



The Effect of Repeat Performances on Authenticity



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Introduction

We find people hold similar intuitions about performances as they do about artworks: there is one original performance and “repetitions” are seen as copies (Newman & Bloom, 2012). Hence, a performer who repeats their own performance is seen as less authentic. This decreases willingness to engage with the performer (e.g., purchase tickets).

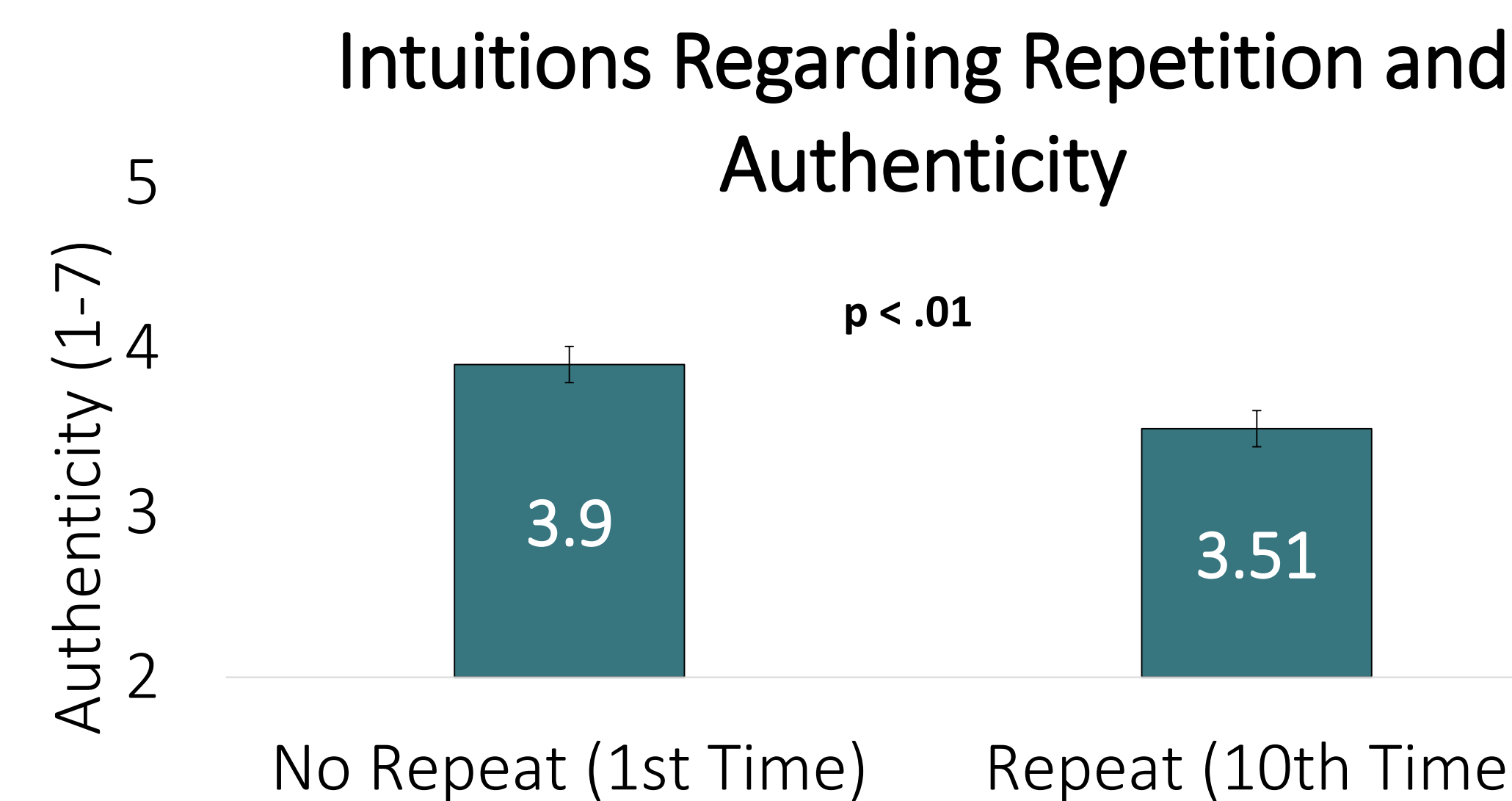
We also show that the relationship between repetition and authenticity is moderated by the meaning of authenticity associated with a domain (Carroll & Wheaton, 2009; Moulard, Garrity, & Rice, 2015).

