Ivey Behavioural Research Lab
Student Credit Pool Debriefing
2020-2021

Below is an overview of the research studies conducted in the Behavioural Lab from September 2020 to April 2021.

Study Title: Judgment and Decision Making –AS 2

Researcher Contact Information: Dr. Rod Duclos, Principal Investigator, Marketing, rduclos@ivey.ca; Amir Sepehri, PhD student, Marketing, asepehri.phd@ivey.ca

Study Description: In this study, we asked participants to view a TED talk and answer a few questions about it.

Study Purpose: We were interested in the role of information overload on viewers' evaluations. One group of participants saw a video covering "many" topics while the other viewed a video that consisted of "a few" topics.

Preliminary Results: We argue that videos covering many topics are more difficult to categorize and that is why the videos with numerous topics will receive worse ratings.

Related Reference: Basu, K. (1993). Consumers' categorization processes: An examination with two alternative methodological paradigms. *Journal of Consumer Psychology, 2(2)*, 97-121.

Study Title: Judgment and Decision Making 113391

Researcher Contact Information: Dr. Rod Duclos, Principal Investigator, Marketing, rduclos@ivey.ca; Amir Sepehri, PhD student, Marketing, asepehri.phd@ivey.ca

Study Description: In this study, we asked participants to hold either i) money bills or ii) slips of paper over the course of the study. Then, we asked them a few questions about their dating intentions.

Study Purpose: The purpose of the study was to examine the effects of money primes on dating intentions.

Results: We find that the money prime makes participants more likely to engage in dating behaviors (e.g., start a conversation, buy a coffee).

Related References: Vohs, K. D., Mead, N. L., & Goode, M. R. (2006). The psychological consequences of money. *Science, 314(5802*), 1154-1156.

-Vohs, K. D. (2015). Money priming can change people's thoughts, feelings, motivations, and behaviors: An update on 10 years of experiments. *Journal of Experimental Psychology: General, 144(4)*, e86.

Study Title: Judgment and Decision Making -AS

Researcher Contact Information: Dr. Rod Duclos, Principal Investigator, Marketing, rduclos@ivey.ca; Amir Sepehri, PhD student, Marketing, asepehri.phd@ivey.ca

Study Description: In this study, we asked participants to read a short fundraising campaign, to decide on how much they would want to donate to it, and to answer a few questions about it.

Study Purpose: We were interested in discovering whether indirect fundraising is better than direct fundraising. In other words, which one of the following would be better: a - I am John. I am a student. Please help me. b - This is John. He is a student. Please help him.

Results: We find that indirect fundraising is more successful than direct fundraising. We also show that perceptions of credibility mediate this effect.

Related Reference: Fisher, R. J., Vandenbosch, M., & Antia, K. D. (2008). An empathy-helping perspective on consumers' responses to fund-raising appeals. *Journal of Consumer Research, 35(3)*, 519-531.

Study Title: Judgment and Decision Making –PV 2

Researcher Contact Information: Dr. Rod Duclos, Principal Investigator, Marketing, rduclos@ivey.ca; Poornima Vinoo, PhD student, Marketing, pvinoo.phd@ivey.ca

Study Description: In this study you were asked to research and consider a large number of options to make investment decisions for your long-term future.

Study Purpose: Research in the social sciences has shown that a person's response to a situation is dependent on a number of different factors, including attitudes. Some of these attitudes are implicit, while others are explicit. In the case of implicit attitudes, people are not conscious of their behaviour, and these attitudes can be activated by the person/object, the emotions they experience in specific situations, or the cues associated with the person/object they are interacting with. Explicit attitudes on the other hand are the attitudes that people are conscious of, and have control over. People also react to information based on their public self-image and normative expectations.

The objective of our research is to contribute to the knowledge of how people make judgements and decisions regarding their everyday finances, and how their behavior is affected by how they process information in such situations (Kahneman & Tversky, 1979; Thaler, 1985), their attitudes (Greenwald and Banaji, 1995), memories, public self-image, social and normative expectations (White and Peloza 2009), and responses to technology and artificial intelligence (Longoni et al., 2019).

