



## Having Others in Mind: Determinants and evaluations of social decisions, Workshop of DMEP & RATIO

26/01/2017 Harry and Carol Saal Auditorium (#202), Alon Building for Hi-Tech (#37)

### PROGRAM:

- 9:15 Coffee and registration**
- 9:45 Simone Moran (BGU)** Welcome
- 10:00 Paul Van Lange, Keynote, VU University** *Aggression & Cooperation Around the World*
- 11:00 Lilach Sagiv (HU)** *Considering myself or others? Personal values and social behavior*
- 11:25 Amos Schurr (BGU)** *The role of (in)action norms while driving regular and autonomous vehicles.*
- 11:50 Coffee Break**
- 12:10 Tehila Kogut (BGU)** *How close is the suffering? The role of psychological-distance and victims' identifiability in donation decisions*
- 12:35 Keren Weinshall-Margel (HU)** *Plaintiff - Defendant Asymmetries? The case of pro-plaintiff cost shifting in Israeli trial courts*
- 13:00 Ilanit Siman Tov-Nachlieli (BGU)** *The Moral Negotiator's Advantage: The Role of the "Big Two" Agency and Communion Dimensions in Negotiations*
- 13:25 Lunch Break**
- 14:40 Blitz session (15 minute talks)**
- 14:40 Uriel Haran (BGU)** *Counterpart Identifiability Increases Selfish Allocation Preferences*
- 14:55 Hagit Sabato (BGU)** *Happy to help—if it's not too sad: The effect of mood on helping identifiable and unidentifiable victims*
- 15:10 Dan Yamin (TAU)** *Incentives' Effect in Influenza Vaccination Policy*
- 15:25 Eyal Pe'er (BIU)** *The Groucho Marx effect: Unexpected acceptance downgrades judgments*
- 15:40 Ronit Montal Rosenberg (BGU)** *When Do We Fancy Keeping Outperformers Needy? The Effect of Social Comparison on Helping Decisions*
- 15:55 Miri Stryjan (BGU)** *Preparing for Genocide: Quasi-Experimental Evidence from Rwanda*
- 16:10 Andrea Pittarello (UG)** *Emotional Control Reduces Terrorism Threats*
- 16:25 Coffee break**
- 16:50 Asaf Zussman (HU)** *Identity and Bias: Insights from Driving Tests*
- 17:15 Yaakov Schull (HU)** *Perspective matters: Having other in mind affects basic psychological processes*
- 17:40 Ilana Ritov (HU)** Closing

## ABSTRACTS

10:00 – 11:00

**Keynote speaker: Paul A.M. Van Lange, VU University**

### **Aggression and Cooperation Around the World**

This talk addresses the brighter and darker sides of humankind. It consists of three parts. In the first part I address the brighter side by discussing social mindfulness, a new concept that focuses on seeing and acting upon opportunities to enact low-cost cooperative behavior. I report on the origins of the concept of social mindfulness, along with a program of research that focuses on the role of social class. Are people behaving more mindfully toward others from lower or higher social classes? I will discuss predictions derived from status, similarity, and fairness. In the second part, I discuss differences between countries in terms of social mindfulness and punishment of free-riders in social dilemmas. These lines of research highlight the importance of cross-societal differences in trust and prosocial orientation. In the third part, I discuss recent work on aggression and violence. The key question here is: How can we understand large differences in aggression and violence within and between countries around the world? I will discuss a recently-developed model of CLimate, Aggression, and Self-control in Humans (CLASH) that seeks to understand variation in aggression and violence in terms of differences in climate, especially in terms of lower average temperature and larger variation in seasonal temperature. Some initial evidence relevant to CLASH will be discussed.

11:00 – 11:25

Lilach Sagiv

### **Considering myself or others? Personal values and social behavior**

Recent years have seen a growing body of research that links values to social decisions, choices and behaviors. I will present research that focuses on the value conflict between self enhancement values – that express the motivation for success and dominance over others, and self-transcendence values – that express the motivation for care and concern for others. Recent research projects indicate that emphasizing either type of values directs attention to social issues such as competition versus cooperation or promoting the interests of shareholders versus stakeholders, but yield opposing decisions and action. I will discuss both the content of relationships and the mechanisms that underlie them.

11:25 – 11:50

Amos Schurr

### **The role of (in)action norms while driving regular and autonomous vehicles**

The technology for self-driving cars is here and soon self-driving cars will replace regular cars reducing casualties and improving our lives. Still, not all accidents will be avoided and situations of unavoidable harm will still exist. Here we suggest that in a case of unavoidable harm a driver in a self-driving car who swerves the car in order to obtain the more utilitarian outcome will be judged more favorably than a driver in a regular car obtaining the same outcome. The reason is that we have different (in)action norms. We expect the driver in the regular car to act and choose the utilitarian outcome but we do not expect the driver in the self-driving car to override the car's default. This difference in expectation leads in turn to a more favorable judgment of the latter.

