

# Consensus, Accuracy, & Consequences of Hearsay Reputations

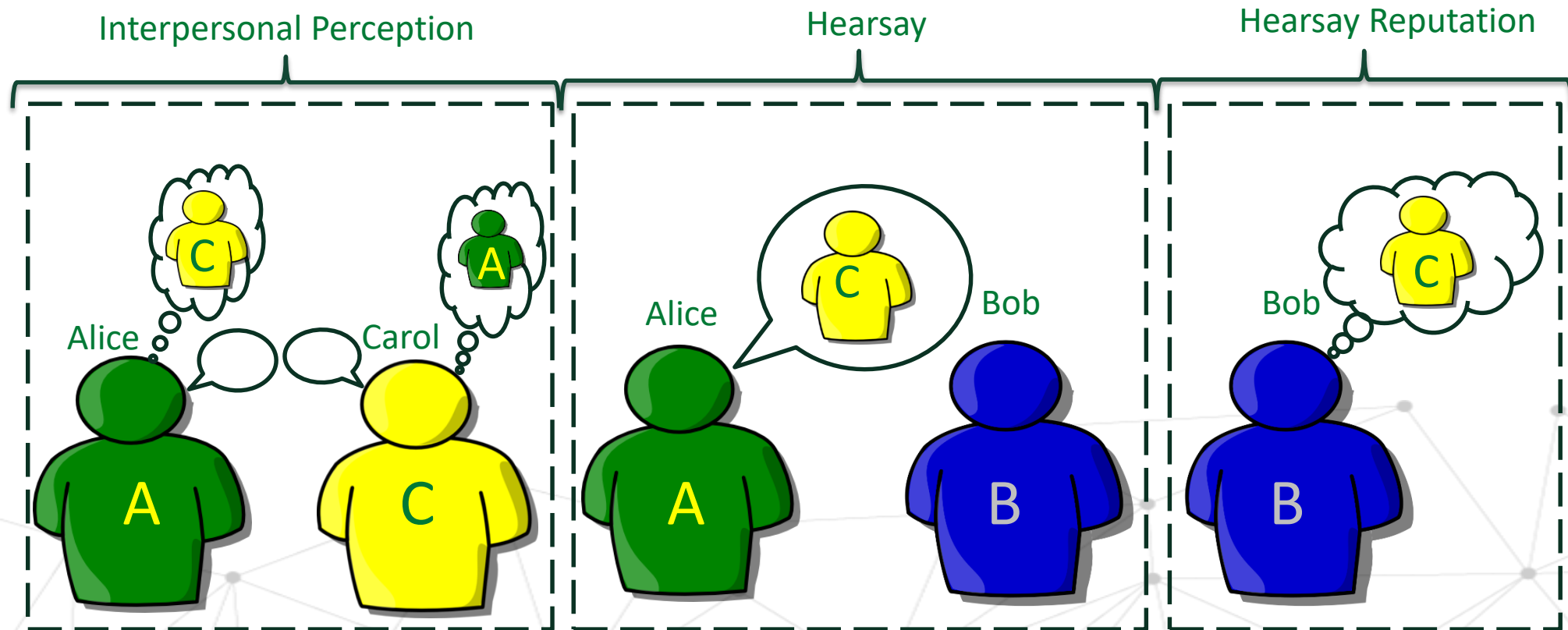


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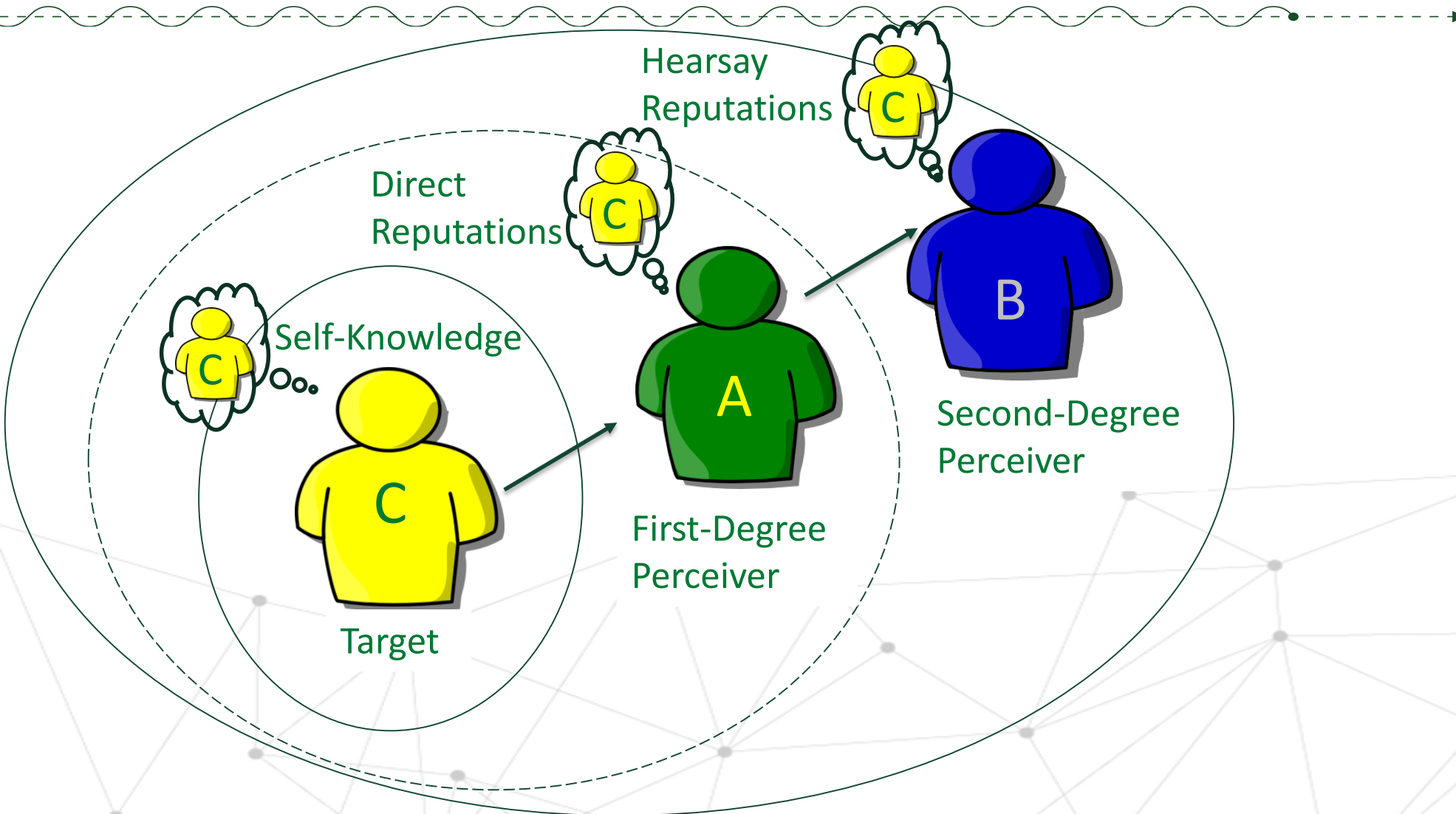