Study 1: Intuitions Regarding Repetition and Authenticity

2(No repetition vs. Repetition)
N=255, Undergraduates

Participants watched the same 1 minute business idea pitch.
Note: This is the student's 1st (10th) time presenting this exact pitch in this competition.

- Measure
- Authenticity
 - How sincere was the speaker?
 - How genuine was the speaker?
 - How authentic was the speaker?



Study 1 Summary

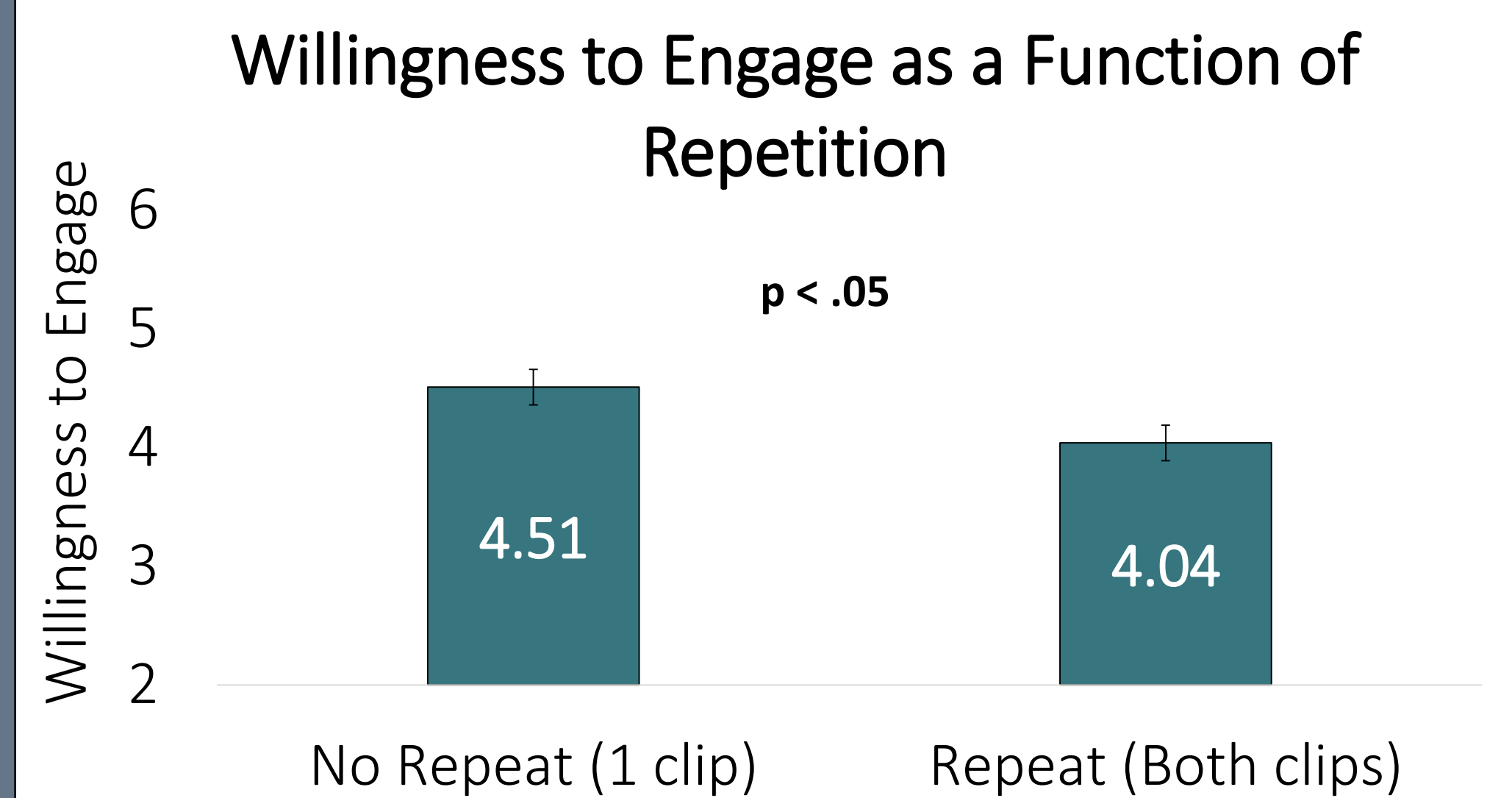
- When watching identical clips, participants rated a speaker as **less authentic** if they were told it was her 10th (vs. 1st) time presenting that exact pitch.

