

## Overcorrection for Social Categorization Information Moderates Impact Bias in Affective Forecasting

Tatiana Lau

Adjustment for social category  
information



Less accurate forecasts for others

## Our Roadmap

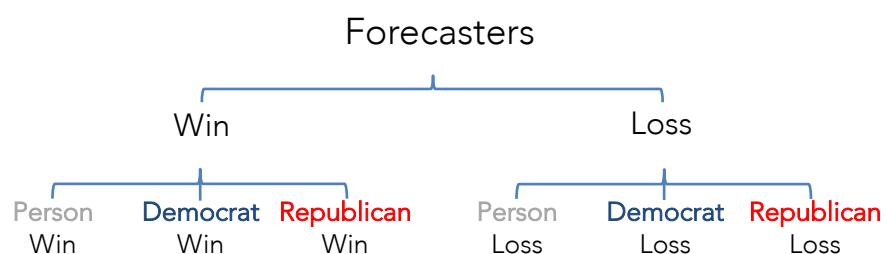
1. Demonstrate that social category information biases affective forecasts for others
2. Replicate the effect in a controlled setting
3. Examine mechanisms driving the effect

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### STUDY 1: 2014 MID-TERM ELECTIONS



## Senate Control in 2014 Increasingly Looks Like a Tossup



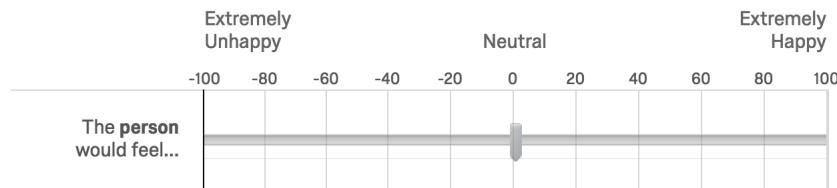
## Person

How do you think a person would feel on the day after the election if his or her

Win: political party **successfully gained/retained** the majority of seats in the Senate in the midterm elections on Tuesday, November 4th?

How do you think a person would feel on the day after the election if his or

Loss: her political party **failed to gain/retain** the majority of seats in the Senate in the midterm elections on Tuesday, November 4th?



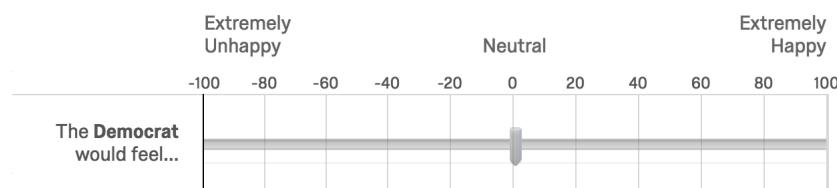
## Democrat

How do you think a **Democrat** would feel on the day after the election if

Win: the **Democratic** Party **successfully retains** the majority of seats in the Senate in the midterm elections on Tuesday, November 4th?

How do you think a **Democrat** would feel on the day after the election if the **Democratic** Party fails

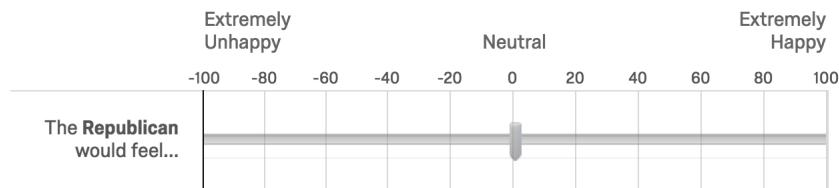
Loss: to **retain** the majority of seats in the Senate in the midterm elections on Tuesday, November 4th?