UNIVERSITY OF  
OREGON

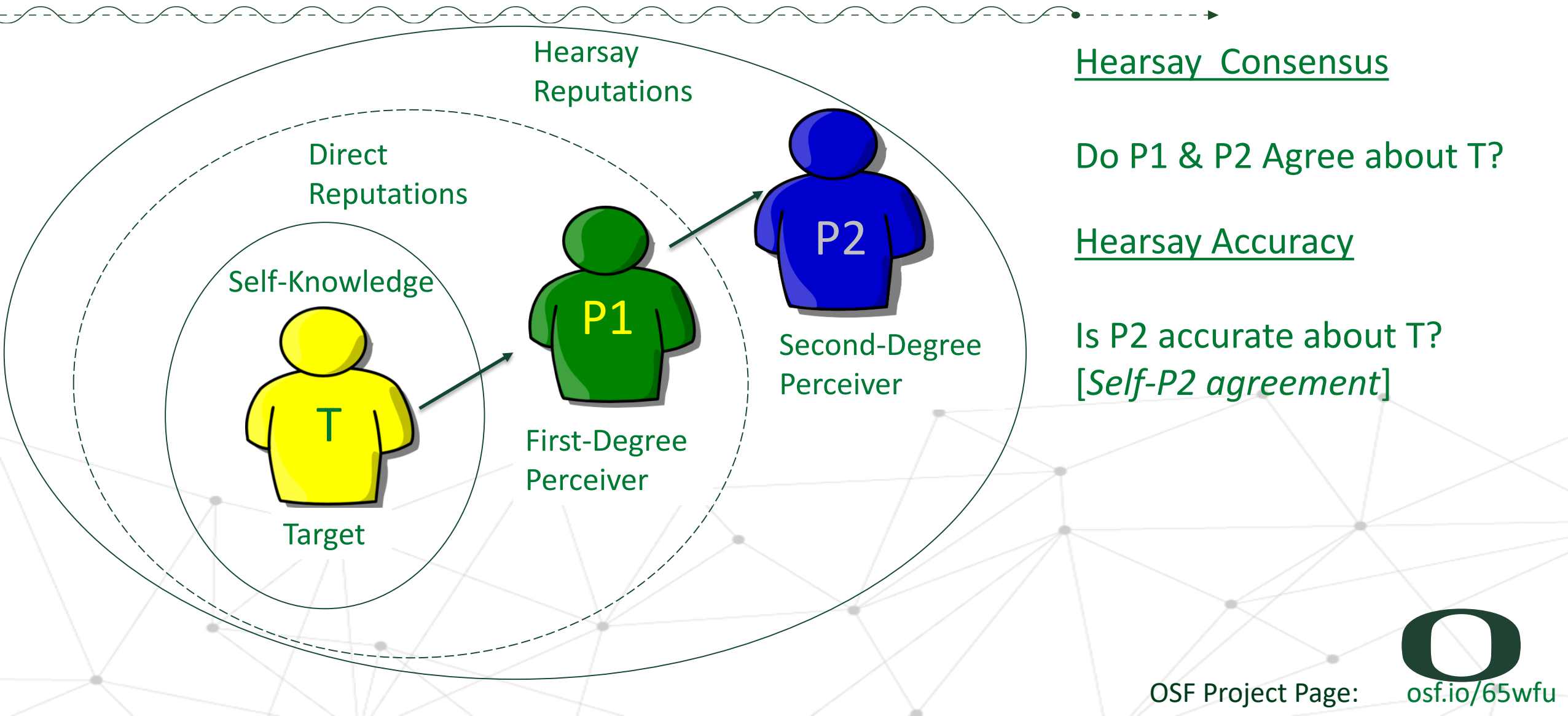
# Hearsay Reputations



# Reputation Networks



# Reputation Networks



Hearsay Consensus

Do P1 & P2 Agree about T?

Hearsay Accuracy

Is P2 accurate about T?  
[*Self-P2 agreement*]

# Pre-Registration & Open Science



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Study 1 Addendum: [osf.io/eckj7](https://osf.io/eckj7)  
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OSF Project Page: [osf.io/65wfu](https://osf.io/65wfu)



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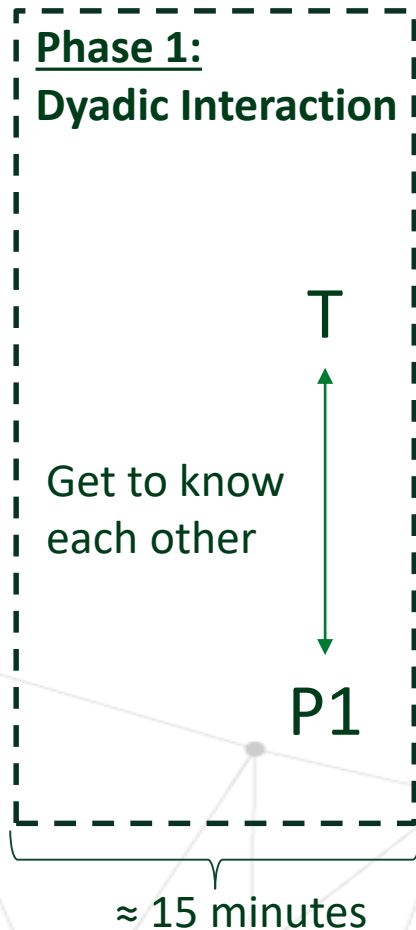
# Sample



## **Final sample: 260 undergrads, 72 groups.**

- Age: 18-30;  $M_{\text{Age}} = 20$  ( $SD = 2$ )
- Gender: 58% Female; 28% Male; 14% NR
- Race/Ethnicity (could check more than 1):
  - 60% White/Caucasian
  - 17% Asian
  - 9% Hispanic/Latino
  - 4% Black/African American
  - >1% Native American
  - 4% Other
  - 15% NR

# Procedure & Materials



## Get to know you game (18 Questions in a fixed Order):

1. What do you think is more important: making people feel good? Or saying exactly what's on your mind? And why?
2. What do you do to manage schoolwork and deadlines?
3. What is the biggest lie you've ever told? Why did you tell it, and how did you feel about it?
4. What is one thing you frequently worry about? What do you do to manage that worry?
5. What do you typically do on a Friday night? What would your ideal Friday night be like?
6. What's one new thing you want to try before you finish college?