Study 2: Behavioral Outcomes of Repeated Performance

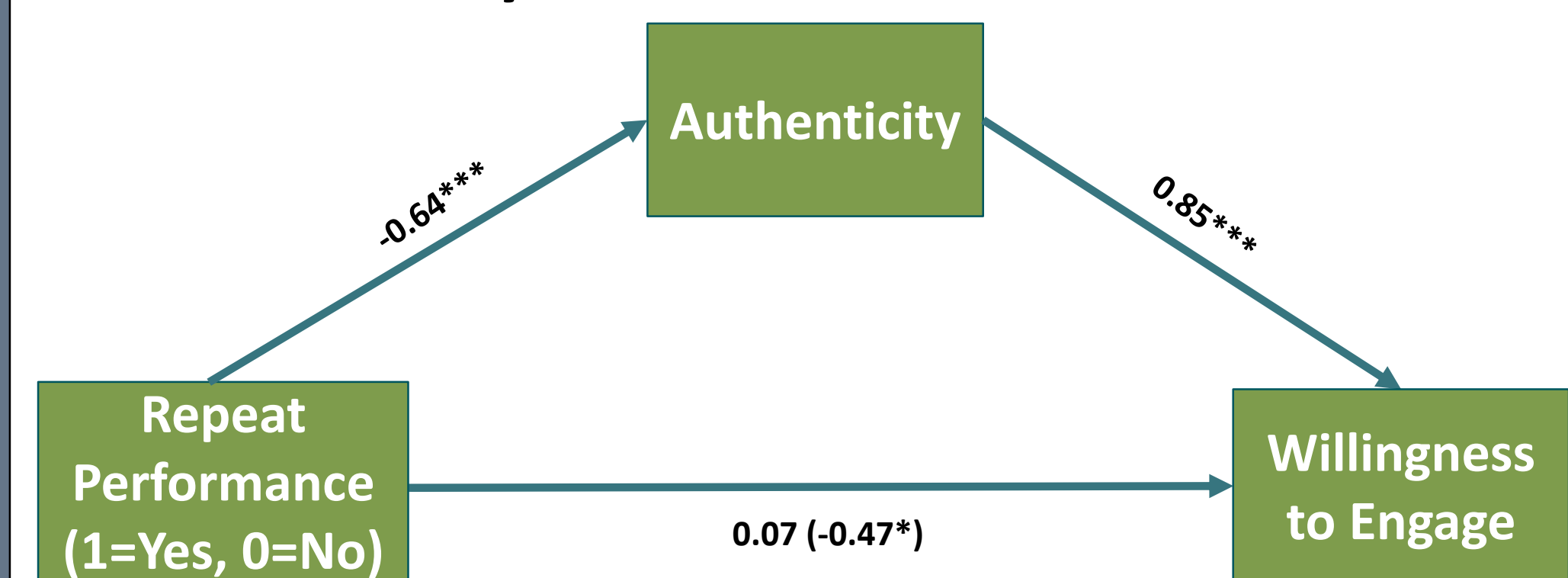
No Repeat (1 Clip) vs. Repeat (2 Clips)
N=300, Undergraduates

Participants were asked to watch either 1 or 2 clips of comedian Aziz Ansari telling the same joke.