# Republican

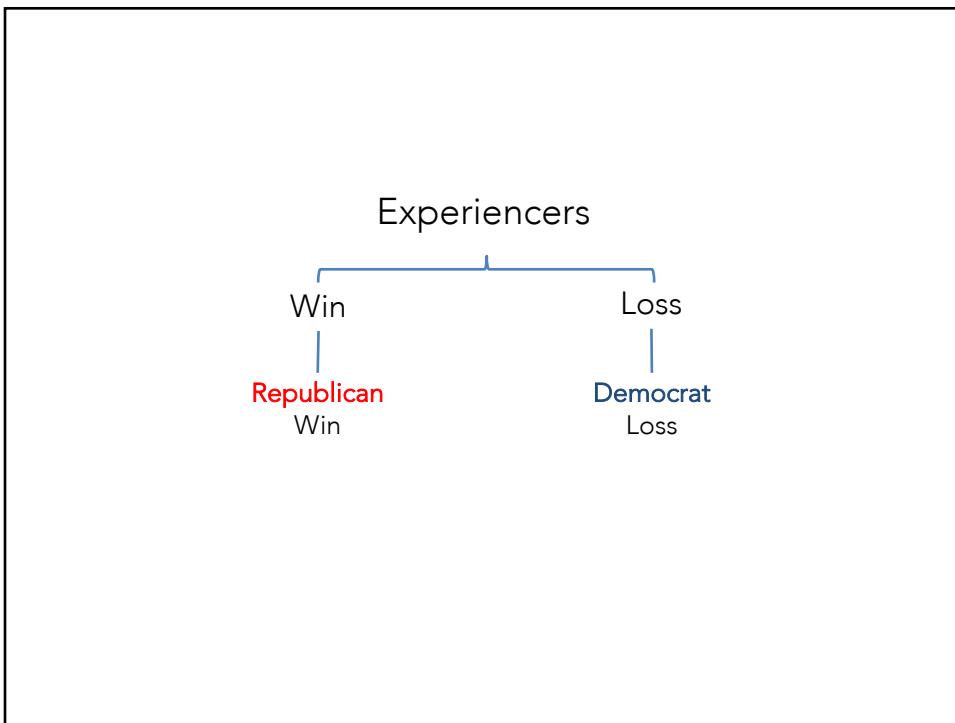
How do you think a **Republican** would feel on the day after the election if the **Republican Party** **successfully gains** the majority of seats in the Senate in the midterm elections on Tuesday, November 4th?

How do you think a **Republican** would feel on the day after the election if the **Republican Party** **fails to gain** the majority of seats in the Senate in the midterm elections on Tuesday, November 4th?



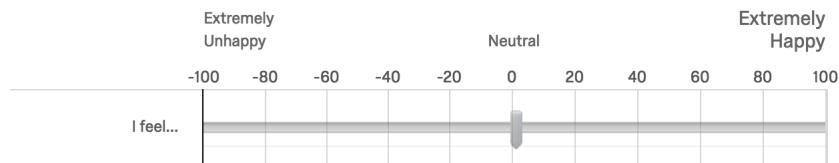
POLITICS

## Republicans Seize Control of Senate, Retain House



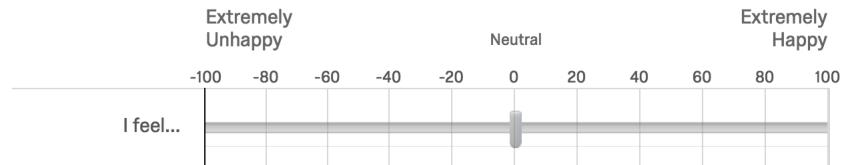
## Republican Experiencers

How do you feel right now, on the day after the midterm election, that your party won the majority of seats in the Senate?

