

# You've Got a Friend In Me –



# Friends as Agents

Can we pick them?

Should we rely on them?

# The better I think you know me, the more likely I'll allow you to...

“Choose a Video at the Video Store”	.221 (p = .090)
“Choose a Restaurant”	<b>.338 (p &lt; .01)</b>
“Choose Your Groceries”	<b>.384 (p = .005)</b>
“Choose a Book”	<b>.292 (p &lt; .05)</b>
“Choose a Vacation Location”	<b>.483 (p &lt; .001)</b>
“Choose a (Music) CD”	<b>.253 (p &lt; .05)</b>
“Choose a Sporting Event to Attend”	<b>.370 (p &lt; .005)</b>
“Choose a Hotel”	<b>.386 (p &lt; .005)</b>
Expected Liking of a Gift from Partner	<b>.544 (p &lt; .001)</b>

# Do Friends Know What Their Friends Know?

	Measure of Friends' Knowledge	
	Actual Hits	ICC
VALS	.168	-.032
Groceries	.199	.431**
Restaurants	.182	.086
Activities	.052	.116
Consumer Attitudes	.153	.079

Estimates are not related to friend's actual knowledge

# What Does Predict Consumer's Estimates of Friend's Knowledge?

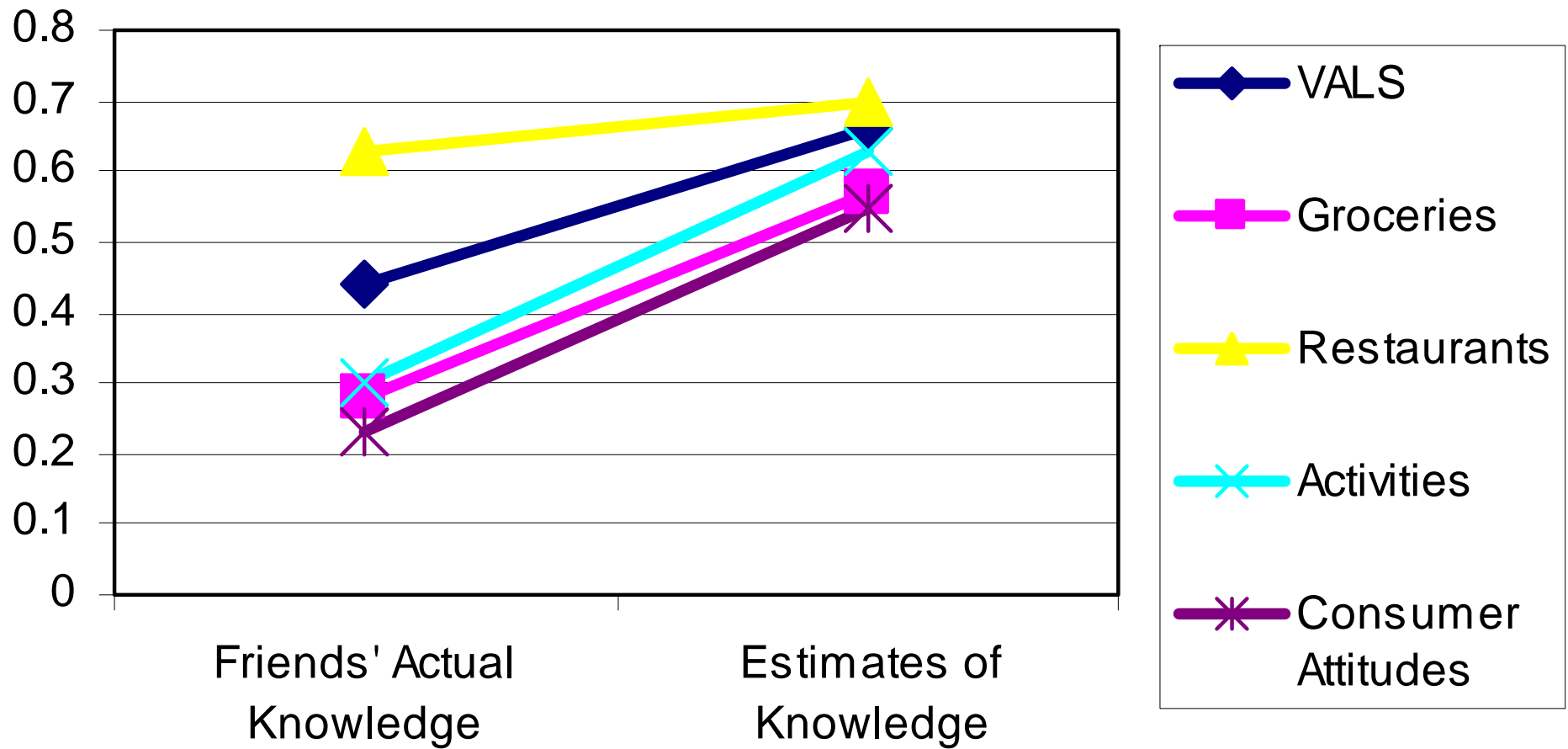
Dependent Variable: Estimate of Friend's Knowledge