Preliminary Results: Data analysis is ongoing and not yet available at this time.

Related Reference: Amar, M., Ariely, D., Ayal, S., Cryder, C. E., & Rick, S. I. (2011). Winning the battle but losing the war: The psychology of debt management. *Journal of Marketing Research, 48(SPL),* S38-S50.

Study Title: Judgment and Decision Making –PV 3

Researcher Contact Information: Dr. Rod Duclos, Principal Investigator, Marketing, rduclos@ivey.ca; Poornima Vinoo, PhD student, Marketing, pvinoo.phd@ivey.ca

Study Description: In this study you were asked about making investments with help from a robotic investment advisor, or the bank's statistical forecasting model, or their proprietary artificial intelligence algorithm, or one of their human advisors.

Study Purpose: Research in the social sciences has shown that a person's response to a situation is dependent on a number of different factors, including attitudes. Some of these attitudes are implicit, while others are explicit. In the case of implicit attitudes, people are not conscious of their behaviour, and these attitudes can be activated by the person/object, the emotions they experience in specific situations, or the cues associated with the person/object they are interacting with. Explicit attitudes on the other hand are the attitudes that people are conscious of, and have control over. People also react to information based on their public self-image and normative expectations.

The objective of our research is to contribute to the knowledge of how people make judgements and decisions regarding their everyday finances, and how their behavior is affected by how they process information in such situations (Kahneman & Tversky, 1979; Thaler, 1985), their attitudes (Greenwald and Banaji, 1995), memories, public self-image, social and normative expectations (White and Peloza 2009), and responses to technology and artificial intelligence (Longoni et al., 2019).

Preliminary Results: Data analysis is ongoing and not yet available at this time.

Related References: Greenwald, A. G., & Banaji, M. R. (1995). Implicit social cognition: attitudes, self-esteem, and stereotypes. *Psychological Review, 102(1),* 4.
-Kahneman, D., & Tversky, A. (1979). Prospect Theory: An Analysis of Decision under Risk. *Econometrica, 47(2)*, 263. https://doi.org/10.2307/1914185
-Longoni, C., Bonezzi, A., & Morewedge, C. K. (2019). Resistance to Medical Artificial Intelligence. *Journal of Consumer Research*, ucz013. https://doi.org/10.1093/jcr/ucz013

Study Title: Judgment and Decision Making –PV 4

Researcher Contact Information: Dr. June Cotte, Principal Investigator, Marketing, jcotte@ivey.ca; Poornima Vinoo, PhD student, Marketing, pvinoo.phd@ivey.ca

Study Description: In this study you completed three short surveys in which you were asked to consider how you would dispose of household items ranging from mugs to Game of Thrones DVDs.

Study Purpose: Research in the social sciences has shown that a person's behavior towards an object or another person is dependent on a number of different factors. Some of these are implicit, while others are explicit. In the case of implicit attitudes, people are not conscious of their behaviour, and these attitudes can be activated by the person/object or the cues associated with the person/object they are interacting with. Explicit attitudes on the other hand are the attitudes that people are conscious of, and have control over (Greenwald and Banaji, 1995; Dovidio, Brigham, Johnson, and Gaertner, 1996; Eagly & Chaiken, 2005). People also react to information based on their public self-image and normative expectations (White and Peloza 2009).

The objective of our research is to contribute to the knowledge of how people make judgments and decisions in their everyday life, and how their behavior is affected by their attitudes, memories, public self-image, and normative expectations.

Preliminary Results: Data collection just completed and is currently undergoing analysis.

Related References: Greenwald, A. G., & Banaji, M. R. (1995). Implicit social cognition: attitudes, self-esteem, and stereotypes. *Psychological Review, 102(1)*, 4.
-Dovidio, J. F., Brigham, J. C., Johnson, B. T., & Gaertner, S. L. (1996). Stereotyping, prejudice, and discrimination: Another look. *Stereotypes and stereotyping, 276*, 319.
-White, K., & Peloza, J. (2009). Self-benefit versus other-benefit marketing appeals: Their effectiveness in generating charitable support. *Journal of Marketing, 73(4)*, 109-124.

