

Just between You and Me:

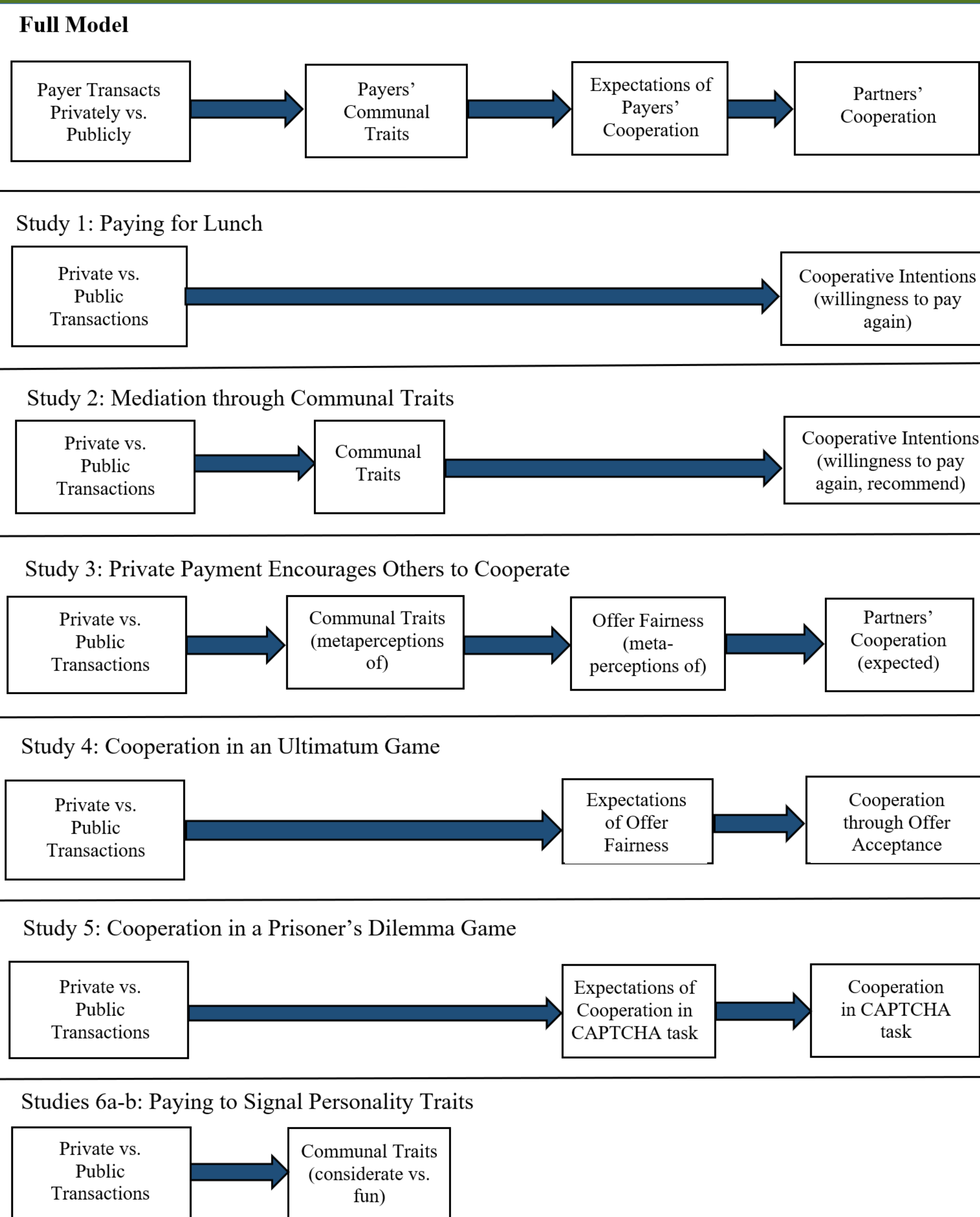
Private Payments Signal Communal Traits and Enhance Others' Willingness to Cooperate