---

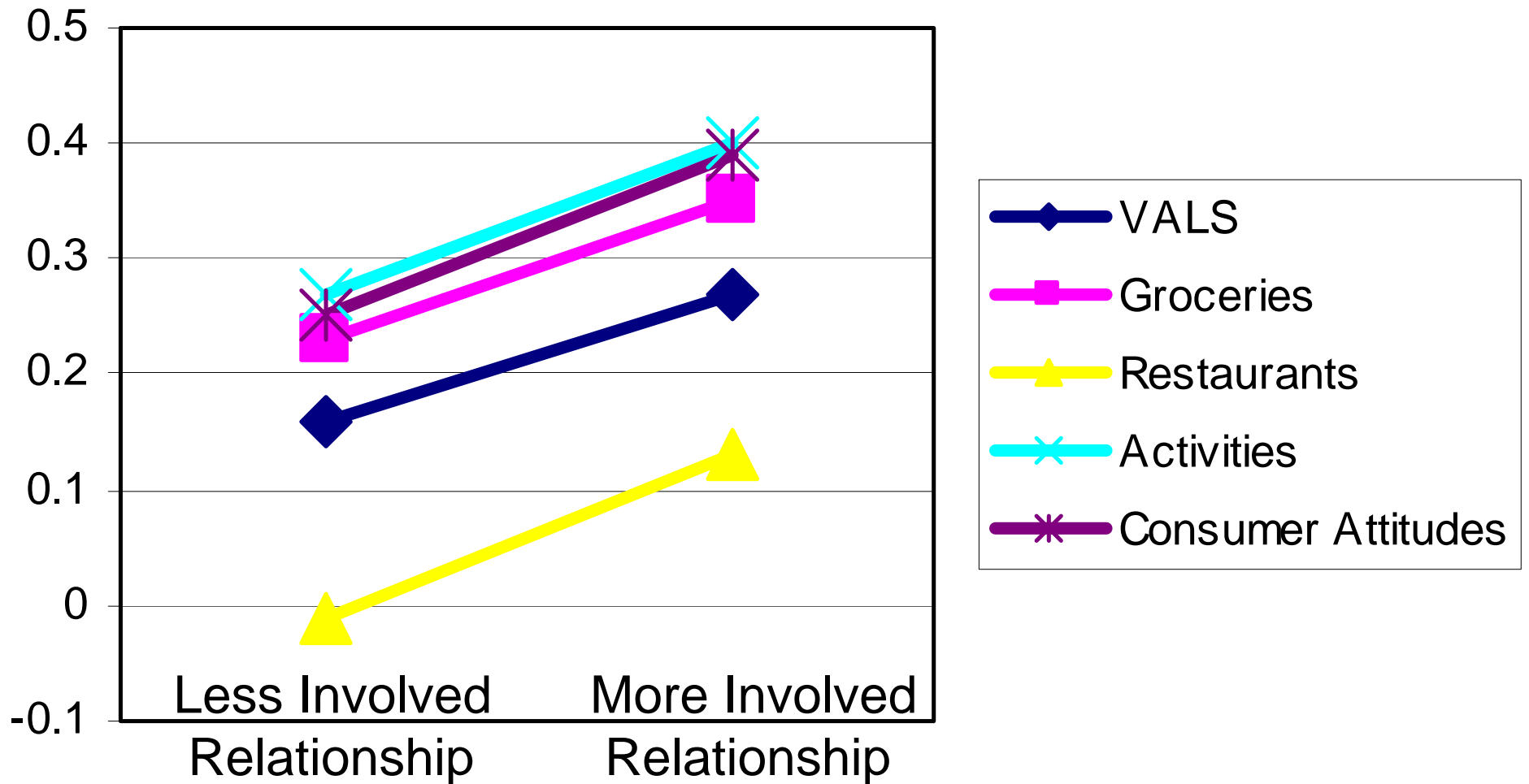
	Perceived Similarity	Relationship Length	Relationship Involvement
VALS	.205	.045	.337*
Grocery Products	.075	.336*	.287*
Restaurants	.114	-.169	.453***
Activities	.152	-.068	.476***
Consumer Attitudes	.008	-.010	.309*