Study Title: Brands, Products, and Physical Exercise Planning

Researcher Contact Information: Dr. June Cotte, Principal Investigator, Marketing, jcotte@ivey.ca

Study Description: Participants were asked to read a material that introduces a scheduling approach to workouts. There were three possible conditions for the scheduling approach. In the linear temporal perspective condition, participants were recommended a linear approach of workout scheduling, where arrows showed a linear movement from right to left. In the cyclical time condition, a cyclical scheduling approach of workout were introduced to participants, where arrows showed the schedule moving in a circle and repeating itself. In the control condition, participants read a general workout scheduling approach without any time-related beliefs. After writing an essay to think about why the scheduling approach is helpful they rated how they felt time passes. Then participants were informed that they would get a hand soap as an extra reward of participation by lottery and they were asked to choose one of two hand soap brands, one focused on its environmental-friendly performance and the other focused on the user experience. The actual choice of hand soap brand was used as the dependent variable of this study.

Study Purpose: This study was to test whether people being exposed to a cyclical (vs. linear) temporal perspective would be more likely to choose a pro-environmental product. It is the latest in a series of lab and field experiments to examine this link.

Results: We found that participants primed with a cyclical perspective (vs. a linear perspective) preferred a product with pro-environmental attributes over a product with other user experience attributes.

Related References: Ancona, Deborah G., Gerardo A. Okhuysen, and Leslie A. Perlow (2001), "Taking Time to Integrate Temporal Research," *Academy of Management Review, 26 (4)*, 512-29.

Overton, Willis F (1994), "The Arrow of Time and the Cycle of Time: Concepts of Change, Cognition, and Embodiment," *Psychological Inquiry, 5 (3)*, 215-37.

Study Title: Consumer Evaluation of Graphic Design Service 1 & 2

Researcher Contact Information: Dr. June Cotte, Principal Investigator, Marketing, jcotte@ivey.ca; Michael Moorhouse, PhD student, Marketing, mmoorhouse.phd@ivey.ca

Study Description: The studies were conducted online. In both Studies 1 and 2, participants were told that they were testing a new logo design service that the University was considering to hire and to offer to students and clubs on campus. The service was described as either a peer-to-peer service (like Airbnb) in which the designers were freelance artists who set their own prices, or the service was a commercial business. In Study 1, we manipulated perceived risk by warning half of the participants that the design service was a third-party website, and that the University could not protect the participant's privacy and personal information from this website. Participants received an email from the "designer" (i.e. the researcher) at their personal email address. They provided some personal information to help the designer create a unique logo design, and then they rated their experience after receiving the logo design one day later. We made some spelling errors in the logos, to see if poor performance would lead to lower ratings. Study 2 followed a similar design. However, in the first stage of this study, participants reviewed the descriptions and ratings for three different designers, and then chose one designer to work on their logo project. The ratings that participants used to help them make their choice were described as either being aggregate ratings from other consumers, or were given by the designer himself, to help potential customers know what to expect from the service. We expected that when the designer provided the upfront ratings, it would set more clear expectations, and participants would react more harshly (with lower final ratings) if performance did not match these expectations. This is because consumers would believe that providers had control over the outcome (i.e. they could have prevented it) if they had simply given ratings that better matched their actual service level.

Study Purpose: The studies were part of a package of studies that explored why peer-to-peer ratings on platforms like Airbnb and Uber are nearly always positive. Study 1 attempted to demonstrate that higher levels of risk and uncertainty in peer-to-peer services makes provider trustworthiness a more important indicator of ratings than customer satisfaction. Study 2 attempted to show that providers are considered to be relatively trustworthy, even when performance is poor, unless standards of evaluation are made more clear for peer-to-peer services. By increasing the clarity of performance standards, and the amount of perceived provider control, the overall ratings in peer-to-peer services should decrease, thus reducing the positive ratings bias.

Results: In Study 1, results showed that uncertainty was rated significantly higher in peer-to-peer services than in commercial services, but there was no difference in perceived risk. Further, as expected, uncertainty moderated the relationship between performance evaluation and trust, and the effect of trust on ratings were directionally higher when both uncertainty and perceived risk were high. In Study 2, results showed that perceived provider control over performance issues were directionally higher when the provider gave their own upfront ratings. Further, when performance was below expectations, these providers were deemed to be less trustworthy, and had lower overall ratings than when the upfront ratings were described as being aggregated from other consumers.

