



《怀旧如何影响创新技术？ 一个双刃剑效应模型》

汇报人：潘薇
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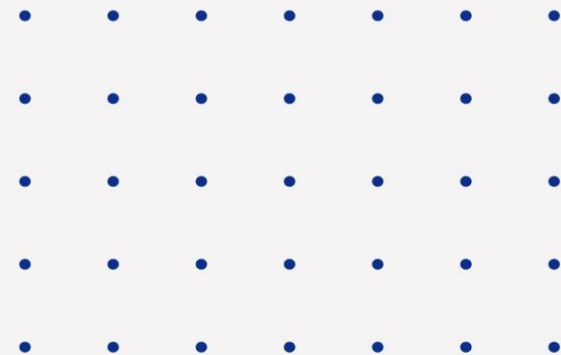
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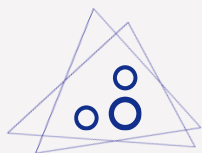
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More Than a Barrier: Nostalgia Inhibits, but Also Promotes, Favorable Responses to Innovative Technology

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While technology is moving forward, people are looking back to the past. How does nostalgia influence responses (i.e., attitudes and behavior) to innovative technology? We postulated a dual-pathway model, according to which nostalgia, as a social emotion, would foster social connectedness that would be associated with or lead to favorable responses to innovative technology. At the same time, nostalgia, as an emotion that places a high premium on the past, would be associated with or lead to unfavorable responses to innovative technology (i.e., artificial intelligence or fifth-generation wireless communication) via skepticism about change. We provided support for the dual-pathway model in seven studies ($N = 1,629$), using correlational and experimental methods, operationalizing the constructs in diverse ways, and testing participants from three cultures (China, United Kingdom, and United States). The findings contribute to the vibrant conversation on human–technology relationship.

Keywords: nostalgia, social connectedness, skepticism about change, artificial intelligence, human–technology relationship

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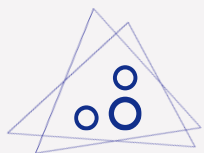
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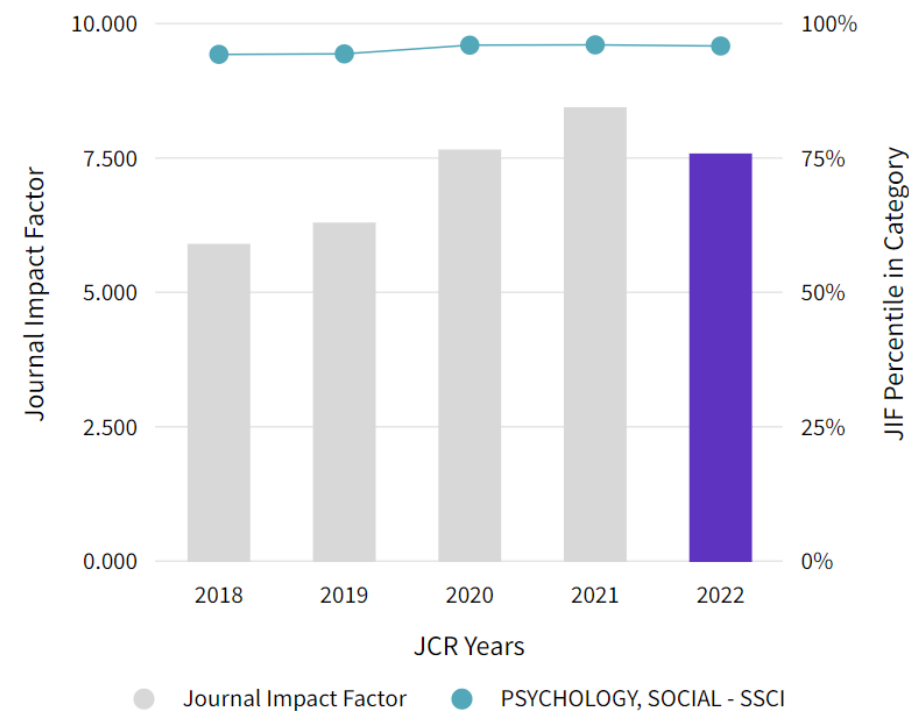
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Jianning Dang played a lead role in conceptualization, data curation, formal analysis, funding acquisition, and writing—original draft and an equal role in writing—review and editing. Constantine Sedikides played a lead role in conceptualization, writing—original draft, and writing—review and editing. Tim Wildschut played a lead role in visualization, writing—original draft, and writing—review and editing and an equal role in conceptualization and formal analysis. Li Liu played a lead role in project administration, supervision, and writing—original draft and an equal role in conceptualization, funding acquisition, and writing—review and editing.

