Paying due heed to others' opinions: A meta-analysis on gender differences in advice taking

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We focused on ‘Judge Advisor System’ (JAS) Studies that used the Weight of Advice (WOA) measure

$$\text{WOA} = \frac{|\text{judge final estimate} - \text{judge initial estimate}|}{|\text{advisor recommendation} - \text{judge initial estimate}|}.$$

- Participants are asked to make two numerical estimates: Before and after the advice.
- WOA represents the degree to which the second estimate “moves” toward the advice relative to the first estimate (0 = none, 1 = completely, 0.50 = in the middle)

2 Research Questions

1) To what degree people use others' advice?

- Average WOA across studies
- "Average principle" –> WOA = 0.5 (Clemen, 1988; Hogarth, 1978)
- "people adjust, on average, about 30% of the distance between their initial estimate and advice" (Soll & Larrick, 2009, p. 781).

2) Do men take less advice than women?

- Reasons to expect this would be the case:
- Men are more overconfident than women (Bordalo et al., 2019; Soll & Klayman, 2004). In turn, overconfidence predicts advice taking (Tost et al., 2012; See et al., 2011).

2 path models:

1) Gender → Overconfidence → Advice Taking

2) Gender → Overconfidence → Advice Taking → Accuracy Final Estimate

Research Question 1: To what degree people use others' advice?

- k = 102 independent samples
- Overall WOA was $\hat{\mu}$ =.373 (95% CI: [.346, .399])

- Moderator: Whether advice was manipulated.

→ Only studies that didn't include a manipulation.

- k = 37
- Overall WOA was $\hat{\mu}$ =.305 (95% CI: [.256, .355]).

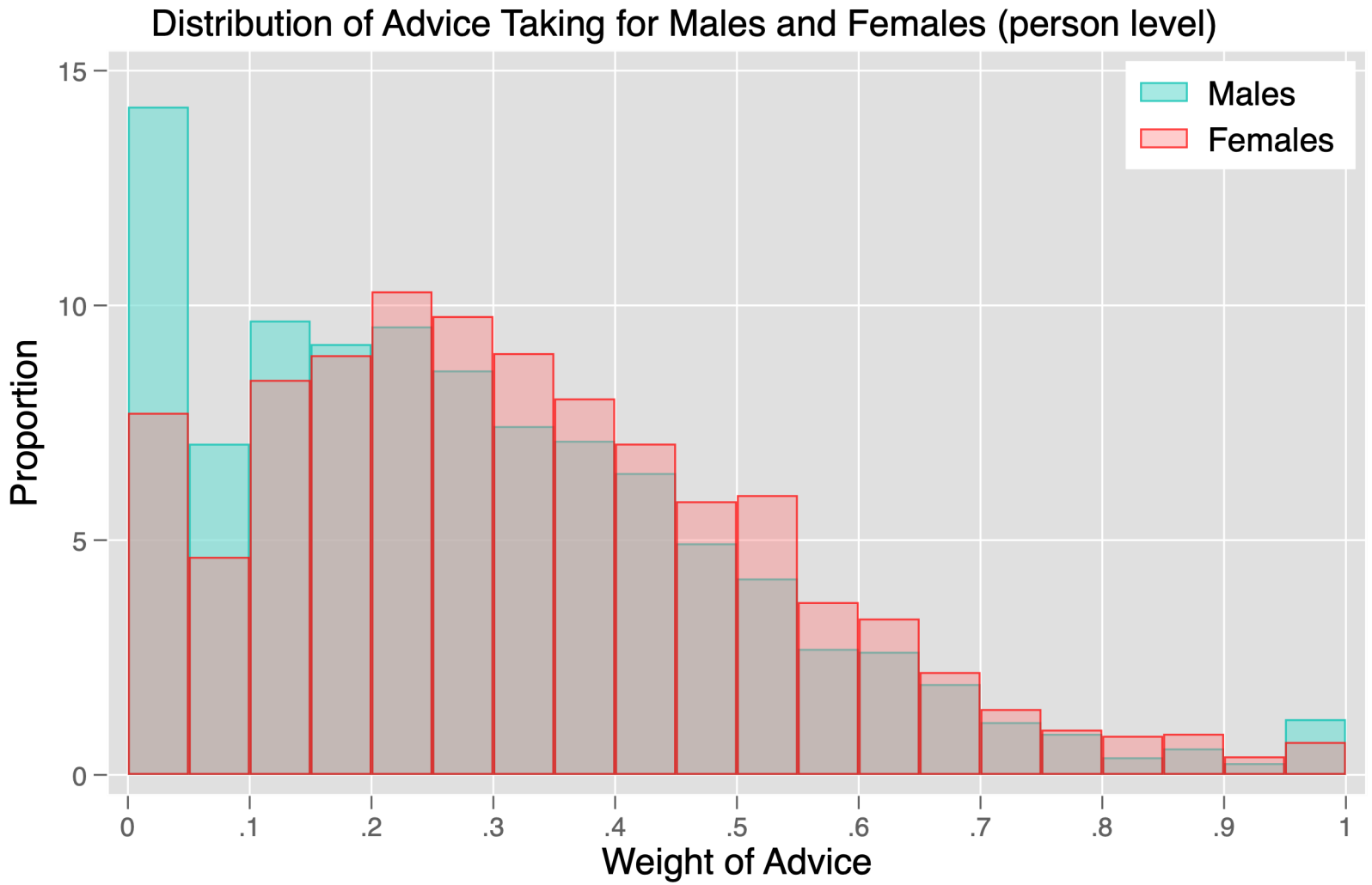
Research Question 2: Do men take less advice than women?

- k = 48
- Men took less advice than women, but the effect was small, Cohen's *d* = -.216 (95% CI: .140, .292).

- Using a meta analytical path model (Jak & Cheung, 2018) we found:
  - Indirect effect of gender on WOA through (over)confidence
    - Also a direct effect of gender on WOA.
  - Indirect effect of gender on accuracy of final estimate through (over)confidence and WOA.

→**Men take (slightly) less advice than women (partly) because they are more overconfident. This leads them to be (slightly) less accurate in their final estimates, relative to women.**

Finally, we obtained primary data from 40 studies



→Gender differences in WOA seem to be driven by a larger proportion of men who completely disregard the advice.