---

# Actual Friend's Knowledge Vs. Estimates of Knowledge



# Amount of Overestimation by Relationship Involvement



# Are we better givers or receivers of recommendations?

- Should I rely on this friends' recommendation?
  - Hmm, my friend liked it. Will I like it?

**$P(\text{Self+}|\text{Friend+})$**

- Should my friend rely on my recommendation?
  - Hmm, I liked it. Will my friend like it?

**$P(\text{Friend+}|\text{Self+})$**

- Ample time to learn each others' likes and dislikes.
- Long history of information

# Provide Your Rating for Poster # 1



15 seconds

Poster # 1

Participant 7831's rating:



























“thumbs down”





























# Poster Rating Response Sheet

Your Participant Number#: \_\_\_\_\_

Your Partner #: \_\_\_\_\_

Poster Number	Thumbs Up	Thumbs down
1	 <input type="checkbox"/>	 <input type="checkbox"/>
2	 <input type="checkbox"/>	 <input type="checkbox"/>
3	 <input type="checkbox"/>	 <input type="checkbox"/>
4	 <input type="checkbox"/>	 <input type="checkbox"/>
5	 <input type="checkbox"/>	 <input type="checkbox"/>
6	 <input type="checkbox"/>	 <input type="checkbox"/>
7	 <input type="checkbox"/>	 <input type="checkbox"/>
8	 <input type="checkbox"/>	 <input type="checkbox"/>
9	 <input type="checkbox"/>	 <input type="checkbox"/>
10	 <input type="checkbox"/>	 <input type="checkbox"/>
11	 <input type="checkbox"/>	 <input type="checkbox"/>
12	 <input type="checkbox"/>	 <input type="checkbox"/>
13	 <input type="checkbox"/>	 <input type="checkbox"/>

Poster Number	Thumbs Up	Thumbs down
26	 <input type="checkbox"/>	 <input type="checkbox"/>
27	 <input type="checkbox"/>	 <input type="checkbox"/>
28	 <input type="checkbox"/>	 <input type="checkbox"/>
29	 <input type="checkbox"/>	 <input type="checkbox"/>
30	 <input type="checkbox"/>	 <input type="checkbox"/>
31	 <input type="checkbox"/>	 <input type="checkbox"/>
32	 <input type="checkbox"/>	 <input type="checkbox"/>
33	 <input type="checkbox"/>	 <input type="checkbox"/>
34	 <input type="checkbox"/>	 <input type="checkbox"/>
35	 <input type="checkbox"/>	 <input type="checkbox"/>
36	 <input type="checkbox"/>	 <input type="checkbox"/>
37	 <input type="checkbox"/>	 <input type="checkbox"/>
38	 <input type="checkbox"/>	 <input type="checkbox"/>

# Results

- Correlation (actual, estimated)

$$P(\text{other+}|\text{self+}) (\text{giving}) = .467$$

$$P(\text{self+}|\text{other+}) (\text{receiving}) = .271$$

$$z = 1.99, p = .05$$

- Mean inaccuracy

$$P(\text{other+}|\text{self+}) (\text{giving}) = .1825$$

$$P(\text{self+}|\text{other+}) (\text{receiving}) = .2215$$

$$t(148) = 2.484, p < .05$$

- Why is this?