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研究内容

01

研究背景

02

研究对象

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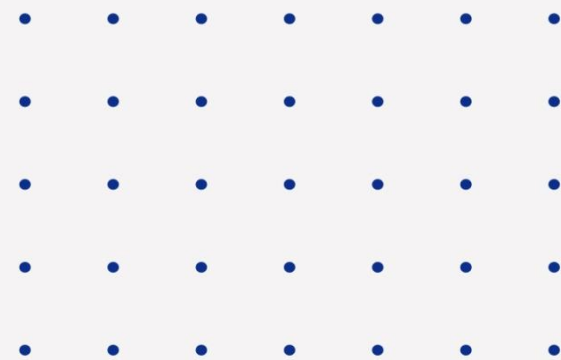
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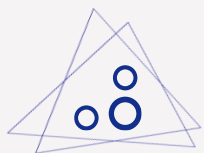
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研究变量

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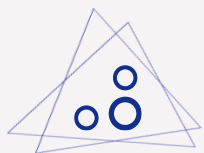
研究主题





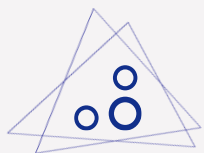
研究内容

Study 1	通过操纵怀旧，验证了社会联系和变革怀疑的中介效应
Study 2	利用横截面数据检验了完整模型，测量了各变量间路径系数
Study 3	通过操纵怀旧，从态度和行为两方面测量了对创新技术的支持程度
Study 4	通过选择特定创新技术产品，从态度和行为两方面测量了对创新技术的支持程度
Study 5	内部元分析