## Target Big 6

A

C

H-P

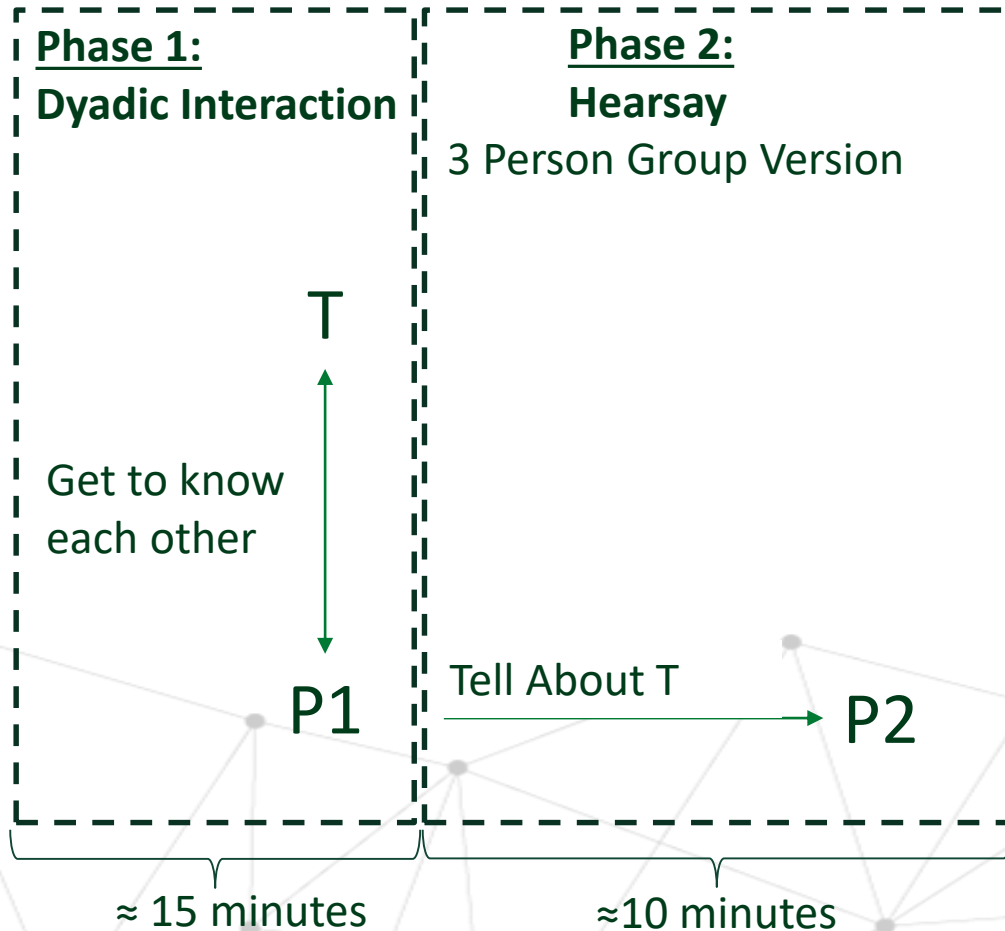
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E

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# Procedure & Materials



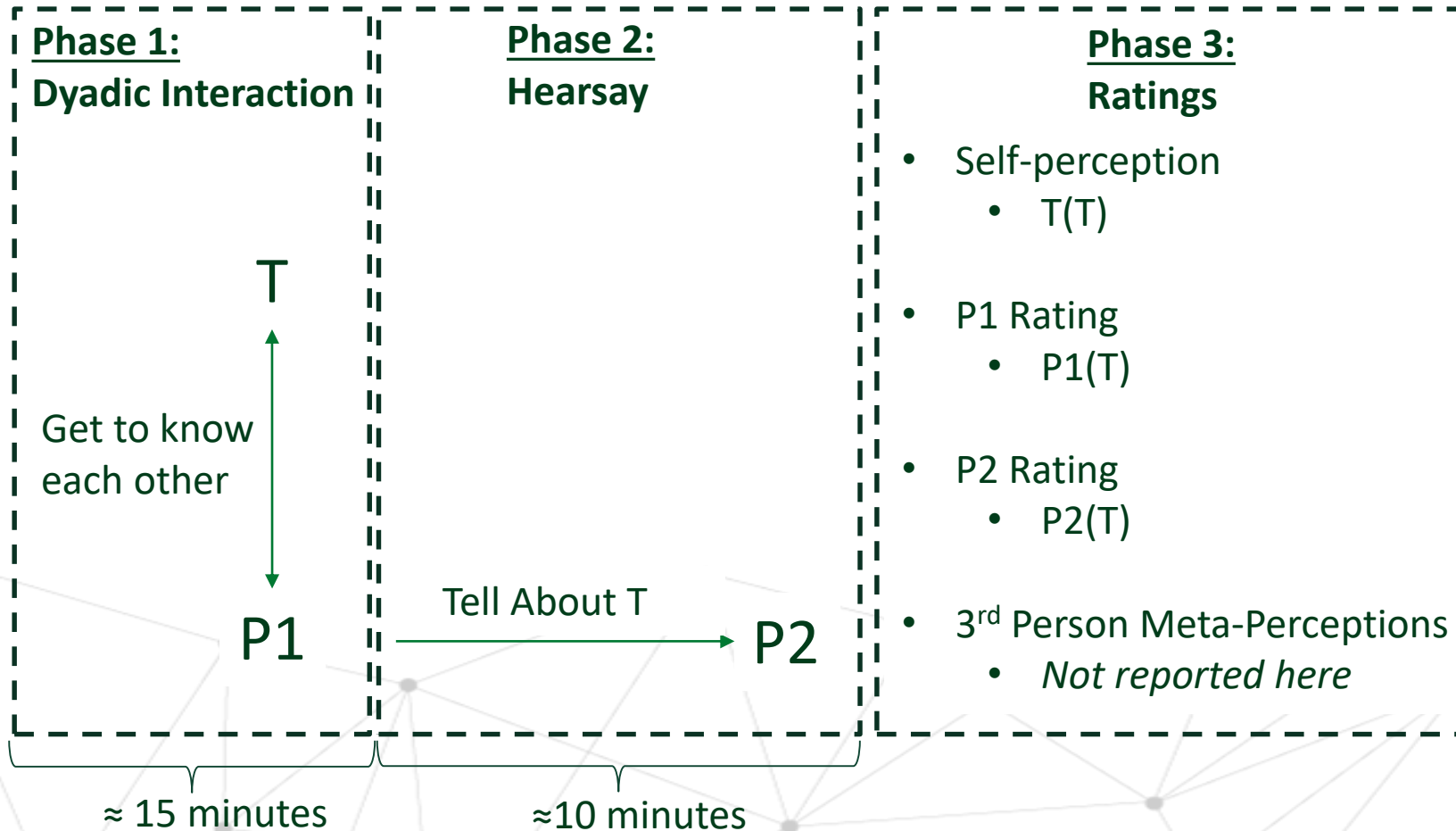
Told:

“It’s important that you give the most informative, objective, and accurate account of what the person you met is like.”