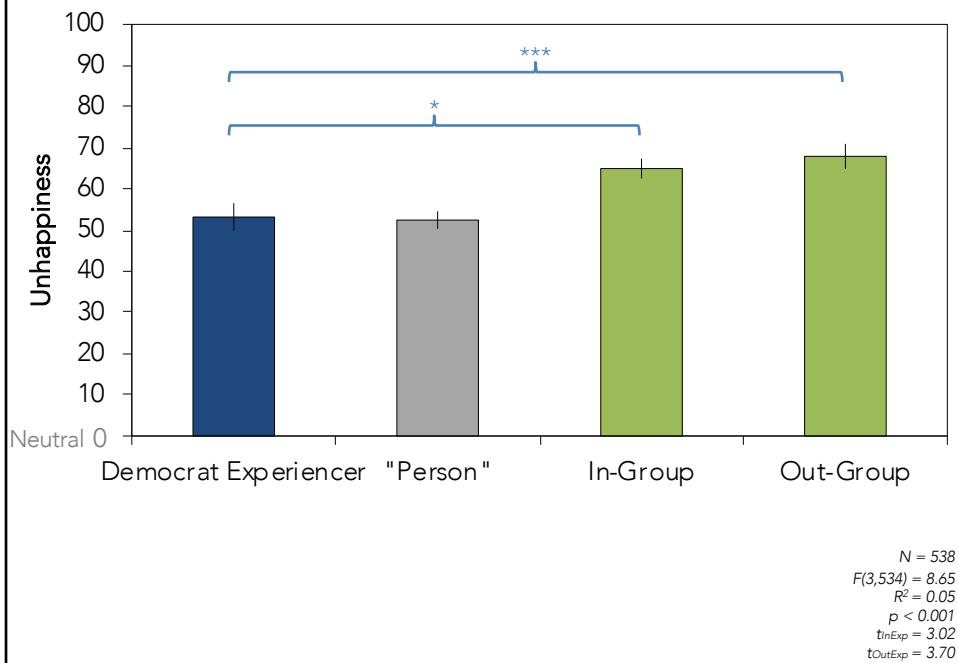


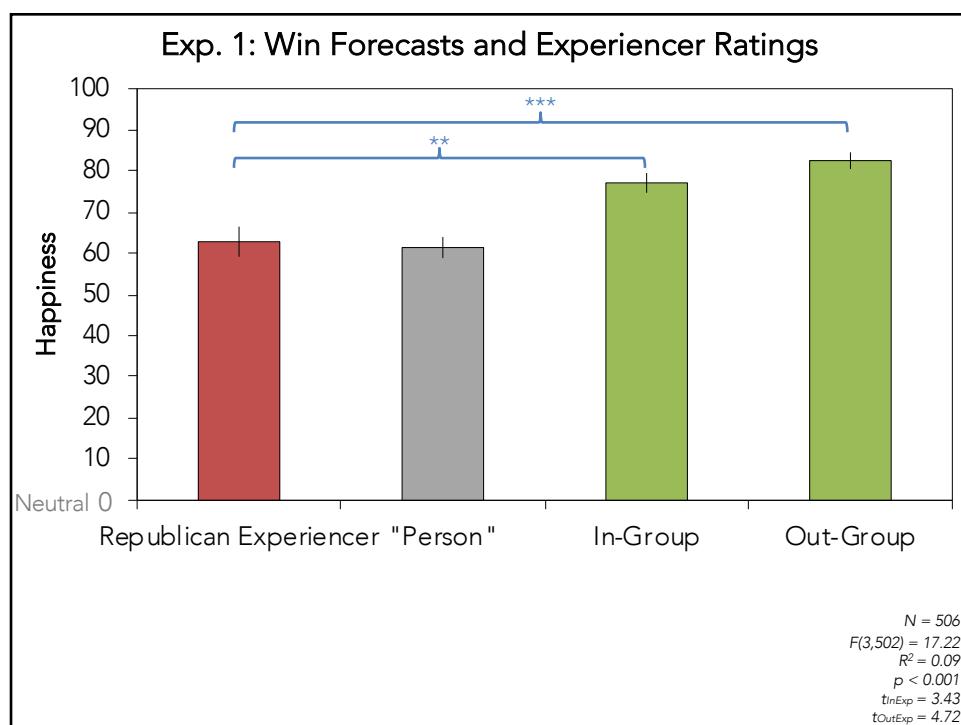
## Democrat Experiencers

How do you feel right now, on the day after the midterm election, that your party lost the majority of seats in the Senate?