11:50-12:10 Coffee break

12:10 – 12:35

Tehila Kogut

**How close is the suffering? The role of psychological-distance and victims' identifiability in donation decisions**

Previous research shows that decreasing the psychological distance between donors and victims increases helping. In the current research we examined the effect of psychological distance on donations to single identified recipients vs. to general unidentified victims, experiencing the same needs. Results of three studies, in which we manipulated or measured perceived-distance, suggest that psychological distance between donors and recipients play a significant role in donations to unidentified victims. However, when a specific identified victim is considered, donation amounts are not affected by psychological distance.

12:35 – 13:00

Keren Weinshall

**Plaintiff - Defendant Asymmetries? The case of pro-plaintiff cost shifting in Israeli trial courts**

Are there asymmetries between plaintiffs and defendants in civil trial courts, such that one side systematically fares better than the other? We introduce a novel approach for confronting one aspect of litigant asymmetry by analyzing the interactions between the substantial outcomes of civil cases and the cost-shifting outcomes of the cases. The Israeli fee regime, in which judges are granted full discretion in allocation of costs, presents a unique case study for applying this approach. We analyze an original dataset of 2,000 civil cases that encompass all case disposition possibilities, across a wide range of case and litigant characteristics, thus mitigating some selection bias limitations while enriching the general civil litigation discourse beyond cases adjudicated on the merits. Our findings show compelling evidence for a pro-plaintiff effect in the courts, such that prevailing plaintiffs are granted more and higher costs than prevailing defendants. This effect can be partially attributed to plaintiffs and defendants exhibiting different cost-requesting behaviors, yet persists when request of costs is held constant. We find no evidence for other explanatory factors and cautiously suggest that there may be an implicit pro-plaintiff bias in effect in the courts. Policy implications and measures are discussed.

13:00 - 13:25

Ilanit SimanTov-Nachlieli

**The Moral Negotiator's Advantage: The Role of the "Big Two" Agency and Communion Dimensions in Negotiations**

Building upon research on the "Big Two" dimensions of social judgment—agency (or the ability-competence dimension) and communion (or the social-moral dimension), we explore the distinctive and primary role of morality (vs. sociability and agency) in negotiations. Results show that agency, morality and sociability are perceived as distinct negotiation propensities, and that negotiators desire to be perceived by their counterparts for and foremost as moral, next as agentic and least, as sociable (Study 1). Consistent with such preferences, results confirmed the advantage of having a moral reputation. While negotiators judged counterparts with both moral and sociable (vs. agentic) reputations as more pro-social, those with a moral reputation benefitted more when negotiating—were less likely to be deceived, an effect mediated through their high perceived integrity-trustworthiness (Study 2), received better offers and counter-offers in distributive negotiations (Study 3), and reached higher joint outcomes in integrative ones (Study 4).

13:25-14:40 Lunch Break

Uriel Haran

### **Counterpart Identifiability Increases Selfish Allocation Preferences**

The identifiability of one's counterpart affects behavior in myriad ways. Individuals show greater willingness to help identifiable, specific others than those perceived as anonymous. But counterpart identifiability also increases punitive and competitive behaviors. We propose a reconciliation of these seemingly contradicting phenomena by suggesting that counterpart identifiability enhances ego-protective tendencies. We tested this proposition by measuring people's resource allocation preferences vis-à-vis identifiable or unspecified counterparts. Participants behaved more selfishly and displayed lower concern for maximizing joint gains with identifiable counterparts than with unspecified ones. But providing self-affirmation before the allocation task attenuated these defensive preferences.

Hagit Sabato

### **Happy to help—if it's not too sad: The effect of mood on helping identifiable and unidentifiable victims**

In this research, we examine the role of mood in donation decisions. We suggest that the effect of mood on donation decisions may be dependent on the nature of the intended help recipient—be it a specific identified individual, or a more general need. The findings of three studies consistently show a significant interaction between mood and identifiability. In Study 1, individual differences in people's moods interacted with the identifiability of the recipient, demonstrating that the identifiability effect was attenuated by a good mood. Study 2 and Study 3 provide more causal relationships between mood and the identifiability effect, by replicating the same pattern while using different manipulations to induce moods. In both studies, donations to identified single victims exceeded donations to unidentified people with the same need—under the sad mood manipulations and under the control conditions—while participants in the Happy Mood conditions tended to donate more to address the general cause, rather than to specific identified recipients. We discuss possible mechanisms behind this donation pattern.

