OF FACTS AND FACES: SOCIAL SALIENCY AND VISUAL IDENTIFIABILITY SHAPE THIRD-PARTY INTERVENTIONS

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The participant witnesses the norm violation…

… and can subsequently intervene (punish or compensate). The participant then specifies how many chips from their own endowment they wish to invest.

Visual identifiability, transgression severity, and behavioral disposition **influence third-party preferences**, but gaze behavior, facial expression, and written information do not.

MAIN QUESTION

Witnessing social norm violations can trigger costly actions from unaffected observers

→ **third-party punishment:** inflicting a reciprocal cost on the unfair offender [1-2]

→ **third-party compensation:** investing own resources to compensate the victim [3]

<u>Perspective of information processing:</u>

- Cognitively foregrounding the offender (via explicit instructions) can increase punishment rates, while foregrounding the victim can promote compensation [4]
- Selective information provision (e.g., by revealing only one party's payoff [5] or making one target more concrete [6]) influences decision-making

Does providing visual social cues – in the form of portrait photos of the involved characters and some of their features – change how individuals cognitively engage with the situation and whom they feel compelled to act for?

METHODS

<u>Incentivized third-party justice game:</u>

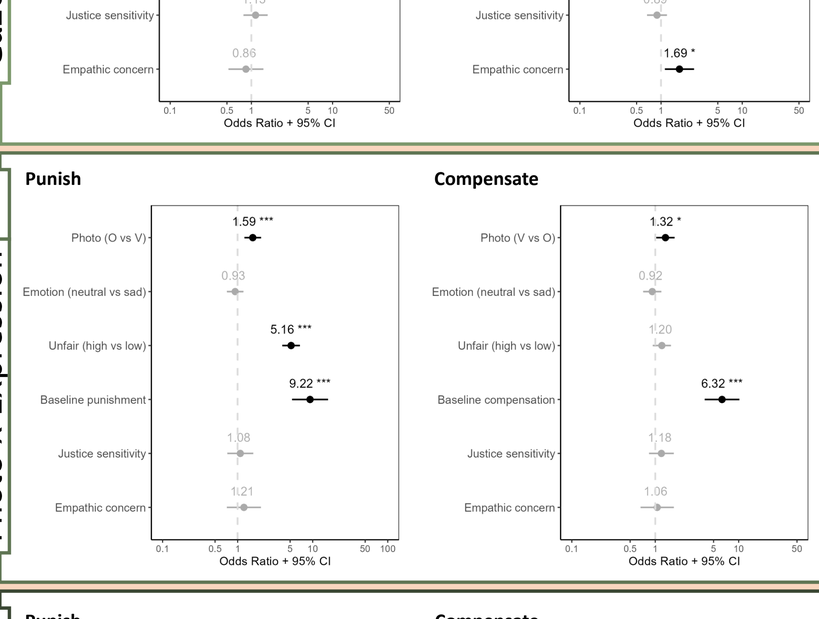
In each trial, all three parties are endowed with 200 chips. Person A steals chips from a passive victim B. The participant can then decide to use own chips to punish A or compensate B. The experimental trials vary according to key factors (i.e., social cues).

Additional factors:

- transgression severity (~100 chips vs. ~25 chips)
- controlling for personality traits (justice sensitivity and empathic concern)
- controlling for baseline behavior (two baseline trials per experiment)

RESULTS & DISCUSSION

1 Photo x Gaze



N=96, M_{age}=27.6, m=57, f=39

Visibility of A led to more punishment, visibility of B led to more compensation

Subtle gaze cues over-shadowed by face saliency?

Punishment propensity depended on severity

2 Gaze A x Gaze B

N=115, M_{age}=30.4, m=53, f=59, d=1

Direct (vs. averted) gaze did not influence decisions (but amount of chips invested for compensation)

Punishment and compensation propensity depended on severity

3 Photo x Expression

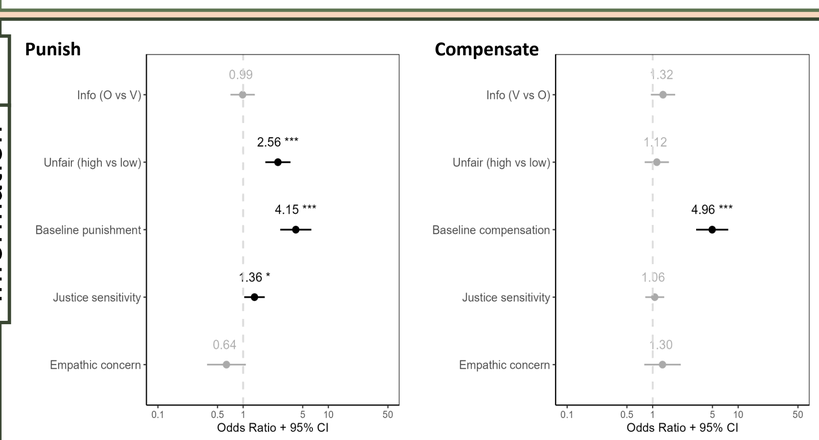
N=112, M_{age}=35.1, m=48, f=62, d=2

Replication of visibility effect

Facial expression did not influence decisions

Punishment propensity depended on severity

4 Information



N=112, M_{age}=29.3, m=52, f=58, d=2

Identifiability via written info did not influence decisions

Punishment propensity depended on severity

In all Exps, baseline behavior predicted later behavior

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[3] Chavez, A. K., & Bicchieri, C. (2013). Third-party sanctioning and compensation behavior: Findings from the ultimatum game. *Journal of Economic Psychology*, *39*, 268–277. https://doi.org/10.1016/j.joep.2013.09.004

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[6] Genevsky, A., Västfjäll, D., Slovic, P., & Knutson, B. (2013). Neural underpinnings of the IVE: Affect shifts preferences for giving. *The Journal of Neuroscience*, *33*(43), 17188–17196. https://doi.org/10.1523/JNEUROSCI.2348-13.2013

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