- Measures
- Willingness to Engage (DV)
 - Purchase likelihood
 - Willingness to attend a comedy show
 - Willingness to pay for a comedy show
 - Authenticity (mediator)



Mediation Analysis



Indirect effect = -0.54, 95% CI [-0.83, -0.26]

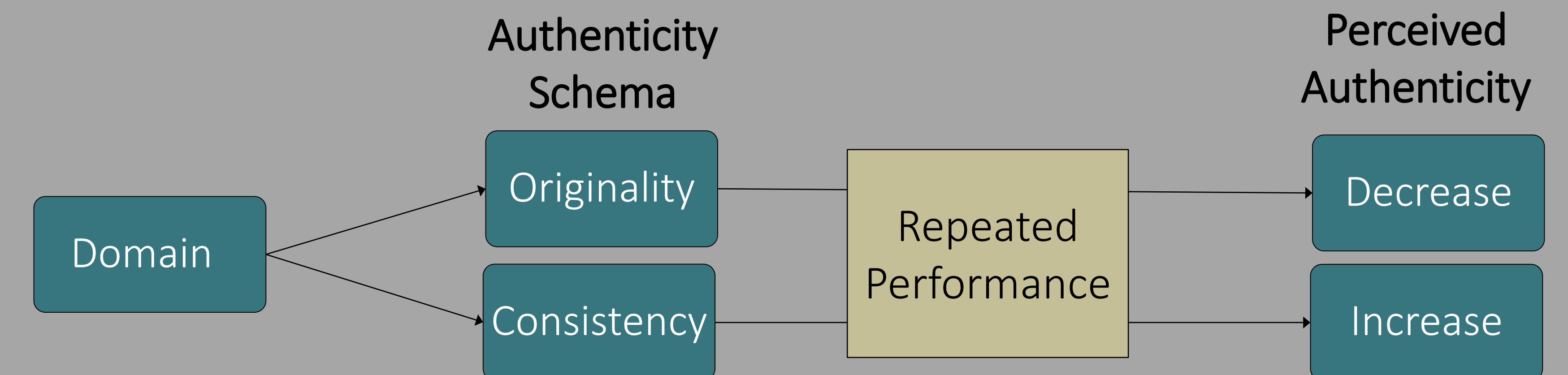
Study 2 Summary

- Watching a repeat performance **decreases willingness to engage** with a comedian.
- Perceived authenticity mediates this effect.

References:

- Carroll, G. R., & Wheaton, D. R. (2009). The organizational construction of authenticity: An examination of contemporary food and dining in the US. *Research in Organizational Behavior*, 29, 255-282.
- Moulard, J. G., Garrity, C. P., & Rice, D. H. (2015). What makes a human brand authentic? Identifying the antecedents of celebrity authenticity. *Psychology & Marketing*, 32(2), 173-186.
- Newman, G. E., & Bloom, P. (2012). Art and authenticity: The importance of originals in judgments of value. *Journal of Experimental Psychology: General*, 141(3), 558.

