How do we harness others’ opinions? An investigation on self-other discrepancies

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Background
• Today, we can harness others’ opinions through the Internet
➢ However, how we use them remains unclear

Viewpoint
• We focused on…
  1. Rating distributions
  2. Purposes of purchase

Hypothesis
➢ People in decision for others avoid V-high more than self
✓ To relieve anxiety derived from uncertainty (e.g., Schlenker et al., 1982)

Methods
Task
1. Instructed purpose of choice
   - Self or Other (stranger)
2. Binary-product-choice-task
   - Product: Coffee maker
     - Averages: 6.6 ~ 7.4
       • Based on Amazon.com
       • Always V-high > V-low by 0.5
         - Number of reviews: 20, 40 or 100
         - Same within pairs
         - Number of questions: 15
           (= 5 pairs * 3 levels of number of reviews)

Procedure
Self
Other
Irrevent task (30-min)

Participants
• 33 under / graduate students
  - 16 females, 17 males
  - M = 19.8, SD = 1.4

Results
➢ As hypothesized, Proportion of V-high choice: Other < Self
   (p < .001, Cohen's d = .68)

Effect of number of reviews was not found
(Mixed-effect analysis: F(1, 951) = 0.10, p = .75)

Pre-Expt. (N = 221)
➢ We confirmed our hypothesis

1. Self
   Other
2. Friend
   Stranger

Proportion of V-high choice: Friend, Stranger < Self
(ps < .05)

Discussion
• Numerous studies reported self-other discrepancies (e.g., Polman, 2012)
➢ This is the first study focusing on a psychologically important issue:
   How do we harness others’ opinions?
   (i.e., advice-taking, Bonaccio & Dalal, 2006)

✓ Our findings can contribute to online reviews
   (Analytis et al., 2017)

Now writing…
✓ Effect of product types

Hedonic
(e.g., App for work)
Utilitarian
(e.g., App for entertainment)

E.g., Should recommend…
Products bought as a gift

Figure 1. Results of pre-expt.
Figure 2. Results of this study.