Exp. 1: Loss Forecasts and Experiencer Ratings






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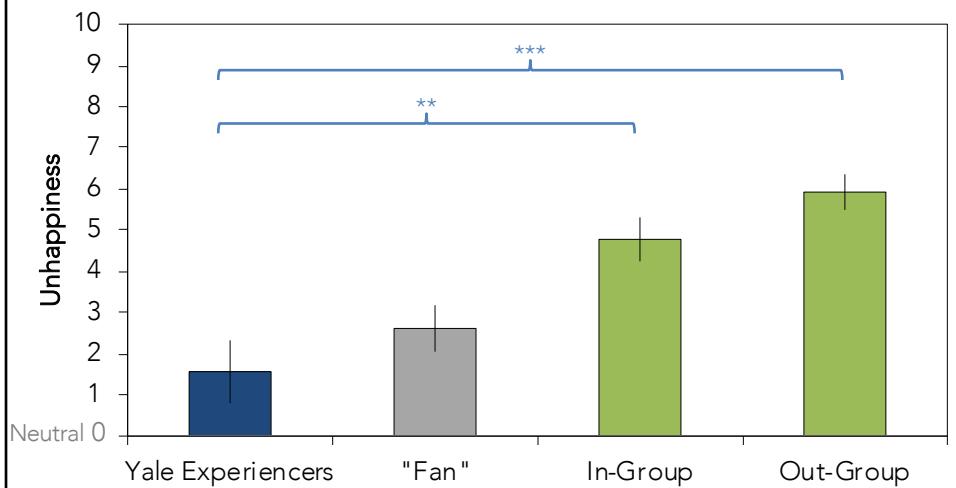
## STUDY 2: 2014 HARVARD-YALE GAME

# Person Loss

**3. How happy or unhappy will a fan feel right after THE GAME, if his or her team loses? (Draw an X through the line at the point that best represents your answer.)**

Extremely Unhappy      Extremely Happy

Exp. 2: Loss Forecasts and Experiencer Ratings

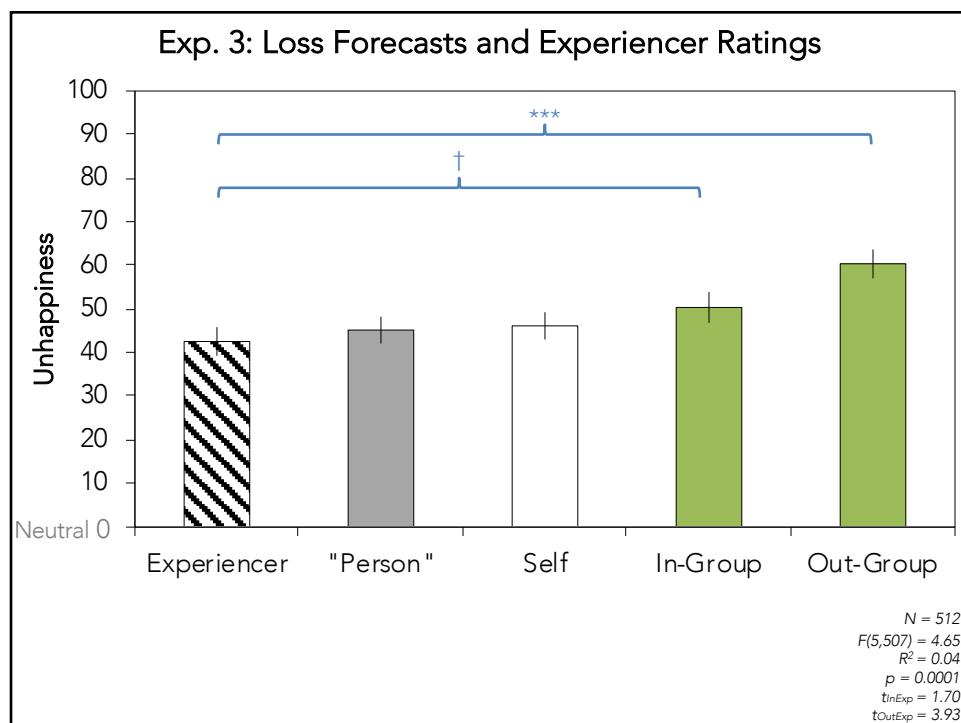


$N = 358$   
 $F(3,354) = 11.46$   
 $R^2 = 0.09$   
 $p < 0.001$   
 $t_{InExp} = 3.57$   
 $t_{OutExp} = 4.86$