# Procedure & Materials



## Measures:

- Big Six
  - Agreeableness
  - Conscientiousness
  - Honesty-Propriety
  - Neuroticism
  - Extraversion
  - Openness
- BFI-2<sup>1</sup>
  - 60 item measure of Big Five
- Honesty-Propriety<sup>2</sup>
  - 8 items from QB6

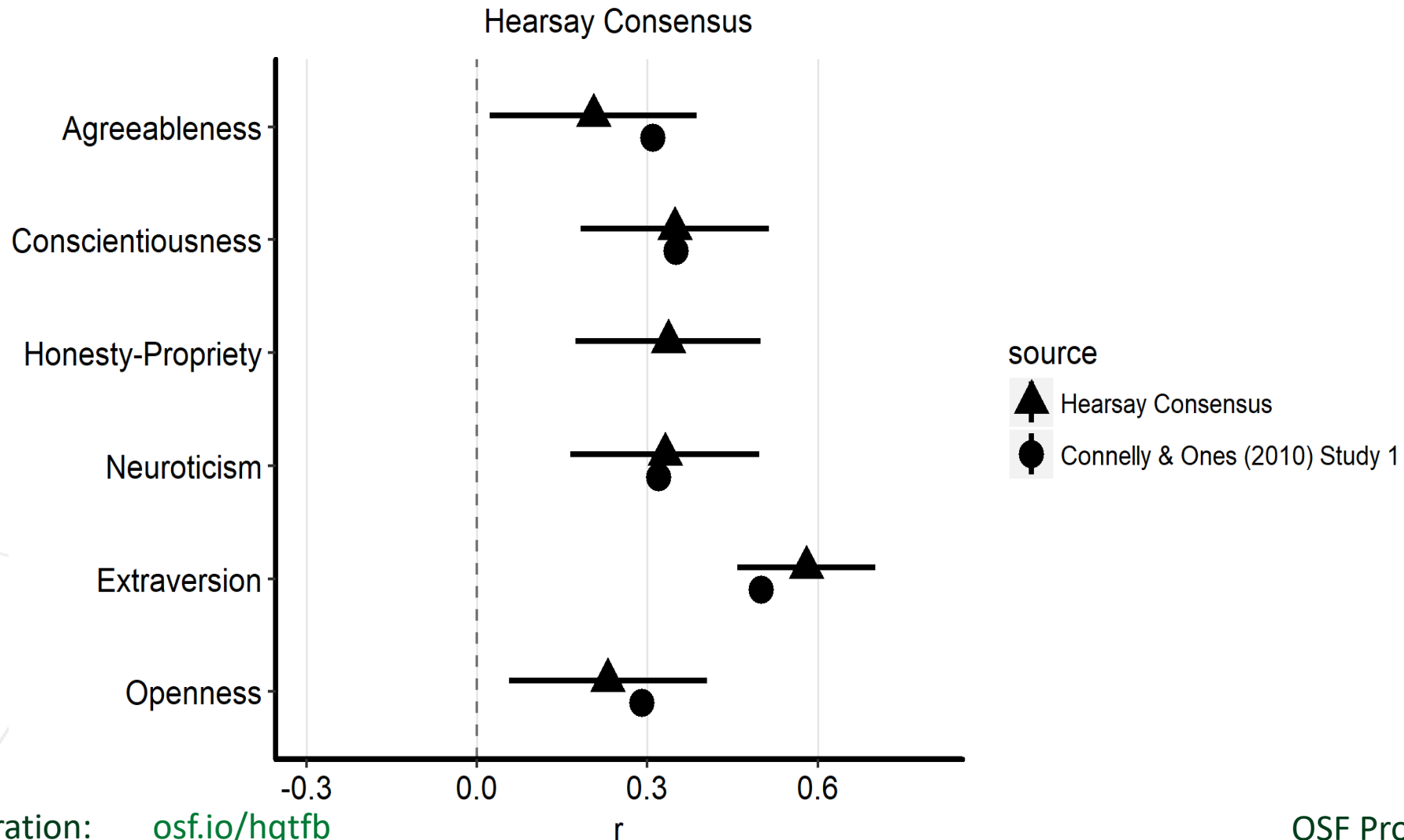


# Analyses

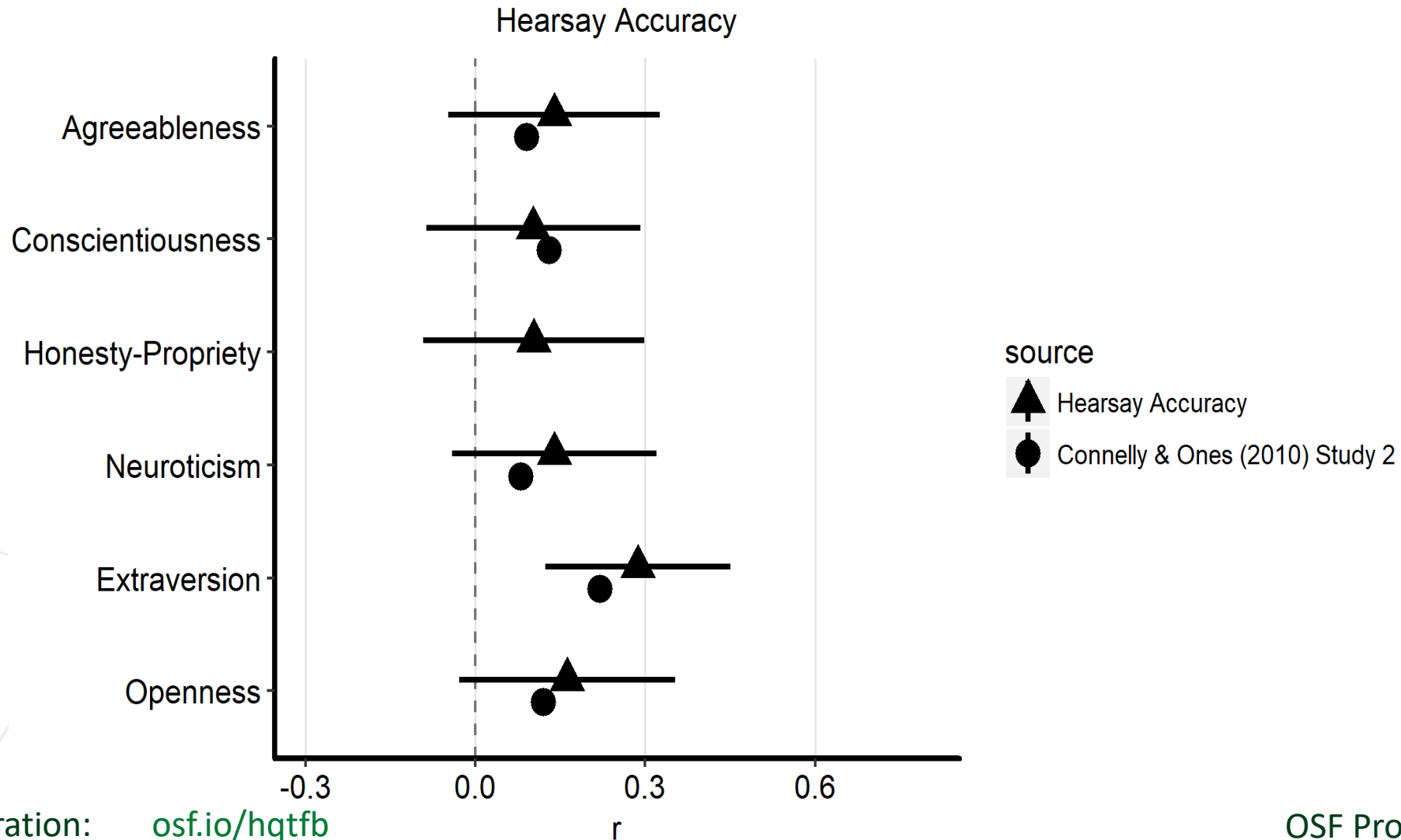


- Differential Consensus/Accuracy
  - Correlation – relative similarity of ratings
- Mean-level accuracy not presented here.

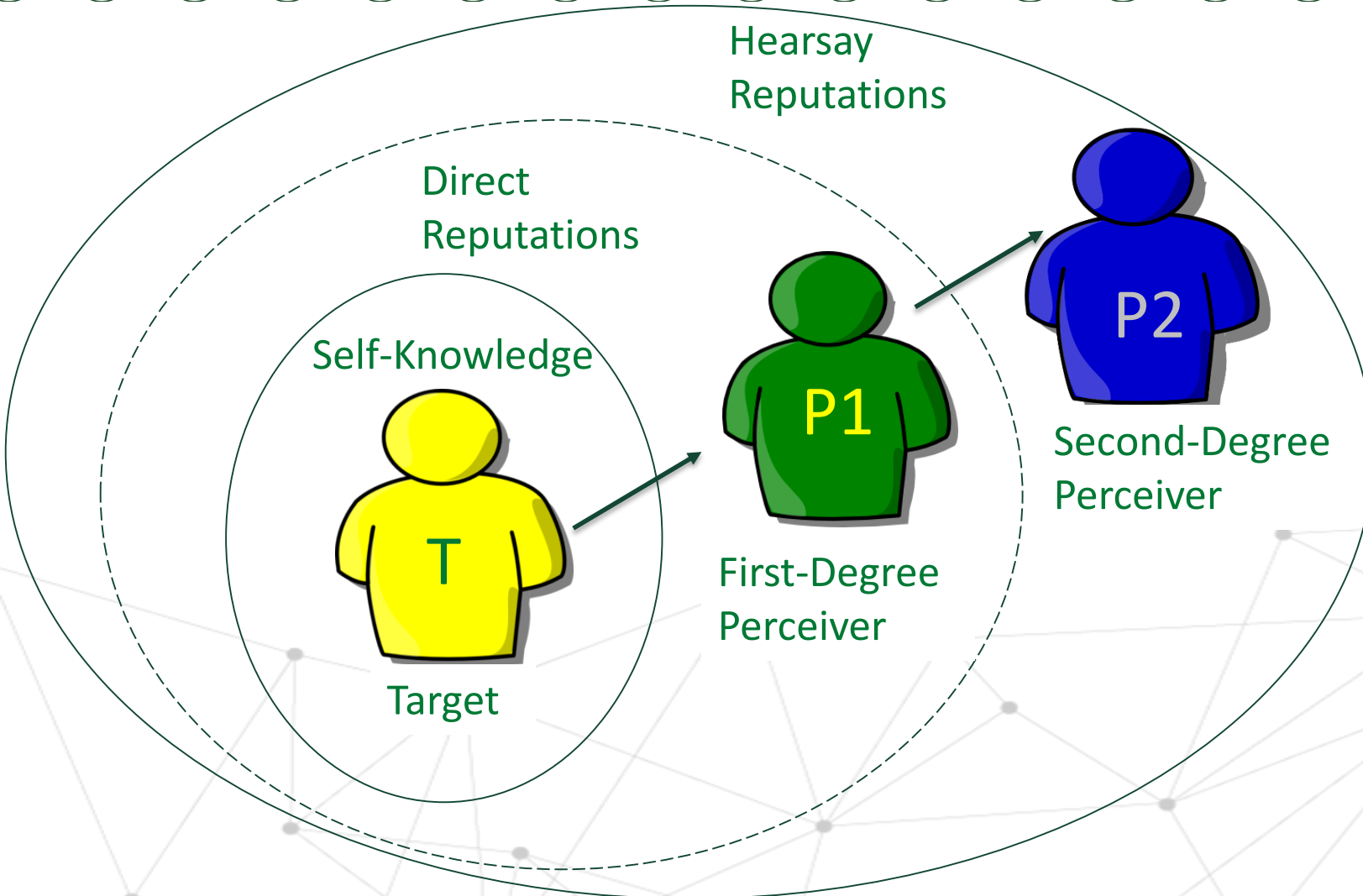
# Hearsay Consensus: Do P1 & P2 Agree?