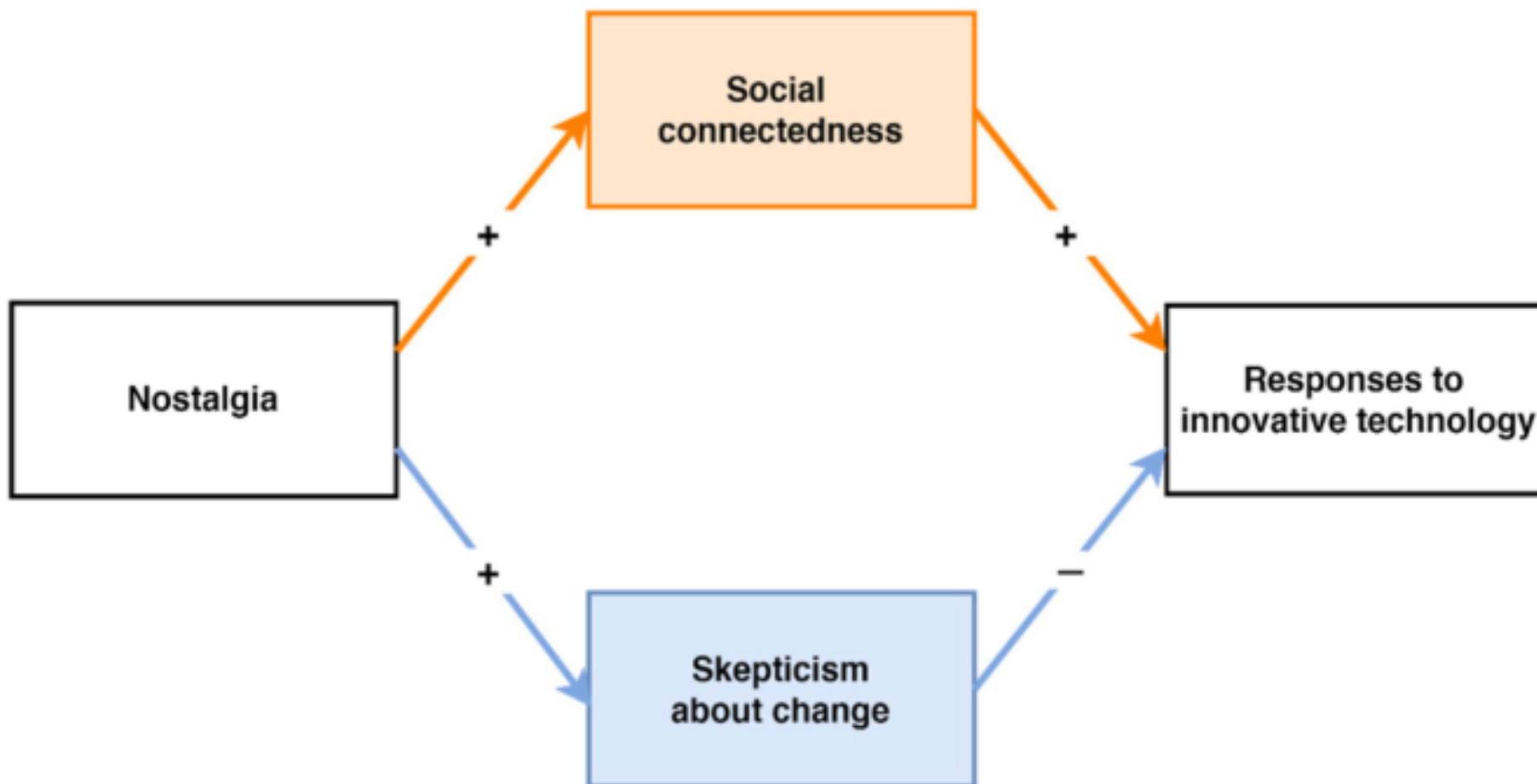


研究内容

研究背景	在科技不断发展的今天，人们也会时常回顾过往。
研究对象	生活在中国文化背景中的人群
研究目标	1.探索怀旧对创新技术的影响 2.探索社会联系和变革怀疑的中介作用
研究变量	自变量：怀旧 中介变量：社会联系、变革怀疑 因变量：创新技术



研究内容





研究方法

01

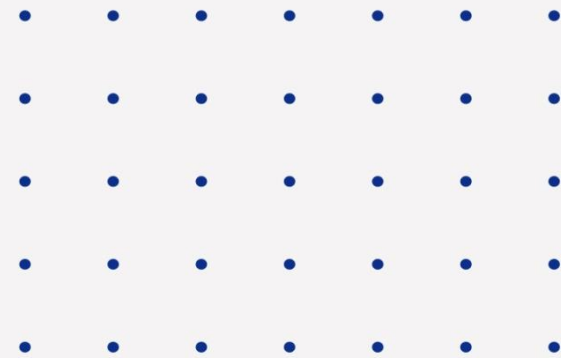
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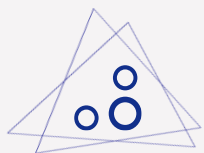
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问卷收集

02

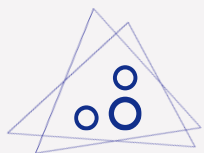
研究量表





研究方法

问卷收集	在北京师范大学征集了300名中国人作为研究被试
研究方式	随机将被试分类为怀旧组和控制组，分别完成设定的2个任务，并采用相关性分析和结构方程模型探索变量间的关系



研究量表

怀旧	对过去的感情上的渴望或留恋，采用Wildschut等人于2006年开发的成熟量表，共包含3个题项
社会联系	人们在共同的物质和精神活动过程中所结成的相互关系的总称，采用Hepper等人于2012年开发的成熟量表，共包含4个题项
变革怀疑	对变革持有一种怀疑的态度或持怀疑态度的倾向，采用Wildschut等人于2006年开发的成熟量表，共包含4个题项
创新技术	通过采用一个3题项量表来测量人们对伴侣机器人研发态度的支持，同时采用一个6题项量表来测量人们对伴侣机器人行为的支持