Related Reference(s): Anderson, E. W. (1998). Customer Satisfaction and Word of Mouth. *Journal of Service Research, 1(1)*, 5–17. https://doi.org/10.1177/109467059800100102
-De Langhe, B., Fernbach, P. M., & Lichtenstein, D. R. (2016). Navigating by the stars: Investigating the actual and perceived validity of online user ratings. *Journal of Consumer Research, 42(6)*, 817–833.
-Eisenbeiss, M., Cornelißen, M., Backhaus, K., & Hoyer, W. D. (2014). Nonlinear and asymmetric returns on customer satisfaction: Do they vary across situations and consumers? *Journal of the Academy of Marketing Science, 42(3)*, 242–263.
-Fradkin, A., Grewal, E., Holtz, D., & Pearson, M. (2015). Bias and Reciprocity in Online Reviews: Evidence From Field Experiments on Airbnb. *Proceedings of the Sixteenth*

ACM Conference on Economics and Computation, 641–641.
-Oliver, R. L. (2010). *Satisfaction: A behavioral perspective on the consumer: A behavioral perspective on the consumer.* Routledge.
-Singh, J., & Sirdeshmukh, D. (2000). Agency and trust mechanisms in consumer satisfaction and loyalty judgments. *Journal of the Academy of Marketing Science, 28(1)*, 150–167.

Study Title: Portrayal ENT 1 & 2

Researcher Contact Information: Dr. Simon Parker, Principal Investigator, Entrepreneurship, sparker@ivey.ca; Mihwa Seong, PhD student, Entrepreneurship, mseong.phd@ivey.ca

Study Description: The participants were asked to read a start-up job advert and answer a survey.

Study Purpose: The purpose of this study is to investigate how the portrayal of entrepreneurship influences individuals' perceived attractiveness to joining start-ups.

Results: Using gendered language in start-up job adverts influences the individuals' perceived attractiveness of joining start-ups through the mechanism of anticipated belonging. Portraying the start-up using a more 'feminine language' (using words/phrases associated with stereotypically feminine traits) compared to 'neutral language' (using words/phrases that are neither associated with stereotypically feminine or masculine traits) or 'masculine language' (using words/phrases associated with stereotypically masculine traits) increases the anticipated belonging in start-ups, which leads to an increase in the perceived attractiveness of joining start-ups. This effect was stronger for female participants compared to male participants.
We find that:
1) gendered language used to describe start-ups in job adverts may disproportionately affect women's perceived attractiveness of joining start-ups. Men are not influenced by the language used in job adverts.
2) The disproportionate effect of gendered language is explained by anticipated belonging.
3) using more women-inclusive language (using 'feminine language') in start-up job adverts can increase women's perceived attractiveness of joining start-ups, leading to similar levels of perceived attractiveness of start-ups between men and women.

Related References: Ahl, H. (2006). Why research on women entrepreneurs needs new directions. *Entrepreneurship Theory and Practice, 30(5)*, 595–621.
-Drori, I., Manos, R., Santacreu-Vasut, E., Shenkar, O., & Shoham, A. (2018). Language and market inclusivity for women entrepreneurship: The case of microfinance. *Journal of Business Venturing, 33(4)*, 395–415.

-Hechavarría, D. M., Terjesen, S. A., Stenholm, P., Brännback, M., & Lång, S. (2017). More than words: Do gendered linguistic structures widen the gender gap in entrepreneurial activity? *Entrepreneurship Theory and Practice*.
-Jennings, J. E., & Brush, C. G. (2013). Research on Women Entrepreneurs: Challenges to (and from) the Broader Entrepreneurship Literature? *The Academy of Management Annals, 7(1)*, 663–715.
-Santacreu-Vasut, E., Shenkar, O., & Shoham, A. (2014). Linguistic gender marking and its international business ramifications. *Journal of International Business Studies, 45(9)*, 1170–1178. https://doi.org/10.1057/jibs.2014.5