# Hearsay Accuracy: Is P2 right about T?



# Hearsay Reputations



## Hearsay Consensus

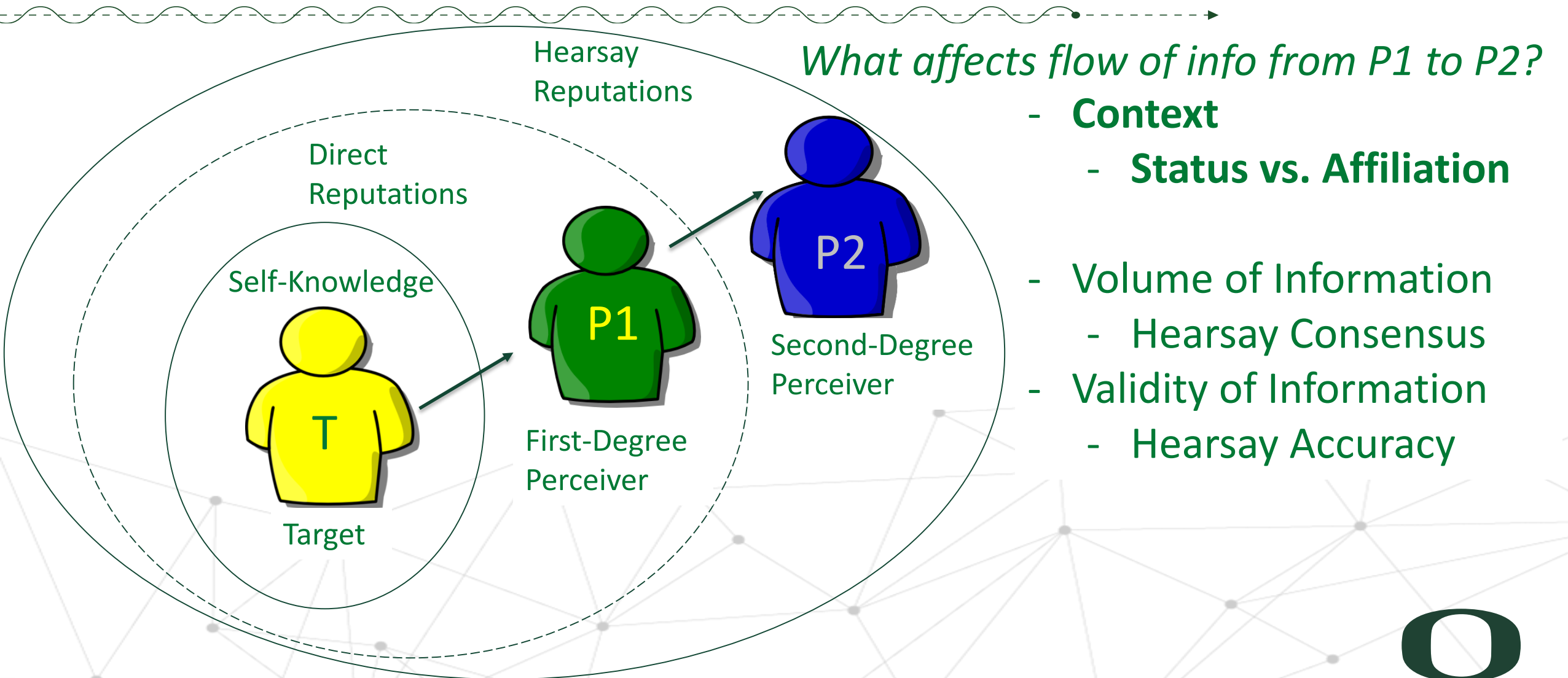
P1 & P2 agree a moderate amount.

## Hearsay Accuracy

P2 is not very accurate.



# Hearsay Reputations



*What affects flow of info from P1 to P2?*

- **Context**
  - **Status vs. Affiliation**
- Volume of Information
  - Hearsay Consensus
- Validity of Information
  - Hearsay Accuracy



# Sample



- **Final sample: 369 undergrads, 105 groups**
  - **33-36 groups per condition**
  - Age: 18-30;  $M_{\text{Age}} = 19$  (2)
  - Gender: 59% Female; 27% Male; 14% NR
  - Race/Ethnicity (could check more than 1):
    - 62% White/Caucasian
    - 14% Asian
    - 11% Hispanic/Latino
    - 5% Black/African American
    - 2% Native American
    - 3% Other
    - 14% NR

# Procedure & Materials



## Manipulation:

### Status

We want you to talk about what that person is like in general. Later on we are going to ask [2] about [his/her] impressions of that person. **One thing we are going to ask is whether [P2] thinks the person you're describing would make a good leader.** So we want you to help [P2] form an overall impression, **which includes forming an impression of that person's leadership potential.**

### Affiliation

We want you to talk about what this person is like in general. Later on we are going to ask [P2] about [his/her] impressions of that person. **One thing we are going to ask is whether [P2] thinks the person you're describing would make a good friend who they would want to get close to.** So, we want you to help [P2] form an overall impression, **which includes forming an impression of that person's potential as a friend.**

### Neutral/Control:

*\*Bolted Parts Removed\**





# H1: Hearsay Consensus & Accuracy for Extraversion in Status Condition



Hearsay Consensus & Accuracy greater for Extraversion in Status Condition

Extraversion important for status.

Status context should focus hearsay on Extraversion



# H1: Hearsay Consensus & Accuracy for Extraversion in Status Condition

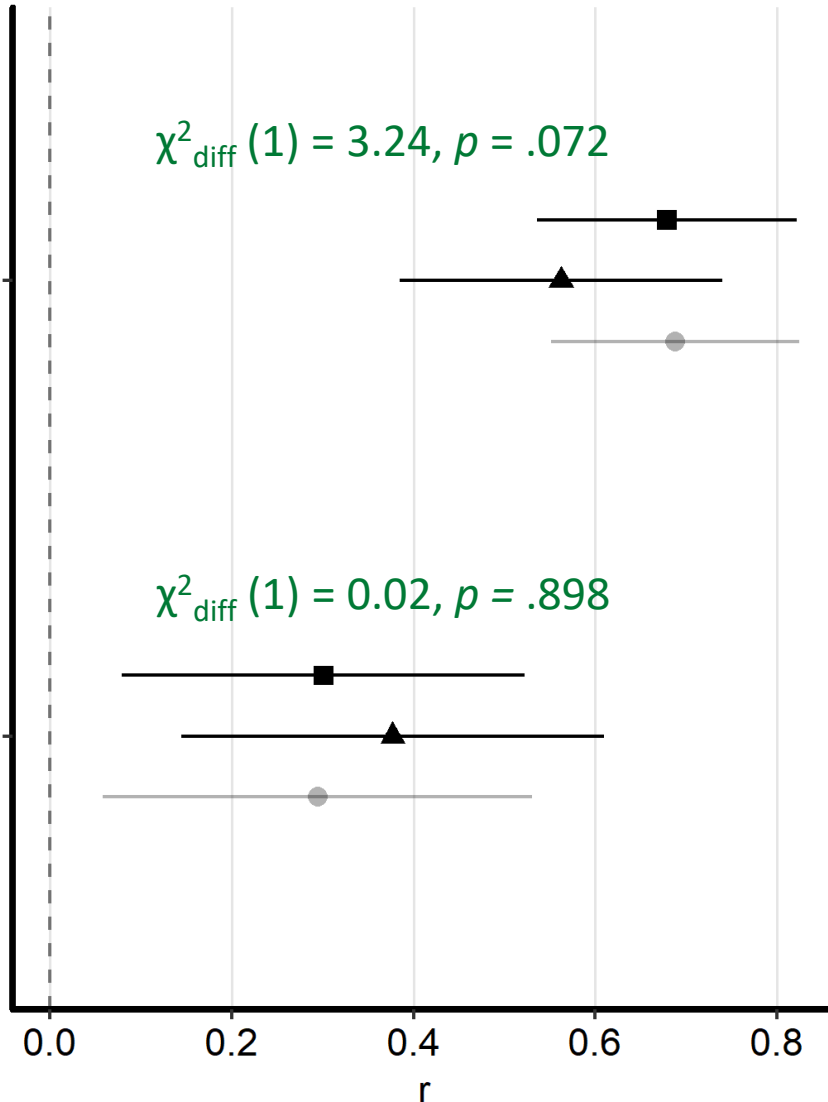
Hearsay Consensus  
*How much do P1 & P2 agree about T?*