研究结果

01

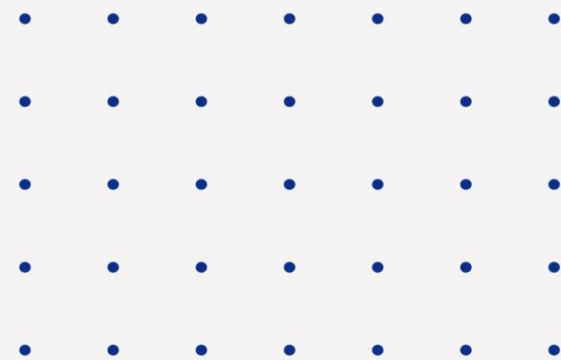
描述性统计分析

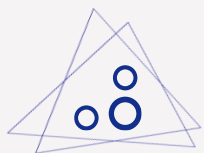
02

相关性分析

03

中介效应分析



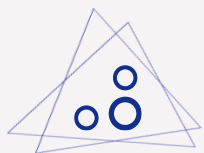


描述性统计分析

Results and Discussion

As intended, participants in the nostalgia condition ($M = 5.88$, $SD = 1.06$) felt more nostalgic than controls ($M = 3.43$, $SD = 1.81$), $F(1, 298) = 205.03$, $p < .001$, $\eta^2 = .41$, 90% CI [0.34, 0.47]. The nostalgia manipulation was successful.

Nostalgic participants ($M = 5.04$, $SD = 1.39$) reported higher social connectedness than controls ($M = 3.35$, $SD = 1.79$), $F(1, 298) = 83.58$, $p < .001$, $\eta^2 = .22$, 90% CI [0.15, 0.28]. Additionally, nostalgic participants ($M = 4.15$, $SD = 1.32$) reported greater skepticism about change than controls ($M = 3.58$, $SD = 1.17$), $F(1, 298) = 15.90$, $p < .001$, $\eta^2 = .05$, 90% CI [0.02, 0.10]. Furthermore, nostalgic participants ($M = 4.62$, $SD = 1.20$) reported greater support for research on companion robots than controls—a positive total effect ($M = 4.21$, $SD = 1.20$), $F(1, 298) = 8.67$, $p = .003$, $\eta^2 = .03$, 90% CI [0.01, 0.06]. Nostalgic ($M = 2.21$, $SD = 1.41$) and control ($M = 2.11$, $SD = 1.40$) participants did not differ significantly in their willingness to adopt companion robots, $F(1, 298) = 0.33$, $p = .567$, $\eta^2 = .001$, 90% CI [0.00, 0.02].¹²