Study Title: Bias in Words

Researcher Contact Information: Dr. Mitch Stein, Principal Investigator, Managerial Accounting and Control, mstein@ivey.ca; Giacomo Spinelli, PhD student, Psychology, gspinel@uwo.ca

Study Description: In this study, we collected ratings concerning whether and how the use of certain word categories appearing in a report would contribute to make that report biased (i.e., influenced, in either a positive or negative direction, by prior beliefs and personal opinions). You were presented with those categories, along with a few word examples, and rated the bias those categories would introduce in a report on a 4-point Likert scale. The average rating for each category across participants was used to determine the weight that that category should have in determining a bias score for any document containing words belonging to that category. For example, because words denoting anger are (presumably) quite biased, a document containing those words would, as a result, receive a higher bias score than a document containing fewer or none of those words.

Study Purpose: The Auditor General of Ontario audits provincial government financial accounts. In so doing, he/she expresses concerns and/or recommendations about how the government could improve in certain areas. Although the Auditor is not elected and supposedly neutral, we suspect that his/her relationship with the government has become more biased over time. The overall purpose of this study is to test this hypothesis using a quantitative approach. We collected the annual reports issued by the Auditor and relevant media coverage and processed them with Linguistic Inquiry and Word Count (LIWC; Pennebaker, Boyd, Jordan, & Blackburn, 2015), a popular program for quantitative analyses of textual data. For any document, LIWC returns the percentage of words in that document belonging to categories defined either by grammar (e.g., adjectives, pronouns, etc) or psychological and social factors (e.g., affective, cognitive words, etc.). Some of these categories may be viewed as proxies for bias (e.g., personal pronouns, words denoting discrepancy or differentiation, etc.; see, e.g., Pennebaker, 2011). To establish that, rather than relying on our own intuition, we collected bias ratings for the LIWC categories from you, a native English speaker. The results will allow us to assign a well-motivated bias score to each of our documents and test our research hypothesis (for a similar approach, see Decter-Frain & Frimer, 2016).

Preliminary Results: Preliminary results seem to support our hypotheses. As planned, the average rating for each category across participants was used as a weight to calculate a bias score for each document. When analyzing this bias score as a function of time, there appears to be a trend whereby, as hypothesized, the annual reports issued by the Auditor General of Ontario and relevant media coverage show higher bias in more recent years.

Related References: Decter-Frain, A., & Frimer, J. A. (2016). Impressive words: linguistic predictors of public approval of the US congress. *Frontiers in Psychology, 7*, 240.
-Pennebaker, J. W. (2011). The secret life of pronouns. *New Scientist, 211*, 42-45.
-Pennebaker, J. W., Boyd, R. L., Jordan, K., & Blackburn, K. (2015). The development and psychometric properties of LIWC2015. Retrieved from http://hdl.handle.net/2152/31333

Study Title: Managerial Decision Making

Researcher Contact Information: Dr. Matthew Sooy, Principal Investigator, Managerial Accounting and Control, msooy@ivey.ca

Study Description: This study was completed online. After some instructions, you were paired with someone else who was also completing the study. One of you divided a pool of money (‘Role A’), and was asked to give half the money to their partner (‘Role B’). The partner was asked to guess how much would be given. We varied the penalty for violating the allocation rule by condition (the penalty depended on the session you were completing).

Study Purposes: We wanted to understand how penalties shape our understanding of compliance.

Results: We found that larger penalties led more people to give $4 (‘comply minimally’), but fewer people gave $5 (‘comply fully’). We also found that when people were required to admit fault, they increased both minimal and full compliance. Partners’ appeared to expect larger penalties to be more effective than requiring fault admission even though the opposite was true.

Related References: Dana, J., Weber, R.A. & Kuang, J.X. (2007). Exploiting moral wiggle room: experiments demonstrating an illusory preference for fairness. *Economic Theory, 33*, 67–80.
-Fehr, E. & Rockenbach, B. (2003). Detrimental effects of sanctions on human altruism’. *Nature, 422*, 137–140.