Dan Yamin

### **Incentives' Effect in Influenza Vaccination Policy**

In the majority of developed countries, the level of influenza vaccination coverage in all age groups is suboptimal. Hence, the authorities offer different kinds of incentives for people to become vaccinated such as subsidizing immunization or placing immunization centers in malls to make the process more accessible. We built a theoretical epidemiological game model to find the optimal incentive for vaccination and the corresponding expected level of vaccination coverage. The model was supported by survey data from questionnaires about people's perceptions about influenza and the vaccination against it. Results suggest that the optimal magnitude of the incentives should be greater when less contagious seasonal strains of influenza are involved and greater for the nonelderly population rather than the elderly, and should rise as high as \$57 per vaccinated individual so that all children between the ages of six months and four years will be vaccinated.

Eyal Pe'er

### **The Groucho Marx effect: Unexpected acceptance downgrades judgments**

Marketers sometimes target customers with “pre-approved” loans, subscriptions or memberships, hoping that the lowered transaction costs would attract them. We present evidence for a “Groucho Marx effect” – in which getting such acceptance notices can, under some conditions, trigger a decline in the post-acceptance judgments. In three studies, participants imagined applying for a membership in prestigious (country club) or common (community center) membership clubs, and provided judgments for their exclusivity and quality. Half of participants were also told they have been accepted to that club, whereas the others were told their application is under review. We found that those who were told they were accepted rated the club as less exclusive and of lower quality compared to those who only applied for membership. This Groucho Marx effect – a post-acceptance decline of group judgments – was due to the unexpected nature of the acceptance notice: when people did not expect to get accepted to the club, their evaluations of it decreased once they learned they have been accepted to it.

### **When Do We Fancy Keeping Outperformers Needy? The Effect of Social Comparison on Helping Decisions**

In this research, we test the effects of social comparisons, interdependence, and belief in a just world on peoples' helping decisions – i.e., on their general willingness to help more versus less advantageous others, as well as the type of help that they prefer to provide: dependent or autonomous help. In two studies, we find that people are less likely to provide help, particularly autonomous help, to superior or outperforming others, and that this trend is more apparent when task interdependence is low (Study 1), and when their belief in a just world is high (Study 2). We offer a psychological cost-benefit account for these results.

Miri Stryjan

### **Preparing for Genocide: Quasi-Experimental Evidence from Rwanda**

This paper provides evidence for how an authoritarian state can mobilize civilians to participate in mass violence. We analyze a Rwandan mandatory community program that required citizens to participate in community work and political meetings every Saturday in the years before the 1994 genocide. We exploit cross-sectional variation in meeting intensity induced by exogenous weather fluctuations, and find that a one standard-deviation increase in the number of rainy Saturdays resulted in a 16 percent lower civilian participation rate in genocide violence. The natural placebo test -- rainfall on all other weekdays -- yields no statistically significant results. Moreover, the result is entirely driven by areas under the control of pro-Hutu parties. Our robust findings shed light on the potentially detrimental role of government-ordered community meetings. Its importance derives, at the very least, from the resurgence of similar practices in sub-Saharan Africa.

Andrea Pittarello

### **Emotional control reduces terrorism threats**

We study how the negative affective feelings induced by terrorist attacks shape people's estimates of future attacks, and their opinion towards immigrants. Overall, stronger negative feelings corresponded to a higher estimate of likelihood of an attack, to a stronger belief that many Arab Muslims are threatening, and to a lower willingness to accept immigrants. These effects were buffered by emotion regulation strategies. Individuals who successfully manage their emotions tend to be less affected by negative feelings induced by terrorism. As a result, they estimate future attacks as less likely, judge fewer Arabs as threatening, and are also more likely to accept immigrants in their country than individuals who are less capable to manage their emotions.

16:25-16:50 Coffee break

16:50 - 17:15

Asaf Zussman

### **Identity and Bias: Insights from Driving Tests**

How does one's identity affect the evaluation of others? To shed light on this question, we analyze the universe of driving tests conducted in Israel during 2006-2015, leveraging the effectively random assignment of students and testers to tests. We find strong and robust evidence of both ethnic (Arab/Jewish) in-group bias and gender out-group bias: a student is 18 (12) percent more (less) likely to pass a test when assigned a tester from the same ethnicity (gender). We show that these patterns are consistent with a utility-based interpretation, along the lines of Becker's (1957) taste-based discrimination model.

17:15 – 17:40

Yaakov Schull

### **Perspective matters: Having other in mind affects basic psychological processes**

In the talk I will use my own research to demonstrate that basic psychological processes, such as associating, learning, deciding, and trusting are influenced by a context involving diffused trust versus distrust.