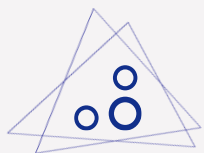


相关性分析

Table 6

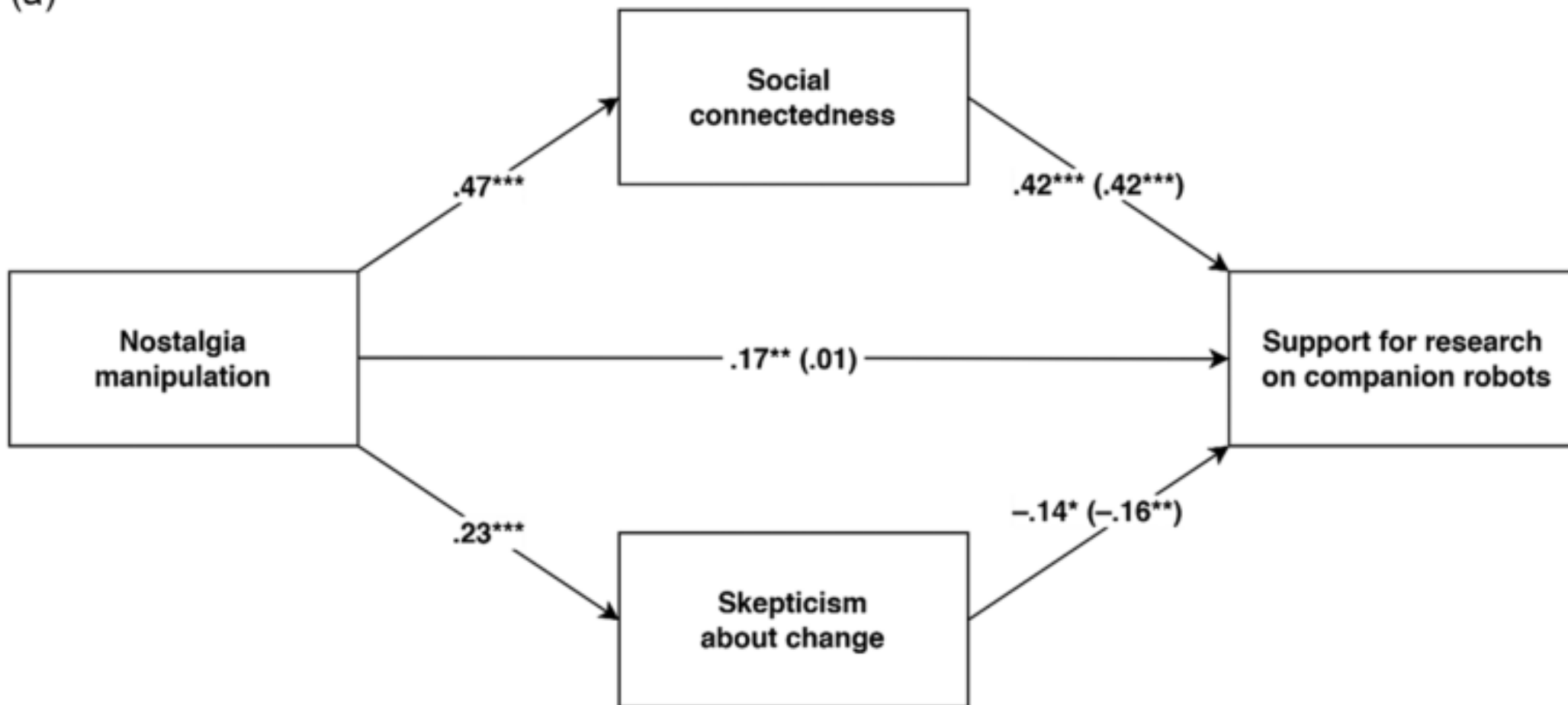
Descriptive Statistics and Zero-Order Correlations Among Variables in Study 4

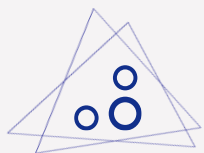
Variable	<i>M (SD)</i>	1	2	3	4	5
1. Nostalgia manipulation	0.50 (0.50)	—	.47***	.23***	.17**	.03
2. Social connectedness	4.19 (1.81)		—	.05	.42***	.29***
3. Skepticism about change	3.87 (1.28)			—	-.14*	-.17**
4. Support for research on companion robots	4.41 (1.22)				—	.36***
5. Adoption of companion robots	2.16 (1.41)					—