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SUMMARY

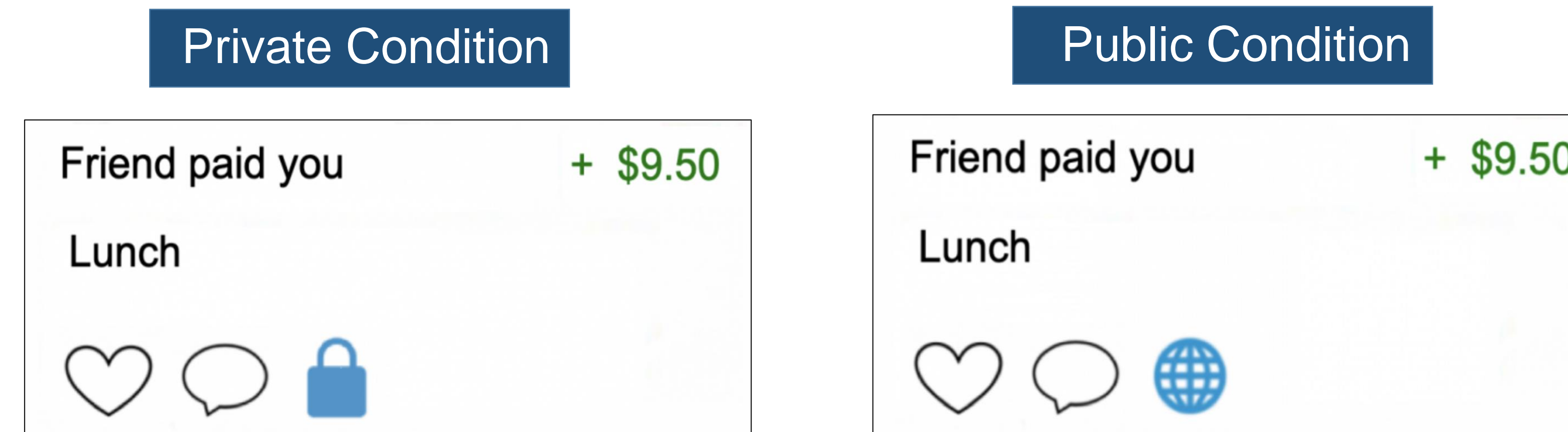
- Choosing a private (vs. public) mode of transacting represents a socially mindful behavior, as it preserves partners' future ability to keep private or disclose the transaction details (Van Lange and Van Doesum 2013).
- Partners, recognizing private payment as a socially mindful behavior, infer that private (vs. public) payment initiators **have stronger communal traits**, and **expect that they will be more likely to cooperate**.
- On the basis of these inferences, **partners themselves become more likely to cooperate**.
- Consumers also **use the decision to transact privately to signal their own communal orientation**, expecting it may encourage cooperation in others.