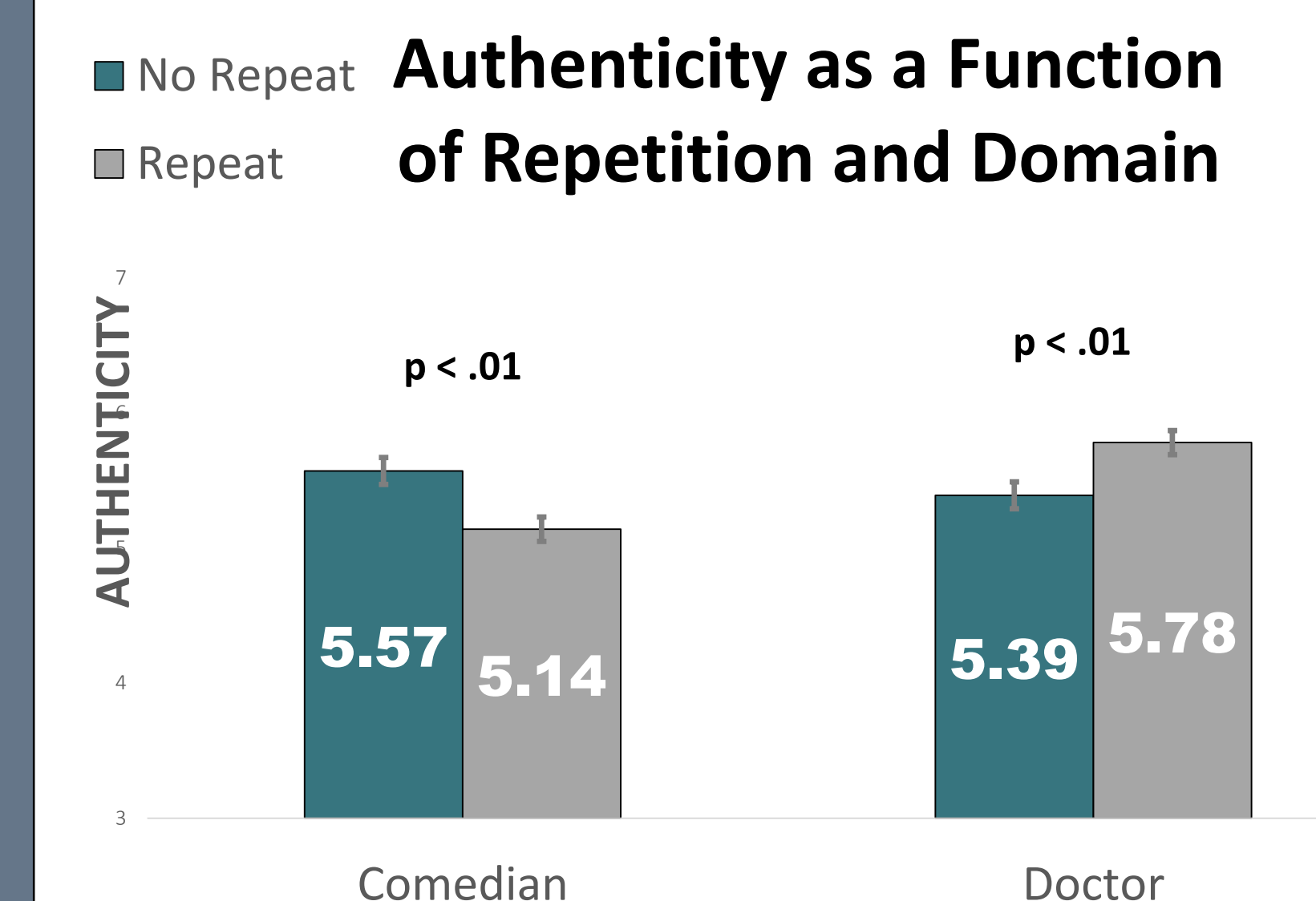
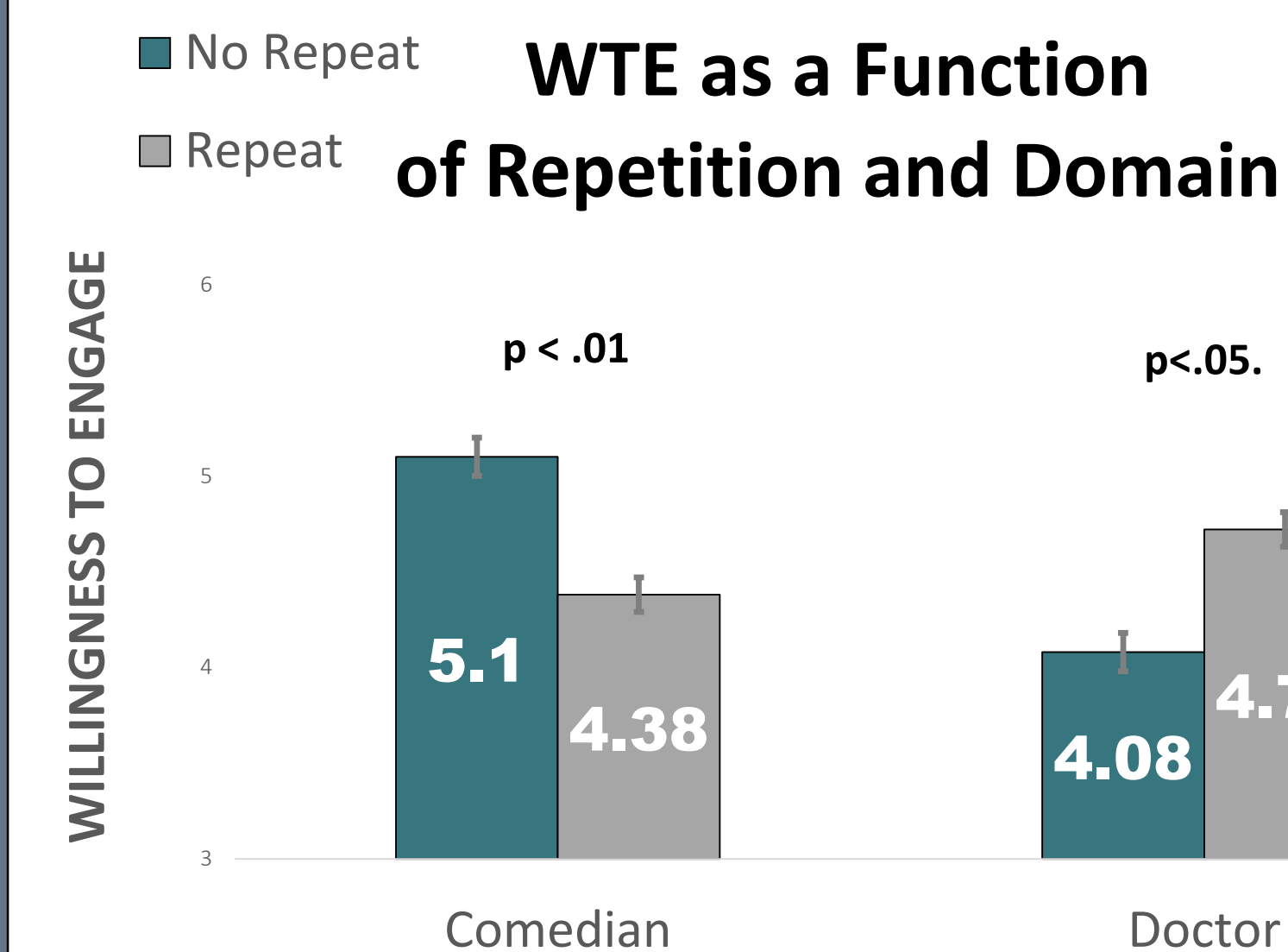
Study 3: Effect Moderated by Domain



2 (No Repeat vs. Repeat) x 2 (Domain: Comedy vs. Science)
N=383, Mechanical Turk

Participants were asked to watch 1 or 2 clips of either comedian Louis CK telling the same joke or Dr. Sanjay Gupta giving the same pitch about cell phone radiation.

- Measures
- Willingness to Engage
 - Authenticity



Study 3 Summary

- The effect from Study 2 reverses in a domain in which internal consistency is highly valued (science).
- Participants were less willing to engage with the comedian after viewing a repeat performance, but more willing to engage with the doctor following a repeat performance.
- This interaction is mediated by perceptions of authenticity.

General Discussion

- In domains in which originality is valued (e.g., comedy, entrepreneurship), repeat performances decrease perceptions of authenticity.
- In domains in which consistency is valued, repeat performances increase perceptions of authenticity.
- Authenticity perceptions influence willingness to engage with a performer.