-Gneezy, U., & Rustichini, A. (2000). A fine is a price. *Journal of Legal Studies, 29*, 1–17.
-Pratt, T. C., & Cullen, F. T. (2005). Assessing Macro-Level Predictors and Theories of Crime: A Meta-Analysis. *Crime and Justice (32)*: 373–450.

Study Title: Recall Experiences 1 & 2

Researcher Contact Information: Dr. Kirk Kristofferson, Principal Investigator, Marketing, kkristofferson@ivey.ca

Study Description: In this study, you were asked to recall a positive behaviour of someone close to you, communicate or think about this experience and answer a number of questions based on your experience. Finally, you provided us with some basic demographic information.

Study Purpose: At this time, we would like to let you know that the main purpose of this study was to examine whether communicating a positive behaviour of someone close to you would affect your subsequent prosocial behaviour. Previous research has shown that consumers use token, or costless, forms of support to communicate to others that they are positive and helpful people. This positive communication, in turn, satisfies impression management motives and leads to slacktivism (Kristofferson, White and Peloza 2014). However, research regarding communicating the positive behaviour of someone close to us is less clear. Thinking about the positive behaviours of someone close has been shown to lead to both less (Kouchaki 2011) and more (Goldstein and Cialdini 2007; Gino and Galinsky 2012) subsequent prosocial behaviour. The proposed research seeks to rectify this conflict by examining the communication of a close other's prosocial behaviour. In the proposed study, participants were asked to either publicly or privately communicate the prosocial behaviour of a close other. Some participants were also told that their names would be attached to the blog post. Then, shortly after, participants were asked their intentions to behave prosocially. We predicted that publicly (privately) communicating the prosocial behavior of a close other (acquaintance) would lead to less (more) prosocial behaviour.

Preliminary Results: The data analysis is still ongoing. We predict that those who publicly (privately) communicate the positive behaviour of a close other will behave less prosocially.

Related Reference: Kristofferson, Kirk, Katherine White, and John Peloza (2014), The Nature of Slacktivism: How the Social Observability of an Initial Act of Token Support Affects Subsequent Prosocial Action, *Journal of Consumer Research, 40(6)*, 1149-1166.

Study Title: Charity Experience 1 & 2; Shopping Experience

Researcher Contact Information: Dr. Kirk Kristofferson, Principal Investigator, Marketing, kkristofferson@ivey.ca

Study Description: In this study, you were asked to respond to a situation involving meeting a consumer and answer a number of questions based on your experience. Finally, you provided us with some basic demographic information.

Study Purpose: The main purpose of this study was to examine how people respond to a person with a disability after they witness an event that may alter their initial opinion. Previous research shows that people judge others based on the principles of warmth and competence (Fiske et al. 2002). However, research regarding stigma and perception of people with disabilities is unclear. This research seeks to understand how people's perceptions of those with disabilities changes through different situations. In this study, participants were presented with different shopping scenarios, one of which had a car salesman with one arm. They responded to attitude towards the sales person and the likelihood of test driving the car presented. We predict that participants would perceive the salesperson with a disability to be more moral, and to be more likely to take the car for a test drive than when the salesperson was not disabled.

Results: We found that participants view individuals with (vs. without) a physical disability as more moral. This higher morality also increased the persuasiveness of the sales person.

Related Reference: Fiske, Susan T., Amy JC Cuddy, Peter Glick, and Jun Xu (2018). "A model of (often mixed) stereotype content: Competence and warmth respectively follow from perceived status and competition (2002)." In *Social cognition*, pp. 171-222. Routledge.

Study Title: Consumer Judgment of Firm Decisions

Researcher Contact Information: Dr. Kirk Kristofferson, Principal Investigator, Marketing, kkristofferson@ivey.ca; Ethan Milne, PhD student, Marketing, emilne.phd@ivey.ca

Study Description: In this study, you were asked to read a short story about a pharmaceutical company and its decision to raise prices. You were asked to answer a series of questions detailing your judgement of the situation, to answer whether you would be willing to take action against the company, and to write a brief social media post. Finally, you provided us with some basic demographic information, and answered a series of questions about your personality.