Hearsay Accuracy  
*How accurate is P2?*


$$\chi^2_{\text{diff}}(1) = 3.24, p = .072$$

$$\chi^2_{\text{diff}}(1) = 0.02, p = .898$$

- Status
- Control
- Affiliation



# H2: Hearsay Consensus & Accuracy for Agreeableness in Affiliation Condition



Hearsay Consensus & Accuracy greater for Agreeableness in Affiliation Condition

Agreeableness important for Affiliation.

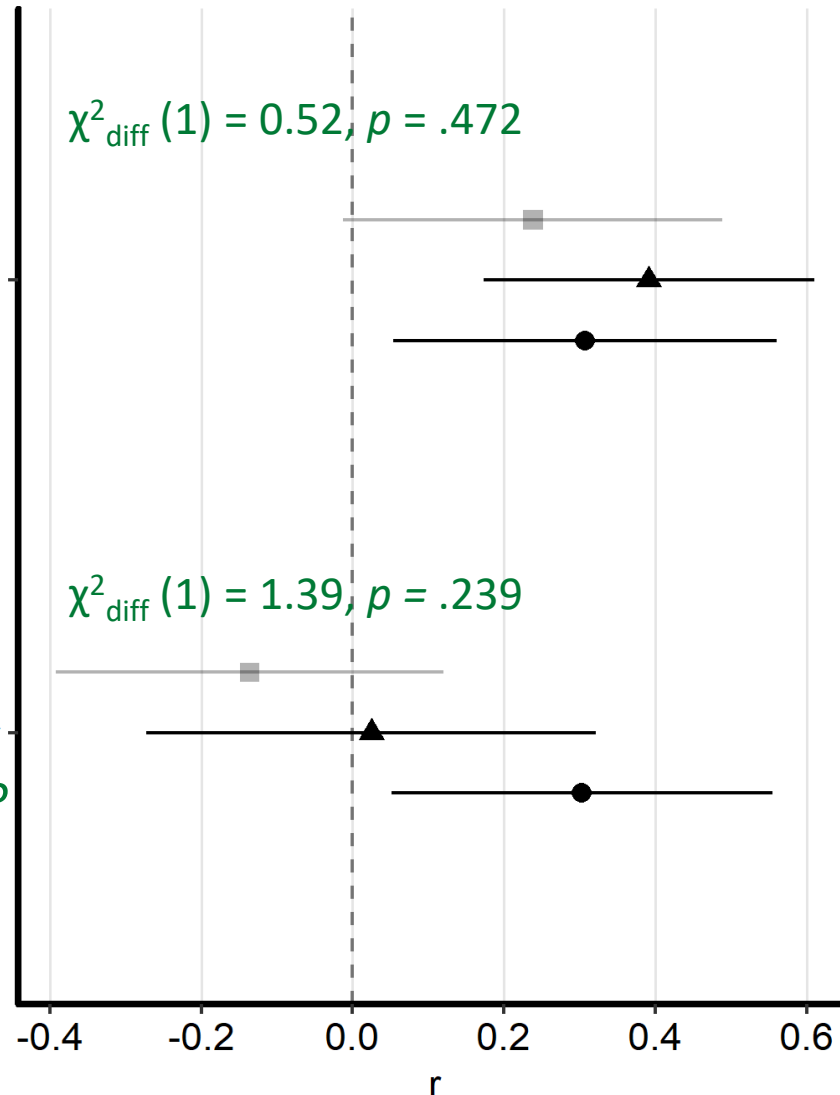
Affiliation context should focus gossip conversation on Agreeableness.



