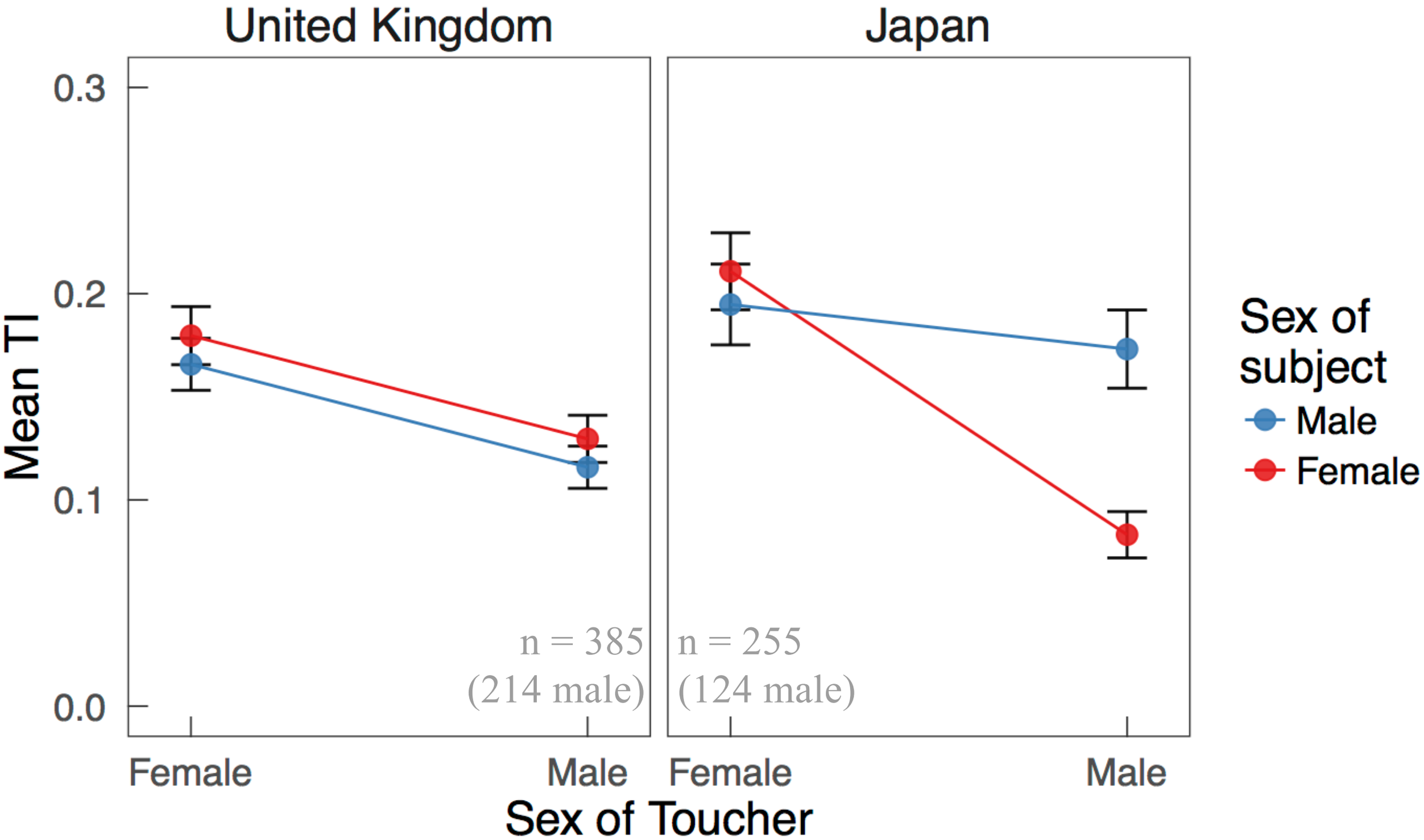
FEMALE – NOT OPPOSITE-SEX – TOUCH IS MOST ACCEPTABLE



Suvilehto et al. 2015 PNAS

THE GENDER EFFECTS SHOW CULTURAL VARIATION



Suvilehto et al. 2019 Proc. Royal Soc. B

TAKE-HOME MESSAGES

- Social relationship between toucher and touch recipient impacts reasons for using touch, acceptability, and perceived pleasantness
- Culture matters less than you would think
- Touch is most relationship-specific in areas with high hedonic sensitivity
- Female touch is more acceptable than male touch

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THANK YOU

Collaborators

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ALFRED KORDELININ SÄÄTIÖ

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