OVERVIEW OF STUDIES



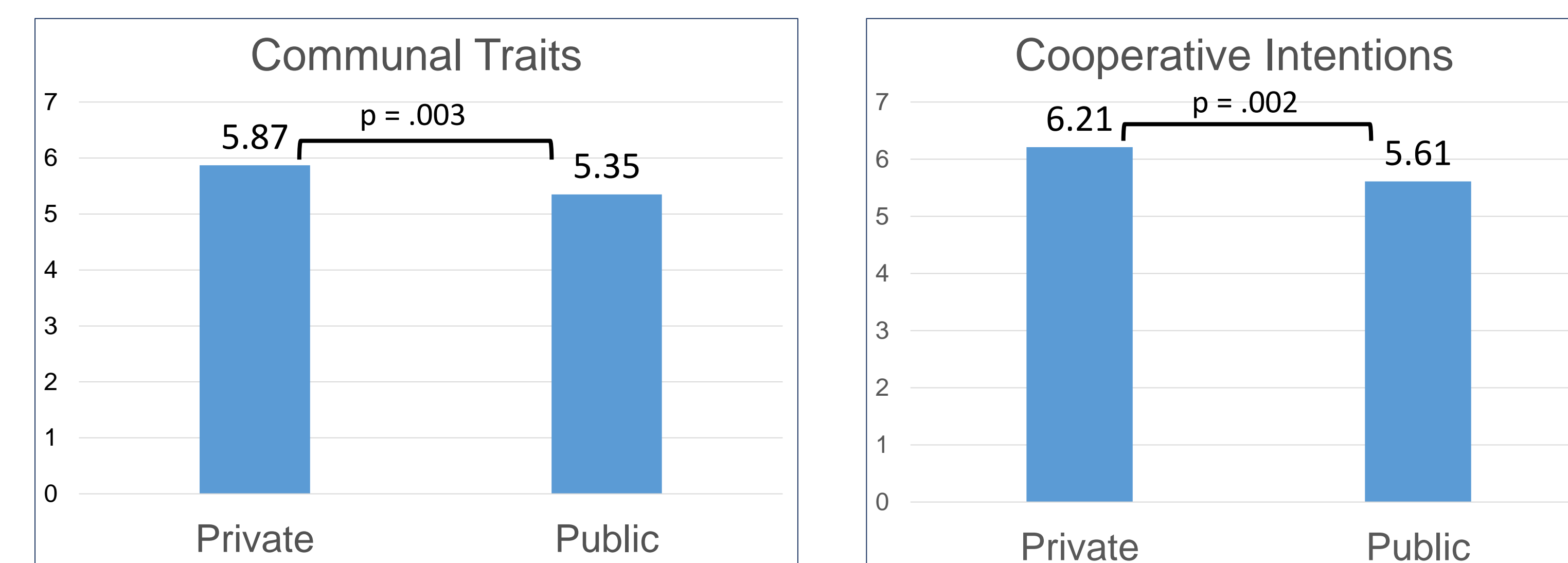
STUDY 2 (PREREGISTERED): METHOD

- Participants (N=124) imagined receiving a private (vs. public) payment from a friend:

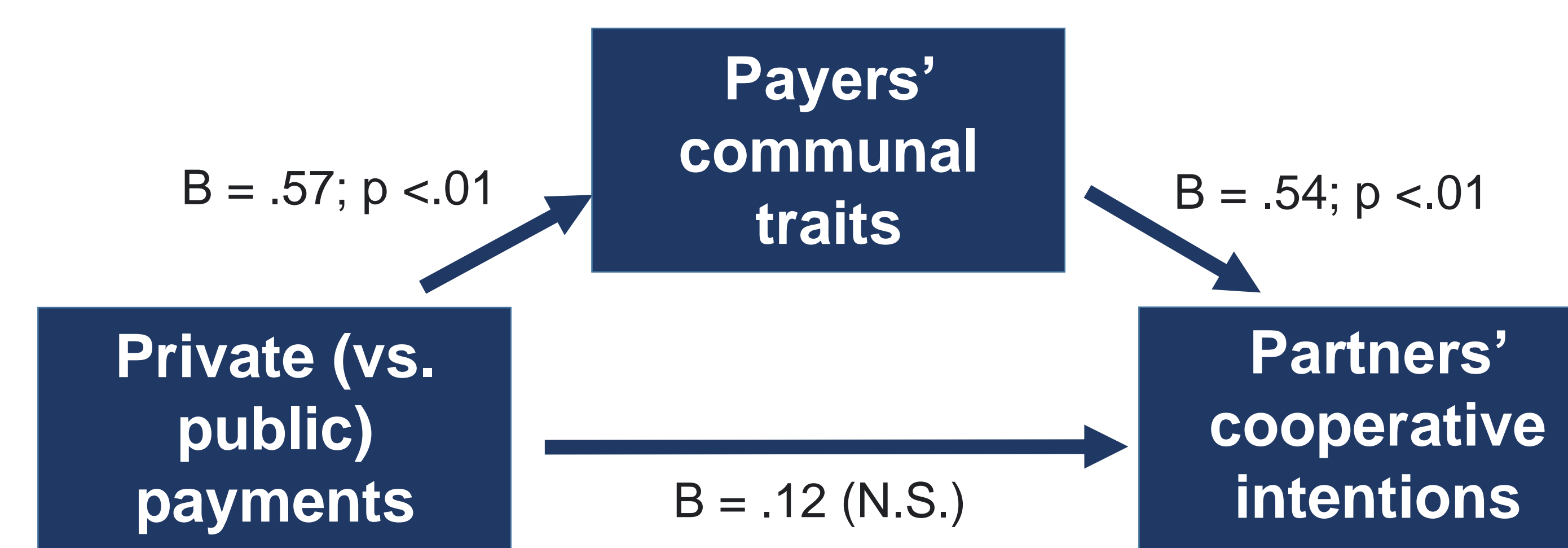


- Communal traits:** To what extent do you agree that your friend is: sincere, considerate, conscientious, generous, agreeable, honest, trustworthy ($\alpha = .88$; 1=Strongly disagree; 7=Strongly agree)
- Cooperative intentions:** "How likely are you to pay for your friend again?" "How likely would you be to endorse (or recommend) your friend to others?" ($\alpha = .71$; 1 = Extremely unlikely; 7 = Extremely likely)