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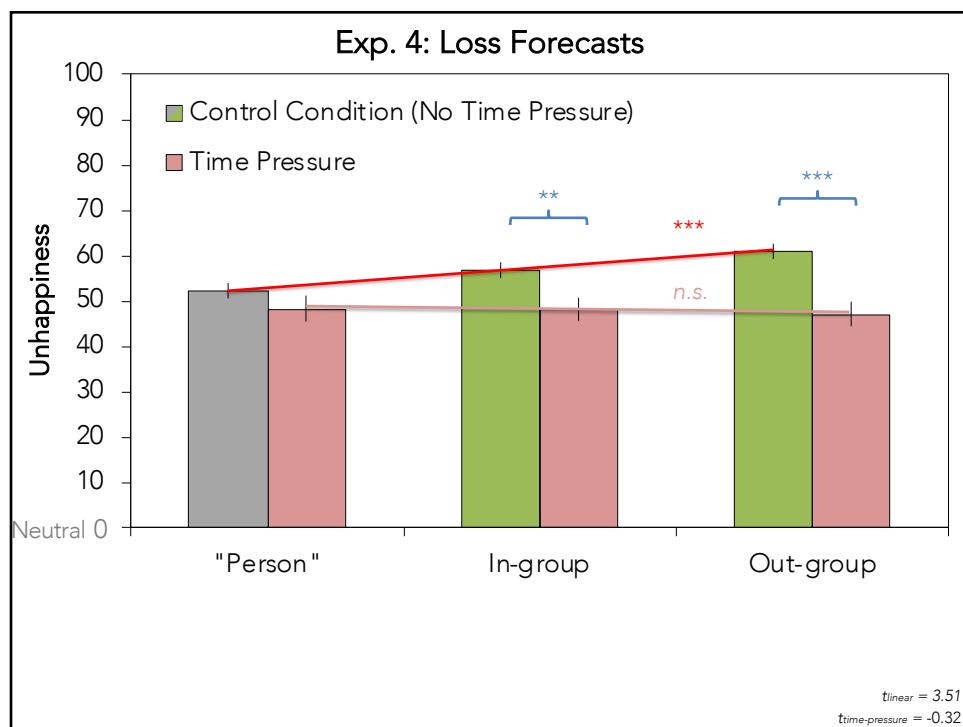
## STUDY 3: ONLINE COMPETITION

These two groups have been participating in a series of problem solving challenges.  
Thus far the **DEMOCRATS** have won 82 tasks; the **REPUBLICANS** have won 84 tasks. Whichever team successfully wins 100 rounds first will win extra cash. This is a competition between teams: Only one team's political party will receive a \$200 donation!




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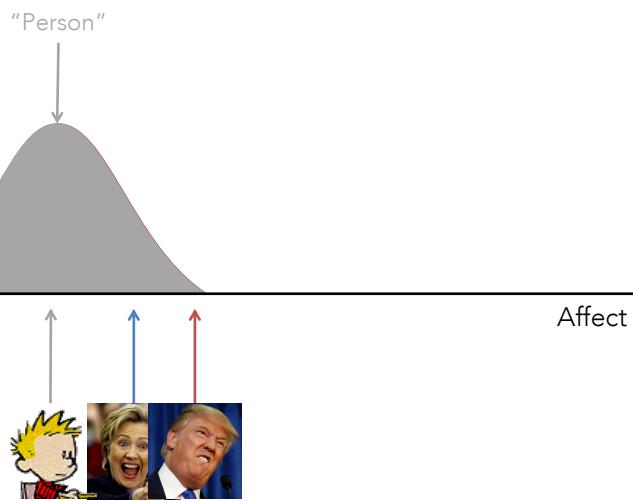
## STUDY 4: DIFFERENTIAL CORRECTION