中介效应分析

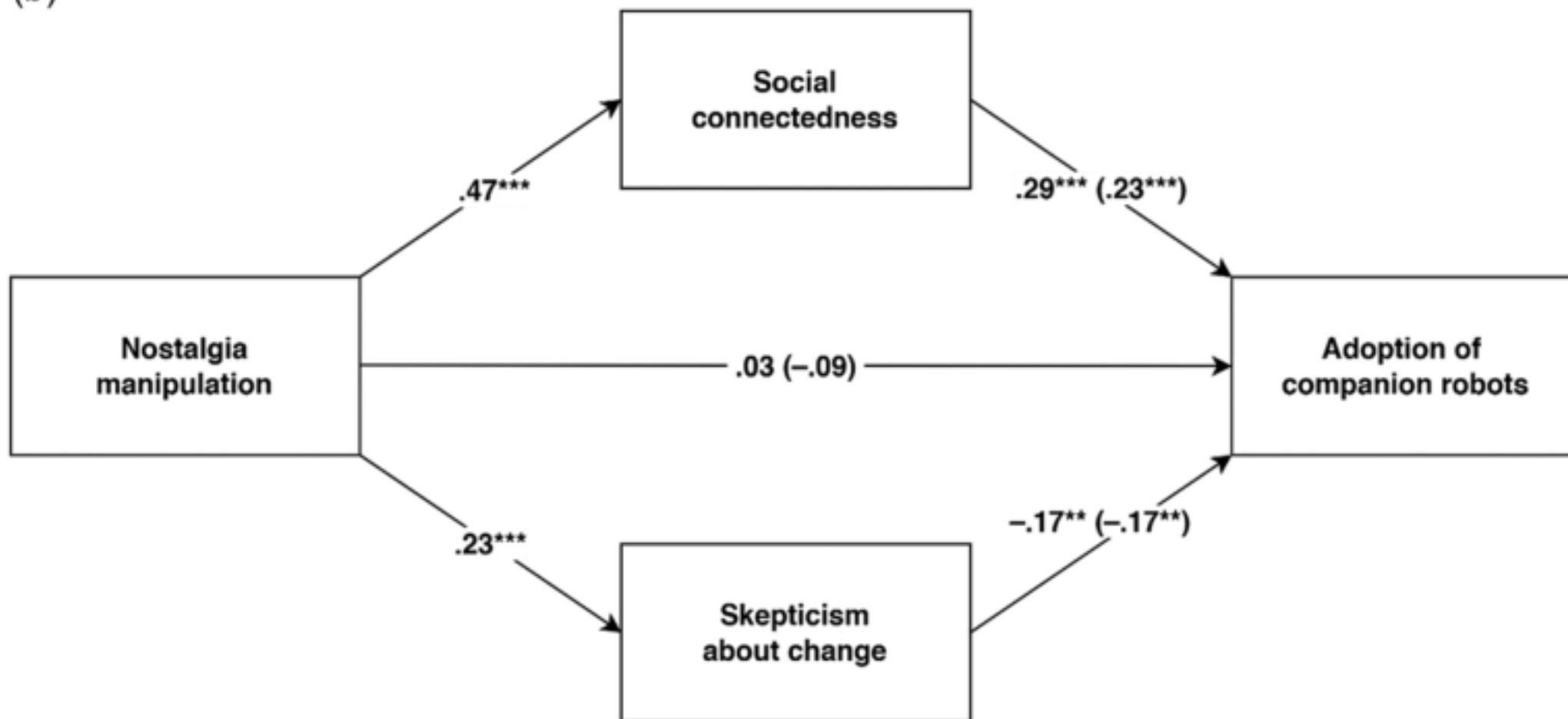
(a)





中介效应分析

(b)





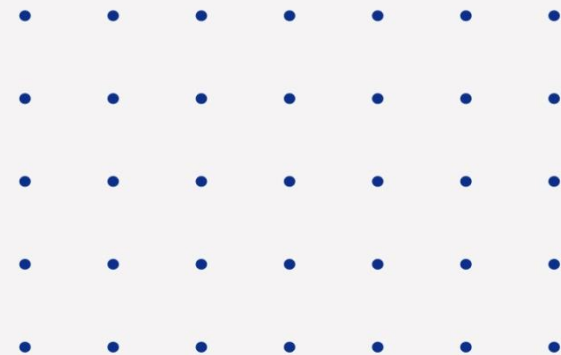
讨论与结论

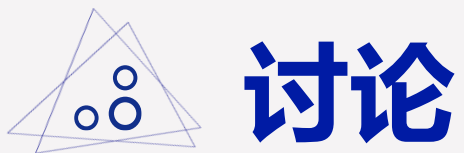
01

讨论

02

结论

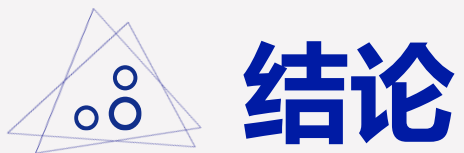




讨论

研究4通过操纵自变量怀旧，选择伴侣机器人这一特定因变量，增加了研究稳健性：

- 当AI技术被赋予社会性时，社会联系对于创新技术的正向影响效应强于变革怀疑对于创新技术的负向影响。
- 在没有外界干预的情况下，怀旧对于创新技术的总体影响应该是在被社会联系和变革怀疑这两条路径中，影响力更强的那一条路径所主导。