# H2: Hearsay Consensus & Accuracy for Agreeableness in Affiliation Condition

Hearsay Consensus  
*How much do P1 & P2 agree about T?*

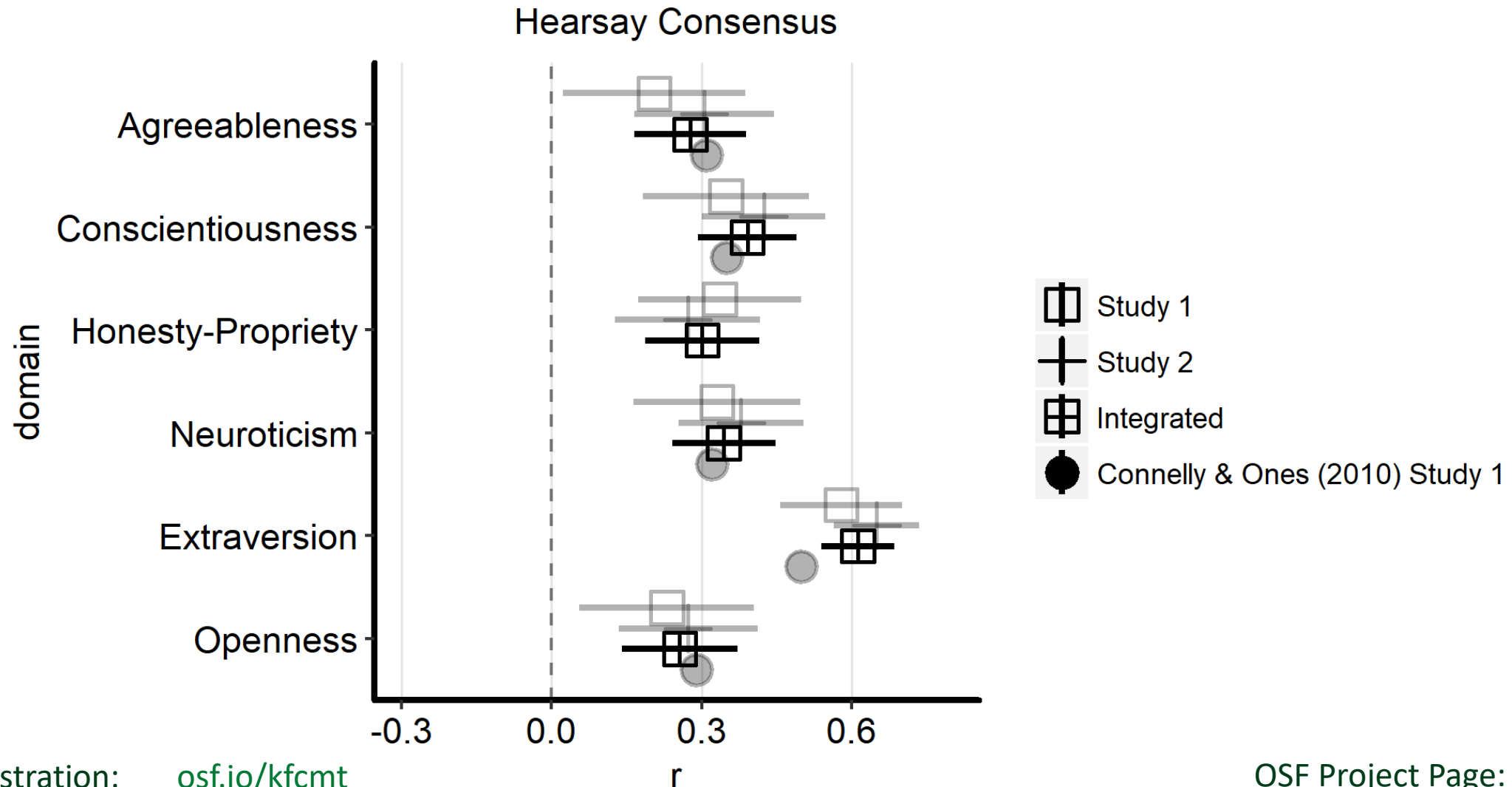
Hearsay Accuracy  
*How accurate is P2?*



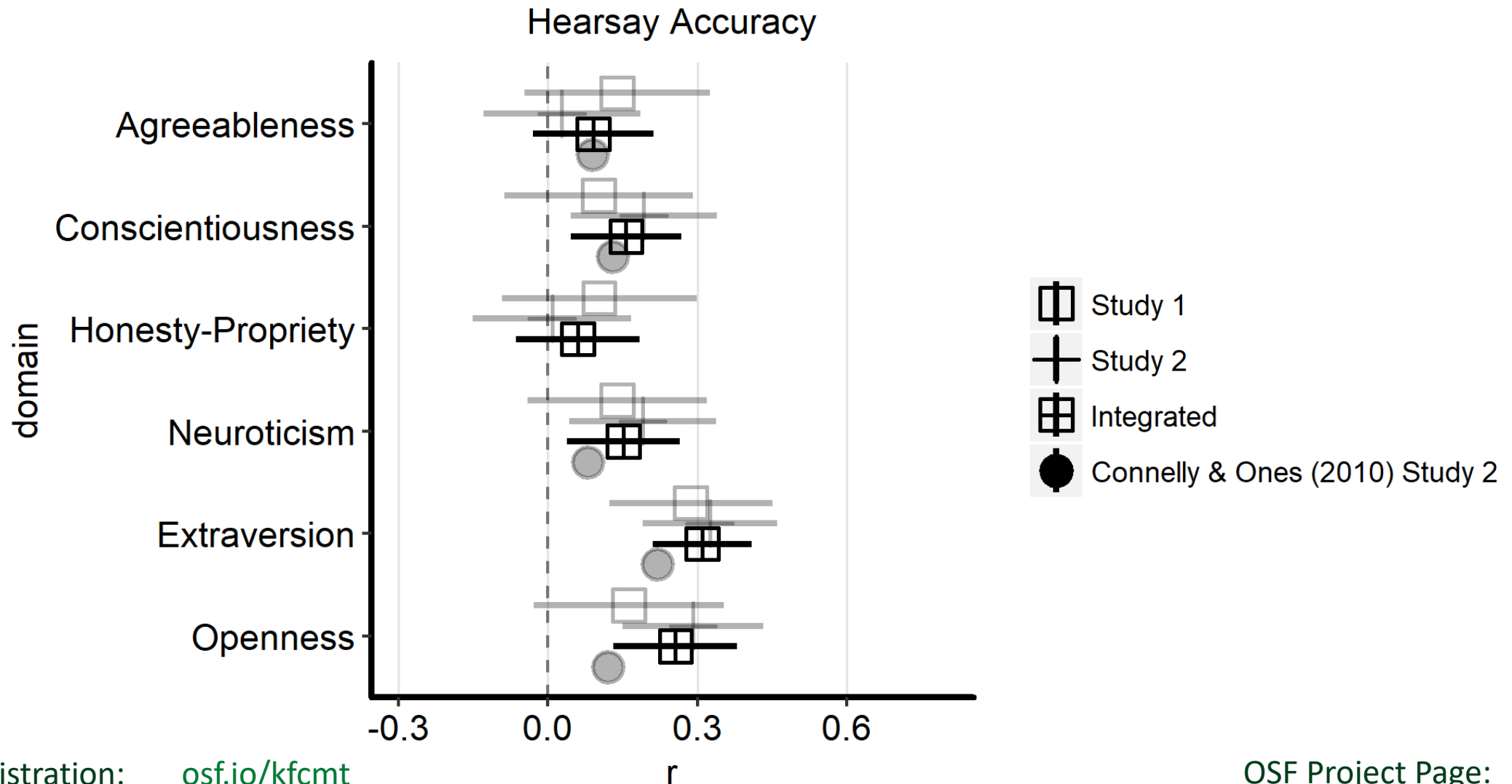
- Status
- Control
- Affiliation



# Hearsay Consensus: How much do P1 & P2 agree?



# Hearsay Accuracy: How Accurate is P2?



# Conclusions & Future Directions



- Hearsay Consensus is moderate to moderately high.
- Hearsay Accuracy is low to moderate, but not 0 for most Big 6.
- What influences hearsay reputations?
  - Stronger context manipulation?
  - Relationships between the triad members?
  - Goals of triad members?
- We still have a lot left to learn!



# Thanks for listening!



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# Questions



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