STUDY 2: RESULTS



- Private (vs. public) payers were rated as having stronger communal traits ($p = .003$)
- Participants expressed stronger cooperative intentions toward private (vs. public) payers ($p = .002$)
- Inferences of stronger communal traits mediated the relationship between private payment and stronger cooperative intentions (indirect effect = .37, 95% CI [.13, .65])



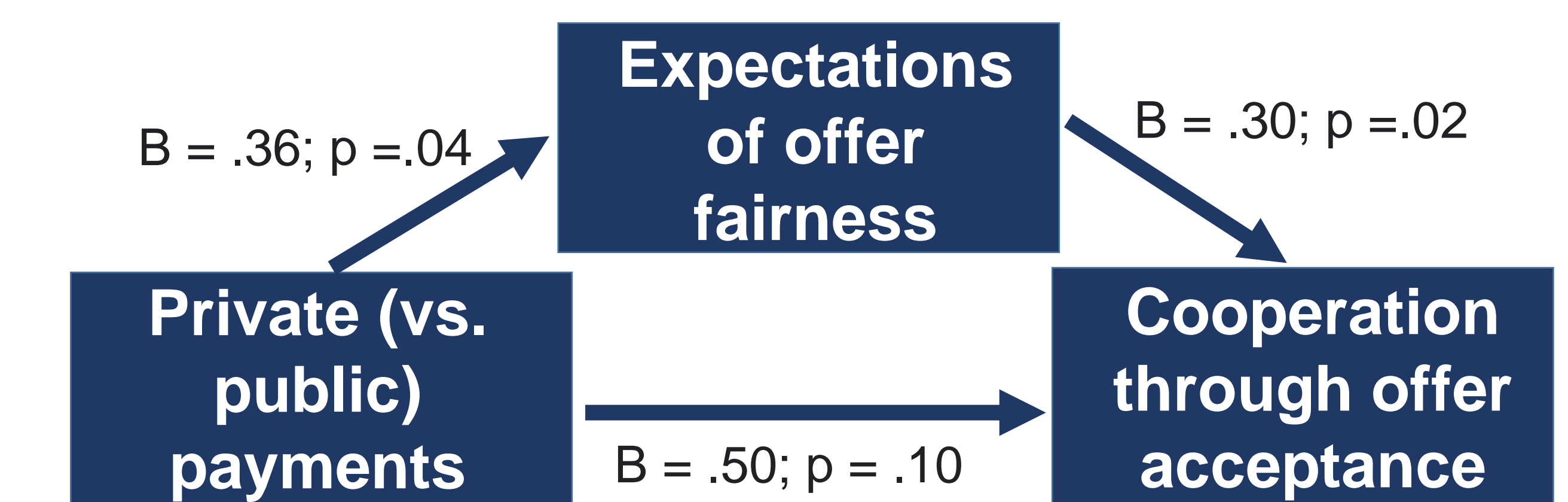
STUDY 4: METHOD

- Participants (N=198) imagined playing an ultimatum game with a friend who had paid them either privately or publicly
- The friend had somewhere between \$1.00 and \$4.00 to divide
- Cooperation willingness:** How likely are you to accept the offer? (1 = Extremely unlikely; 7 = Extremely likely)
- Payer's expected cooperativeness:** How fair do you expect the offer to be? (1 = Extremely unfair; 7 = Extremely fair)

