Olivier Toubia, Jacob Goldenberg, Rosanna Garcia

Improving Penetration Forecasts Using Social Interactions Data.

Three studies investigated how subliminally primed thoughts of an agent prior to action can affect ascriptions of authorship for that action. Participants competed against a computer program to remove words from a computer screen. Participants reported greater feelings of authorship when primed with first person singular pronouns, and lower feelings of authorship when primed with "computer." We also investigated whether authorship feelings could be affected by priming subjects with a supernatural agent (i.e., God). Feelings of authorship decreased when participants were primed with God, but only among believers.