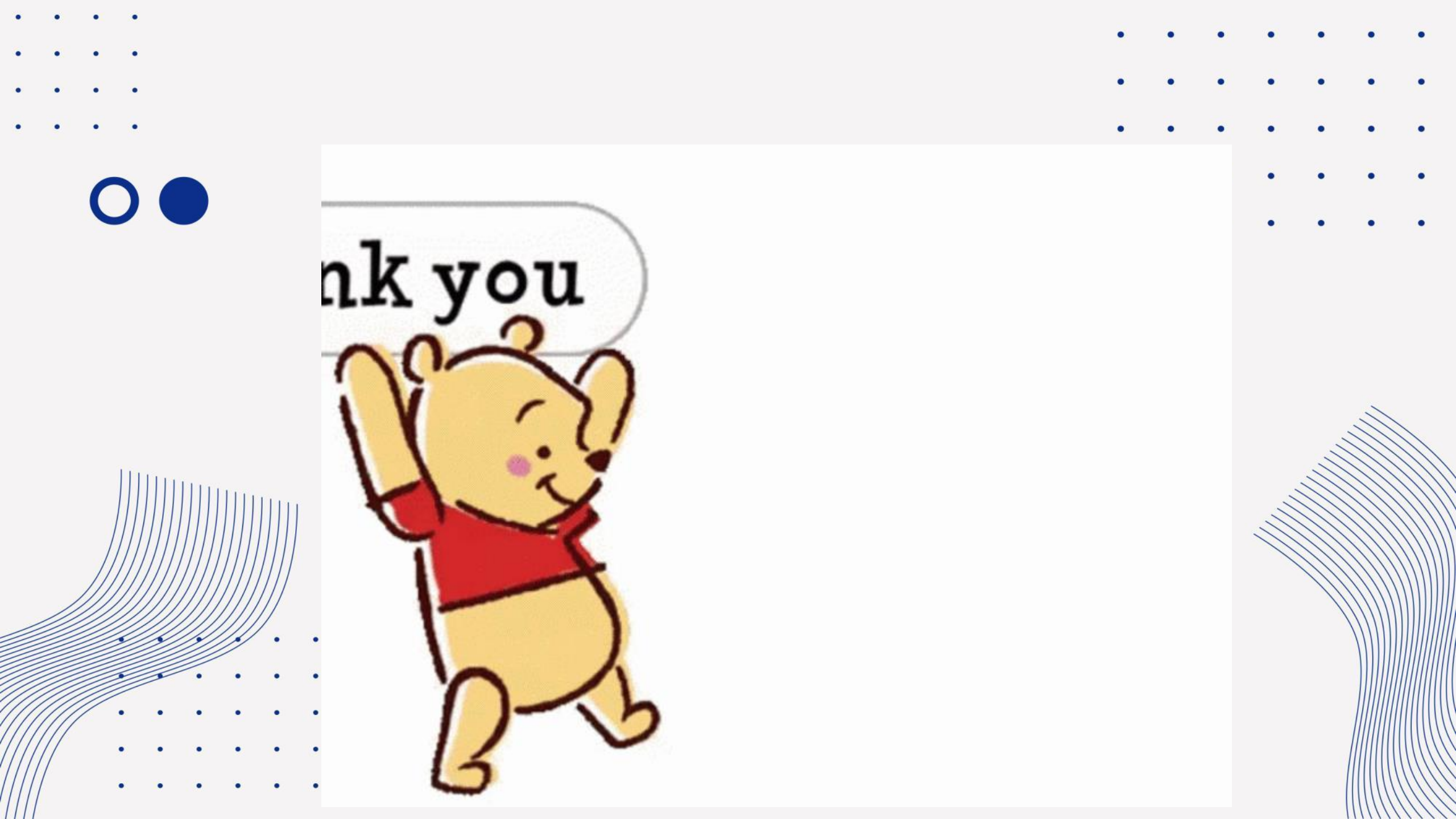
结论

理论启示:

- 本研究阐明了怀旧的双向特质，即怀旧作为一种情感既指向过去，同时又会对未来有影响，因此会对创新技术产生双向影响。

实践启示:

- 通过阐述怀旧如何影响对AI技术的反应，本研究有助于人类与技术之间的关系研究，以及克服创新技术的心理障碍策略。



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