STUDY 4: RESULTS



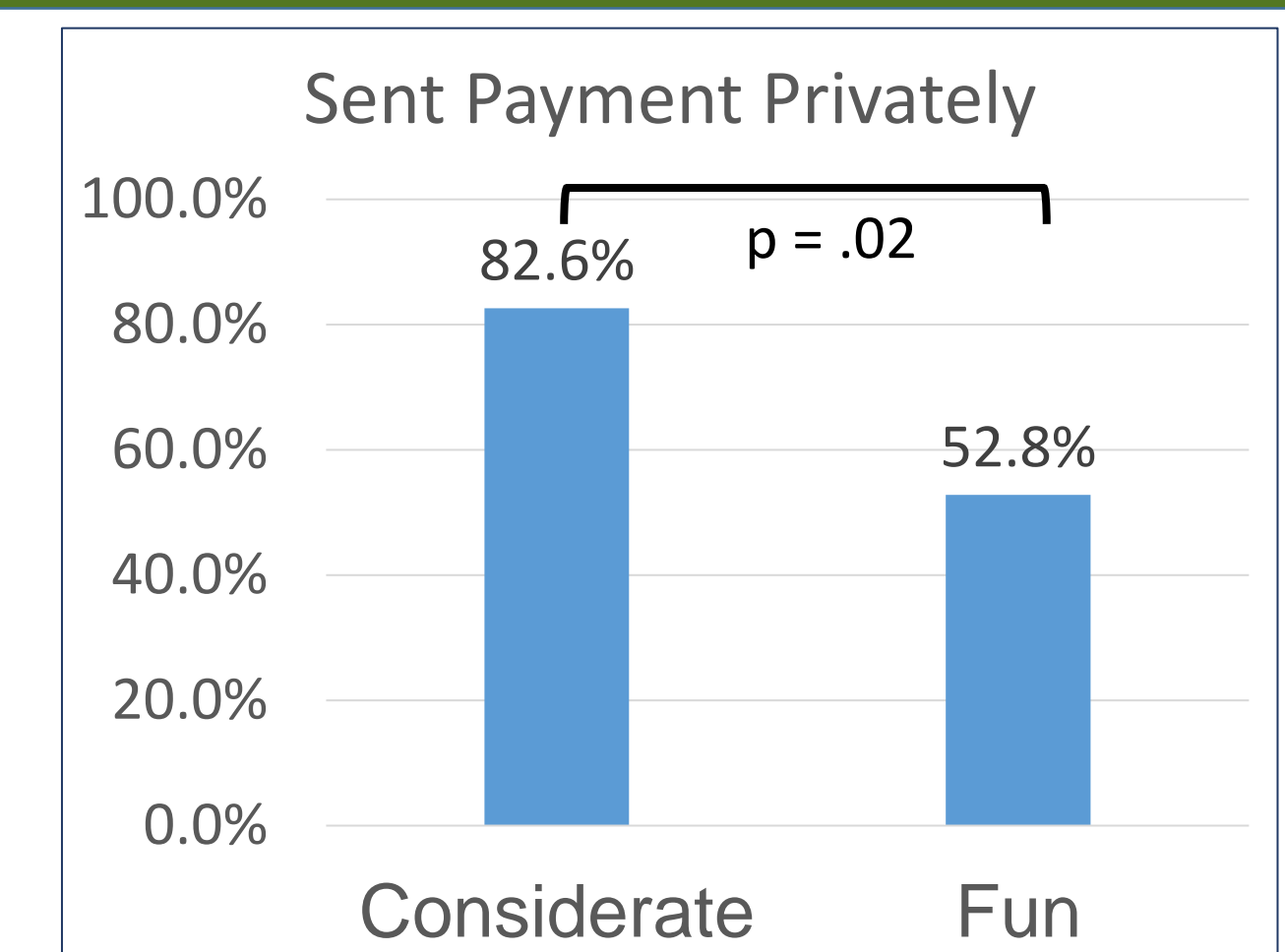
- Private payers' offers were expected to be fairer ($p = .04$)
- More likely to accept private payers' offers ($p = .05$)
- Greater expected offer fairness mediated the relationship between private payment and being more likely to accept the offer (indirect effect = .11, 95% CI [.0009, .30])



STUDY 6A: METHOD AND RESULTS

Participants (N=57) sent **real Venmo payments** to a classmate. They were assigned to convey that they were:

- Considerate:** 82.6% paid privately
- Fun:** 52.8% paid privately
- $\chi^2 = 5.45$; $p = .02$



REFERENCE:

Van Doesum, N. J., Van Lange, D. A., & Van Lange, P. A. (2013). Social mindfulness: skill and will to navigate the social world. *Journal of Personality and Social Psychology*, 105(1), 86.