

Preferences for cognitive-based options in self-other decision making



Zoom Link



Project Implicit

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People more strongly prefer a cognitive-based option to an affective-based option when they make decisions for others compared to for themselves



Cognitive-based option



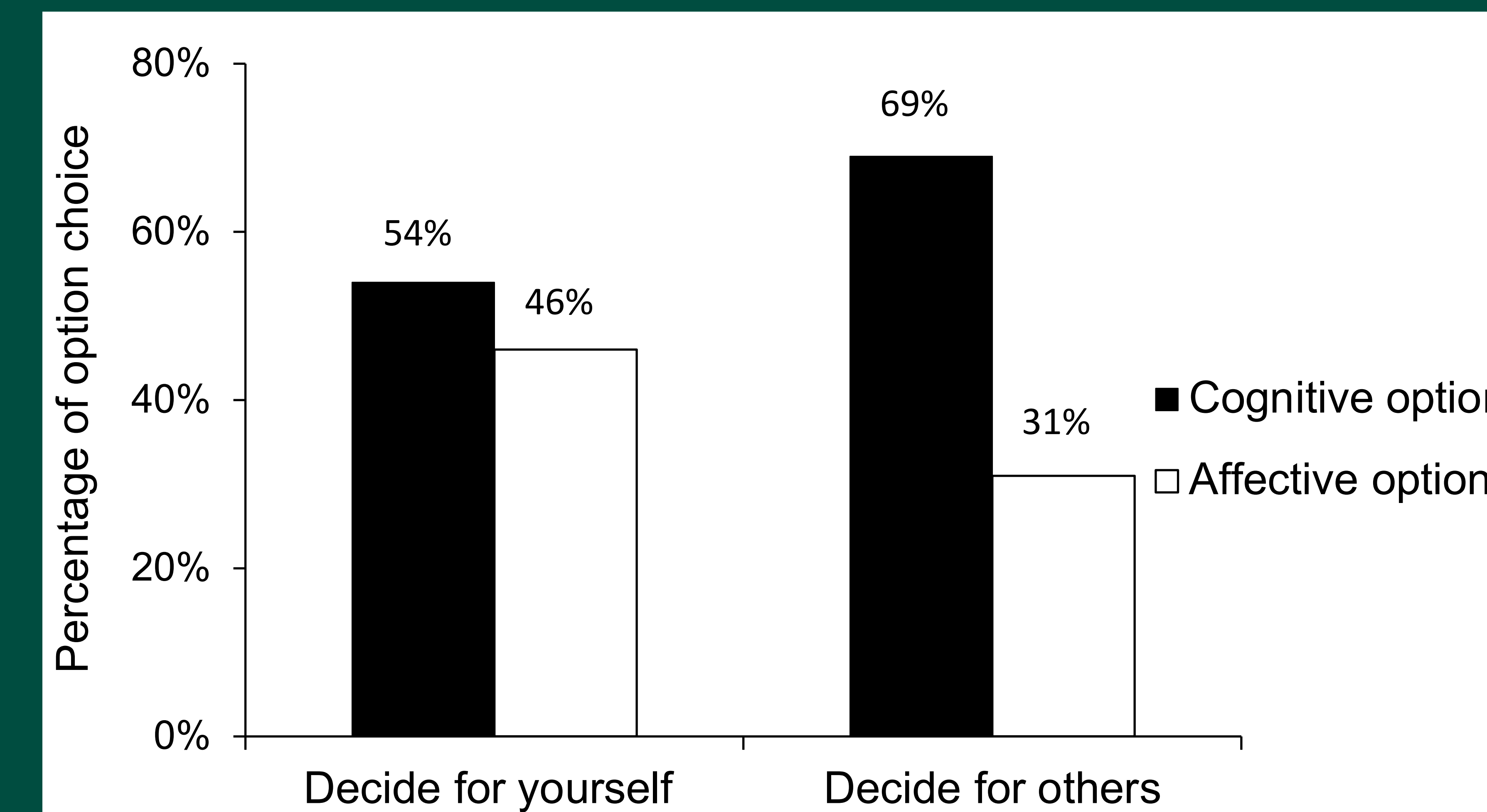
Affective-based option

RESULTS

- Making decisions for others led to stronger preference for the cognitive-based option, $\chi^2 (N = 782, df = 1) = 18.665, p < 0.001, phi = .15$.
- When people indicated their preference on scale, we found the same effect as above, $t(777) = 4.11, p < .001, Cohen's d = 0.29$.

DISCUSSION

- These results — replicated in two studies — suggest that affect and cognition weigh differently in self-other decision making, providing insight into the discrepancies between first-person view and third-person view.



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INTRO

	For self	For others
Framing perspective	Idiosyncratic preferences	What makes most people happy
Motivational perspective	Little motivation to justify	Motivated to choose the justifiable option
Construal level theory	Affective-based Lower construal	Cognitive-based Higher construal

- This research examines whether people rely on affect and cognition differently when they make decisions for the self compared to when they make decisions for others.

METHODS

Participants

- 782 Project Implicit volunteers ($M_{age} = 33$ years, 64% women, 72% White)

Manipulation

- *Decide-for-yourself condition*: imagine choosing an apartment between two options for themselves
- *Decide-for-others condition*: imagine choosing an apartment between two options for a friend of a friend

Dependent Measures

- Between the two options, which one will you choose for your friend's friend (vs. yourself)?
- Please indicate your preference for your friend's friend (vs. yourself) between the two options
 - 7-point scale