Preference to organize the world in self-relevant ways

# Base Rate Estimates

- Correlation (actual, estimated)

$$P(\text{Self}+) = .783$$

$$P(\text{Other}+) = .537$$

$$z = 3.872, p < .001$$

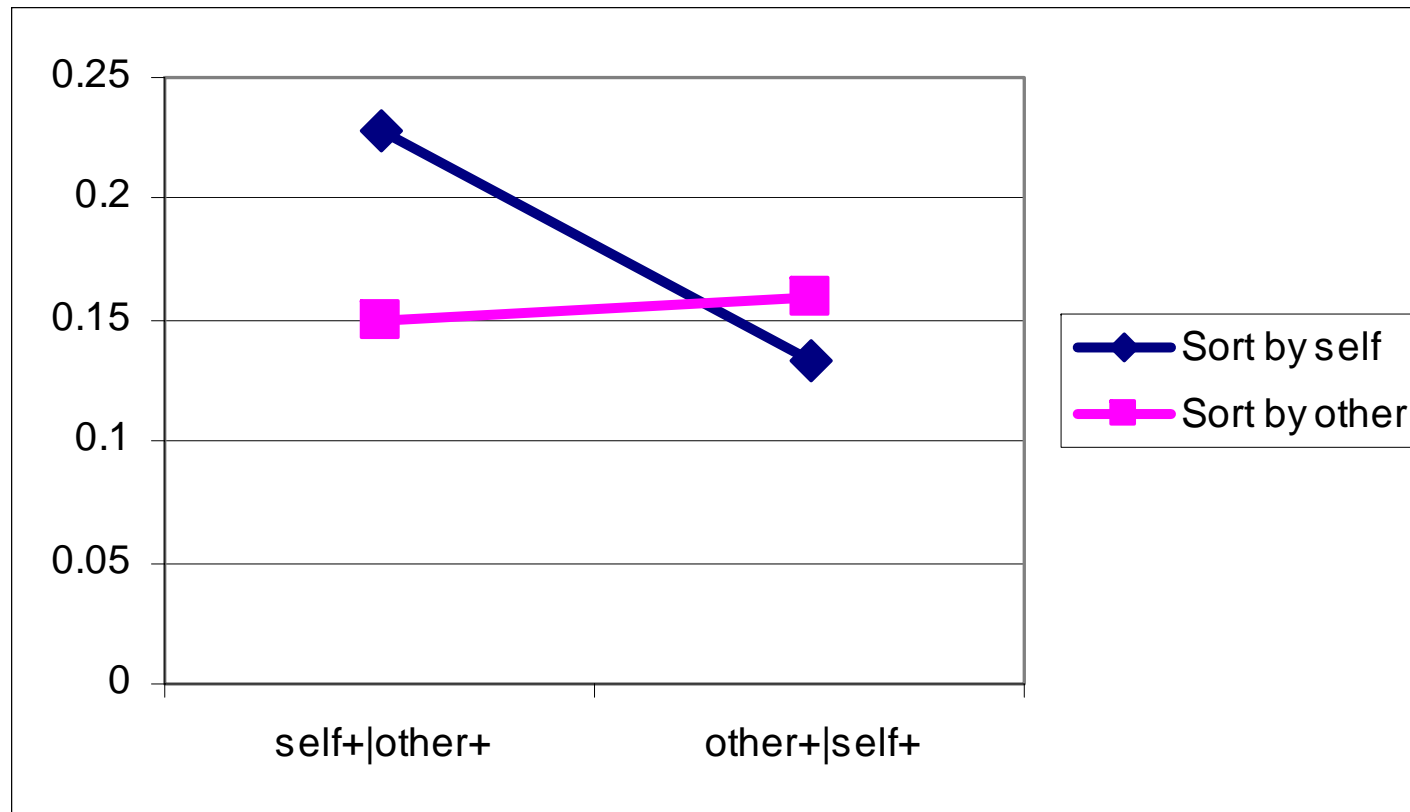