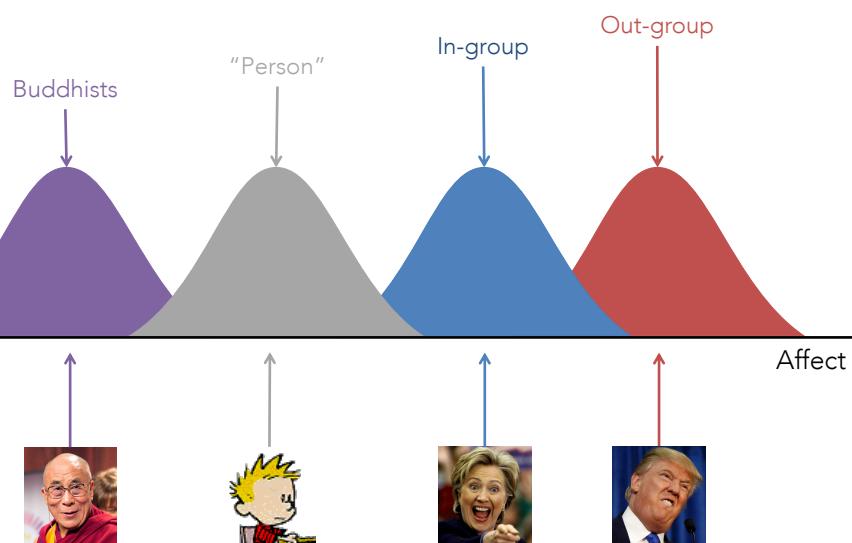

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## STUDY 5: STEREOTYPES & EXEMPLARS

## Hypothesis 1: Extreme Exemplars



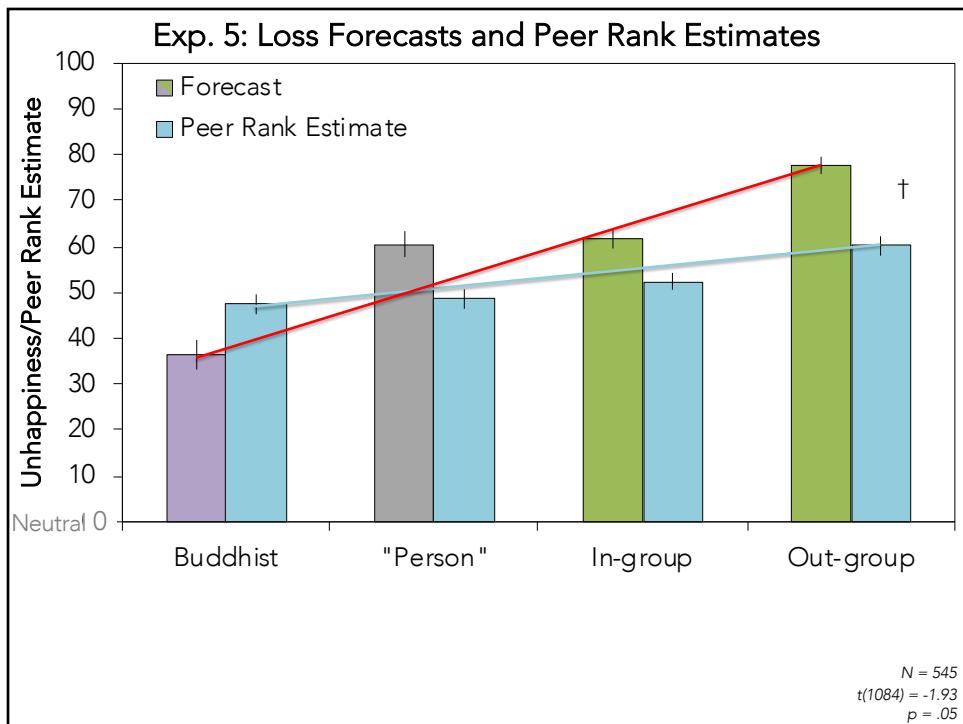
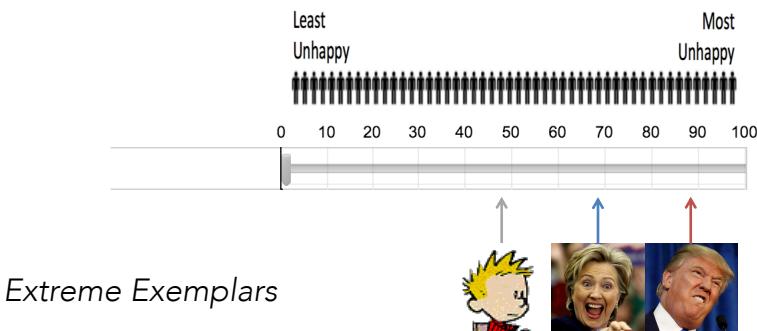
## Hypothesis 2: Stereotypes