Study Purpose: At this time, we would like to let you know that the main purpose of this study was to examine whether an individual's personality traits influenced their willingness to take action against a firm. These actions, like destroying property of a firm, are called revenge behaviors. Existing research has proposed two primary manifestations of revenge behavior: instrumental and hostile aggression (Kähr, 2016). Instrumental aggression is revenge behaviors targeted against a firm that are intended to bring about change, whereas hostile aggression is revenge behaviors targeted against a firm that are intended to harm the firm as a terminal goal. However, there might be other reasons consumers engage in revenge behavior. There is evidence to suggest that some individuals engage in aggressive behavior in order to look good or appear powerful. This motivation to seek status through moral conflict was measured using the Moral Grandstanding Motivations scale that you completed at the end of the survey (Grubbs et al., 2019).

The study you participated in had three conditions. You were told either that the firm decided to raise prices of a lifesaving drug by 300% (high harm), that it raised prices by only 30% (low harm), or that it didn't raise prices at all (no harm). We predicted that participants who were higher in Moral Grandstanding Motivations would be more willing to engage in revenge behavior, including in cases where no harm occurred.

Results: We found that participants who scored higher in Moral Grandstanding Motivations were more likely to engage in revenge behavior, even in cases where no harm occurred.

Related References: Grubbs, J. B., Warmke, B., Tosi, J., James, A. S., & Campbell, W. K. (2019). Moral grandstanding in public discourse: Status-seeking motives as a potential explanatory mechanism in predicting conflict. *PLOS ONE, 14(10)*, e0223749.doi:10.1371/journal.pone.0223749
- Kähr, A., Nyffenegger, B., Krohmer, H., & Hoyer, W. D. (2016). When Hostile Consumers Wreak Havoc on Your Brand: The Phenomenon of Consumer Brand Sabotage. *Journal of Marketing, 80(3)*, 25–41. doi:10.1509/jm.15.0006

Study Title: Social Research Study

Researcher Contact Information: Dr. Kirk Kristofferson, Principal Investigator, Marketing, kkristofferson@ivey.ca and Zuzanna Jurewicz, PhD Student, Marketing, zjurewicz.phd@ivey.ca

Study Description: In this study, students matched with a senior at a long-term care home in order to go through a pen pals program and report their evaluations, thoughts, and feelings.

Study Purpose: The focus of this research has been on the process of matching seniors and volunteers because recently a non-profit organization has introduced a new

model of child-sponsor matching in which the children choose their sponsors, and we hope to determine how effective this matching method is and why. The study you took part in is largely exploratory and hopes to get a sense of potential sponsors' motivations and reasoning. We used an analogous situation of becoming a pen pal with a senior to gain an understanding of how the method used to match a senior and student volunteer (or child and sponsor) impacts relationship outcomes and commitment to the program. Please be advised that the seniors you have seen in this study are not actually part of a pen pals program, and there is currently no pen pals program in development at Ivey. However, if you are interested in initiating correspondence with a local senior in a long-term care home, you may send a card or letter to residents at The Village of Glendale Crossing, a London-based long-term care community. Address your correspondence to one of the neighborhoods—Westminster, Glanworth, Brighton, Byron, Pondmills, or Lambeth—followed by:
The Village of Glendale Crossing
3030 Singleton Ave.
London, ON N6L 0B6

Preliminary Results: The data analysis is still ongoing. Preliminarily, we found that both choosing and being chosen motivate people to take part in the pen pals program, but that the feelings of responsibility and commitment emerge earlier for the participants who were chosen. We find that these early feelings of connection to the pen pal predict long-term commitment in the form of intention to continue the correspondence.

Related References: While there is not much research on choosing vs. being chosen, our study was inspired by child sponsorship programs. Here are two references, one on the topic of child sponsorship and the other on the topic of donations in general:
-Rabbitts, F. (2014). Give and Take? Child Sponsors and the Ethics of Giving. *In Child Sponsorship* (pp. 280-296). Palgrave Macmillan, London.
-Sargeant, A. (2001). Managing donor defection: Why should donors stop giving? *New Directions for Philanthropic Fundraising, (32)*, 59-74.