- Overall Inaccuracy

$$P(\text{Self}+) = .1013$$

$$P(\text{Other}+) = .1252$$

$$t(148) = 2.453, p < .05$$

# A Sorting Task: Average Error in Estimate



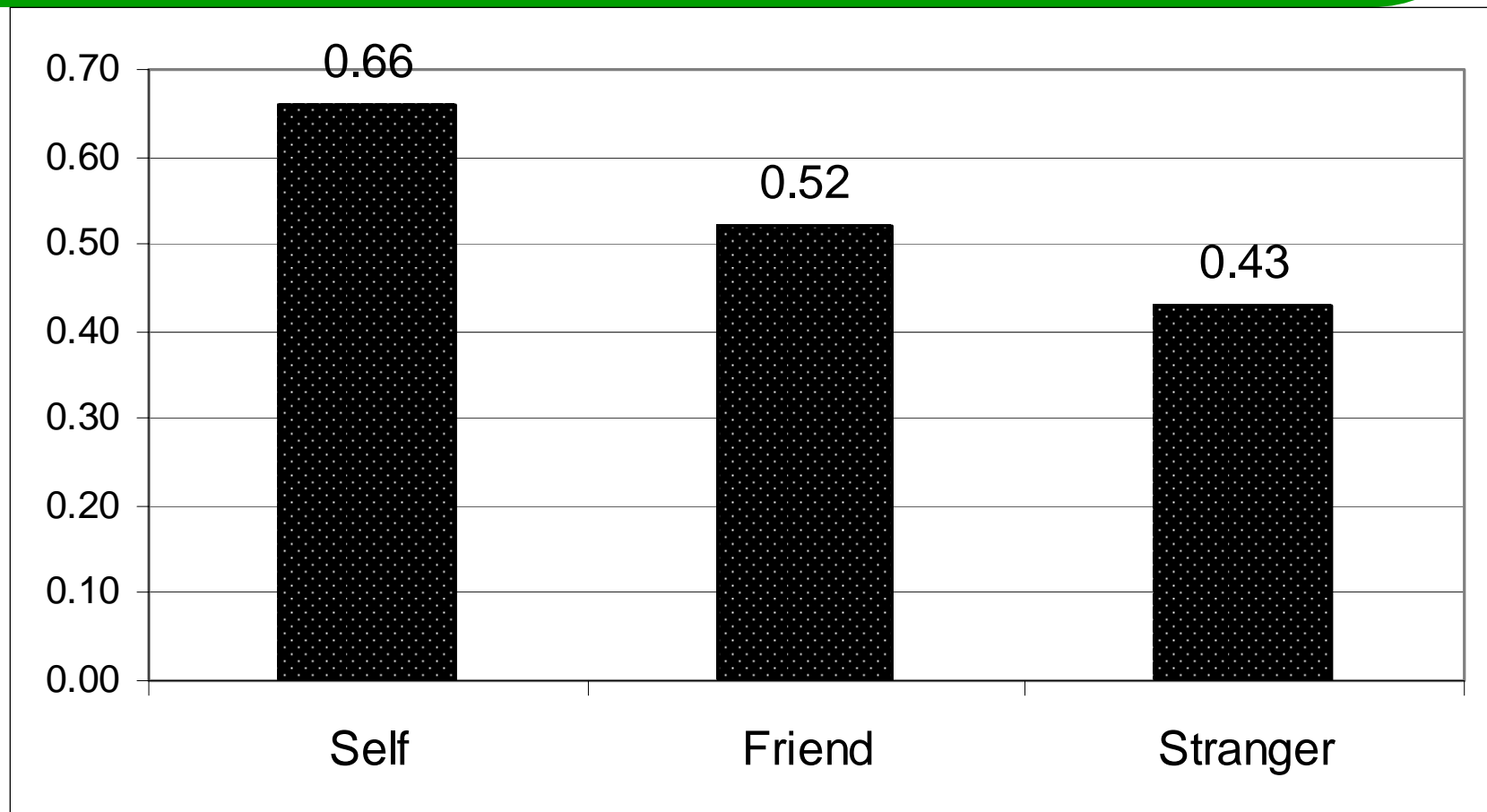
# Should We Rely on Friends?