## Peer Rank Estimate

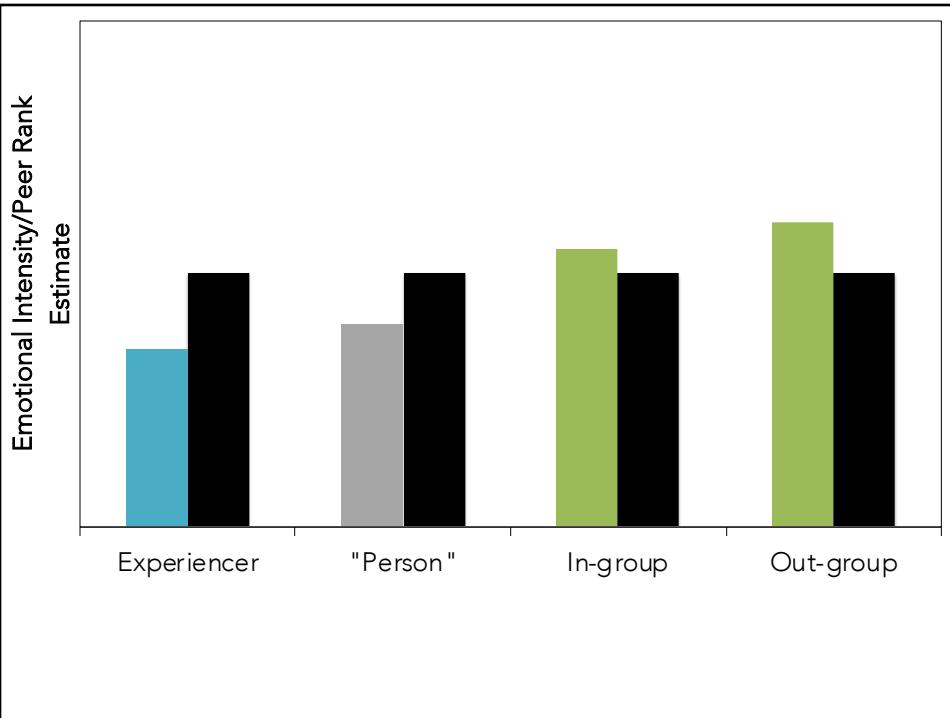
Now think about **Democrat X** again.

Imagine 100 **Democrats** watched the **Democrats** lose the tournament. Relative to these other Democrats, from the LEAST unhappy **Democrat** (1 out of 100) to the MOST unhappy **Democrat** (100 out of 100), how unhappy would **Democrat X** be?



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## SUMMARY



# Thanks!

Mina  
Cikara

Carey  
Morewedge

Kasley  
Killam

Merve  
Ergez

Taylor  
Turrisi

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**Overcorrection for Social-Categorization  
Information Moderates Impact Bias in  
Affective Forecasting**



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Psychological Science  
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