2% risk airbag

-or-

1% risk vaccine  
+.01% risk from  
**exploding airbag**

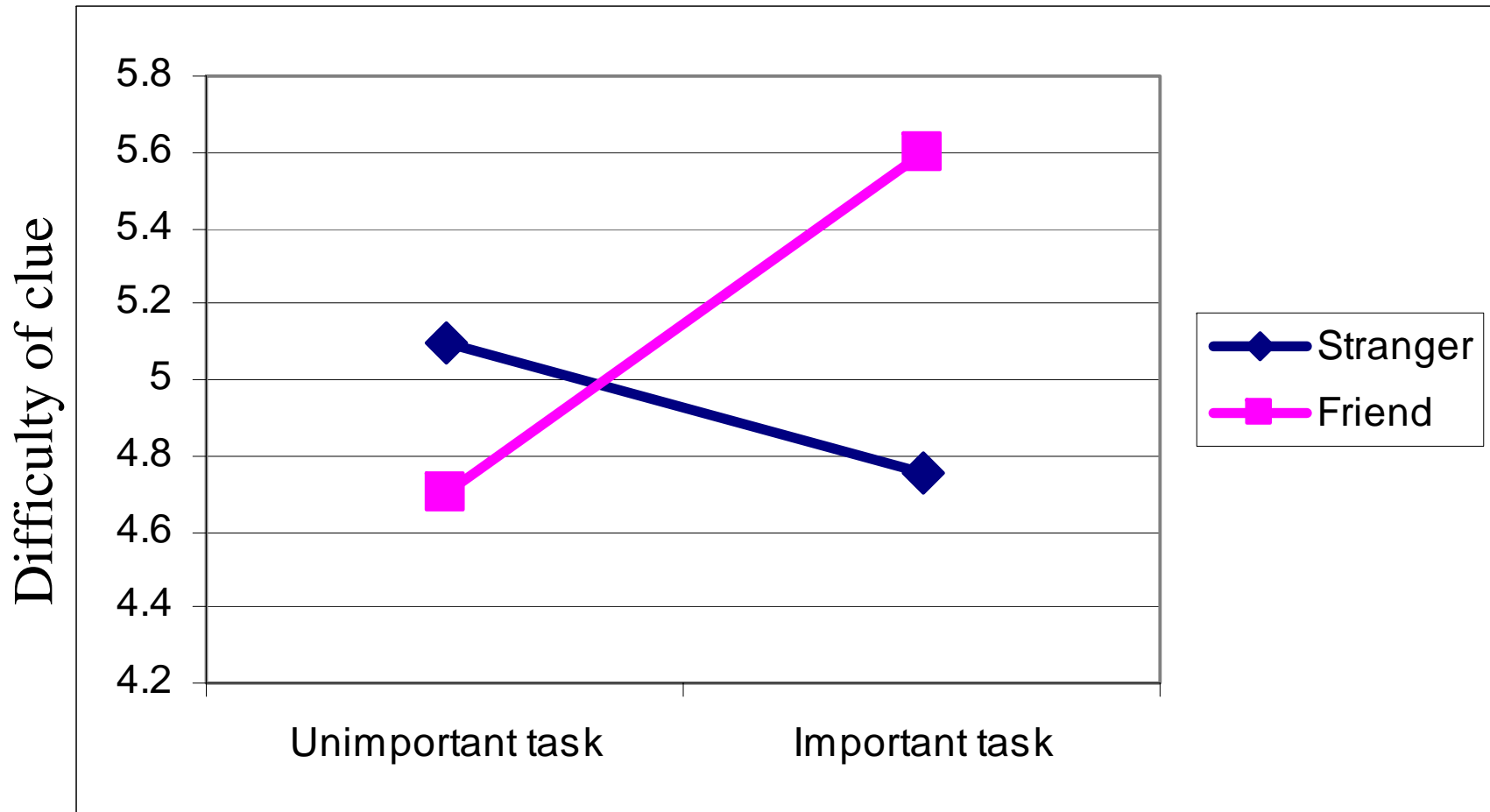
# Percent Choosing the Greater Risk



*Betrayal Aversion*

chi = 8.509 , p < .05

# Should We Rely on Friends?



# Friends as Agents

Can we pick them?

Should we rely on them?