

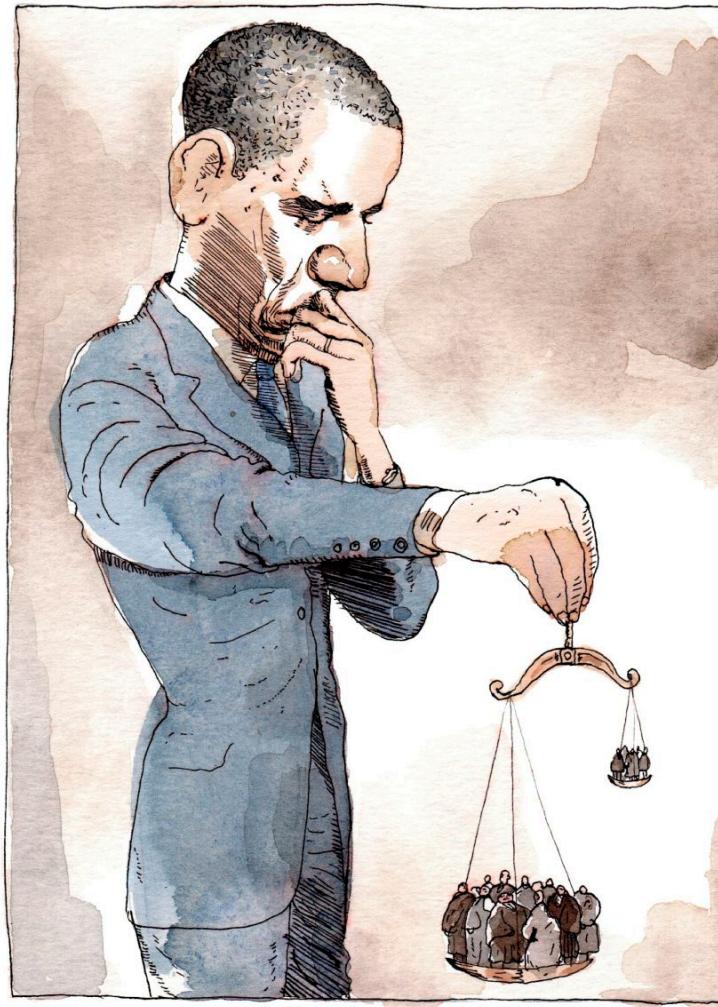
# Overcorrection for Social Categorization Information Moderates Impact Bias in Affective Forecasting

Tatiana Lau

# Affective Forecasting for Ourselves



# Affective Forecasting for Others



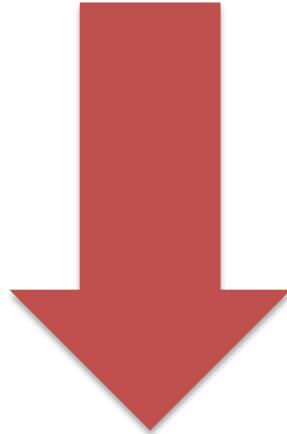
Blumenthal, 2004; Ditto, Hawkins, & Pizarro, 2005; Halpern & Arnold, 2008; Mellers & McGraw, 2001; Nordgren, McDonnell, & Loewenstein, 2011

# Errors in Affective Forecasting



Gilbert & Wilson, 2007; Schkade & Kahneman, 1998

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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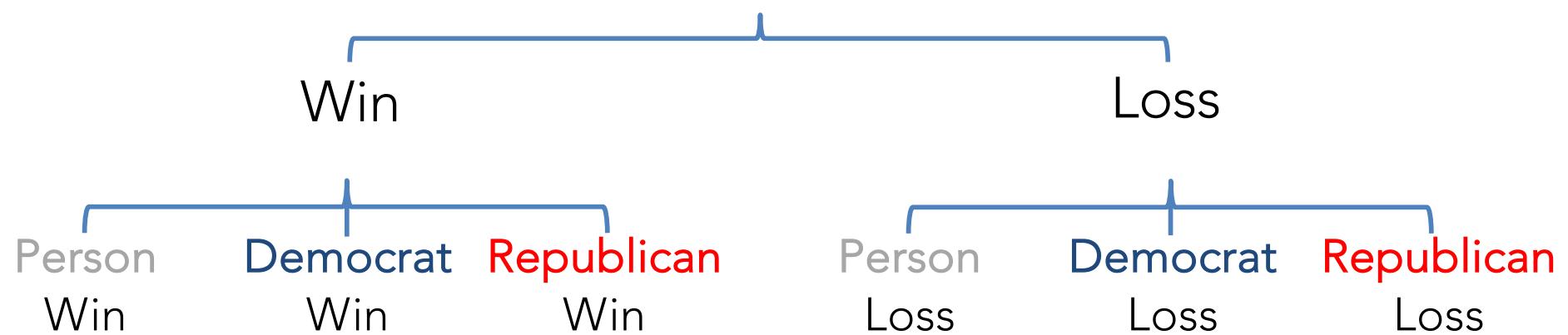
# STUDY 1: 2014 MID-TERM ELECTIONS



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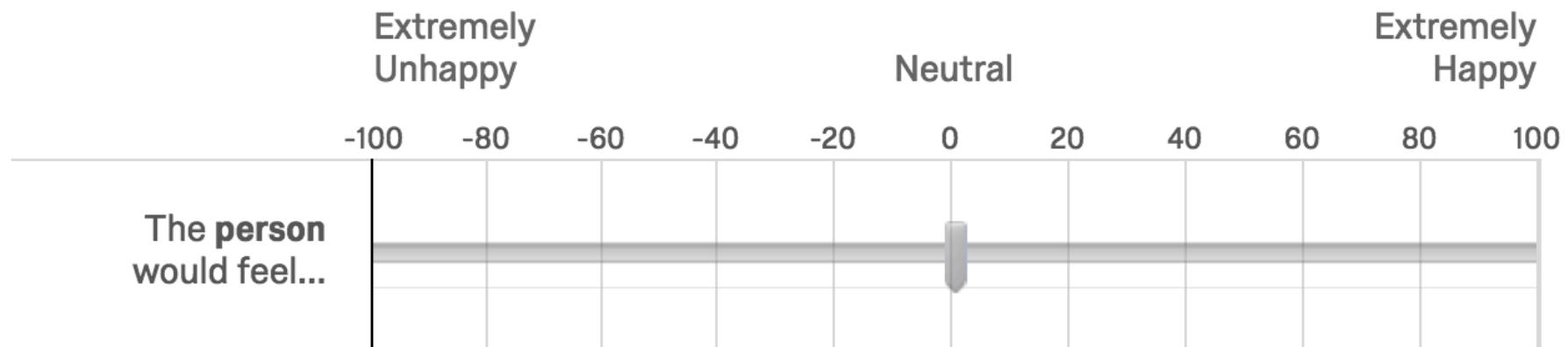
## Senate Control in 2014 Increasingly Looks Like a Tossup

## Forecasters



# Person

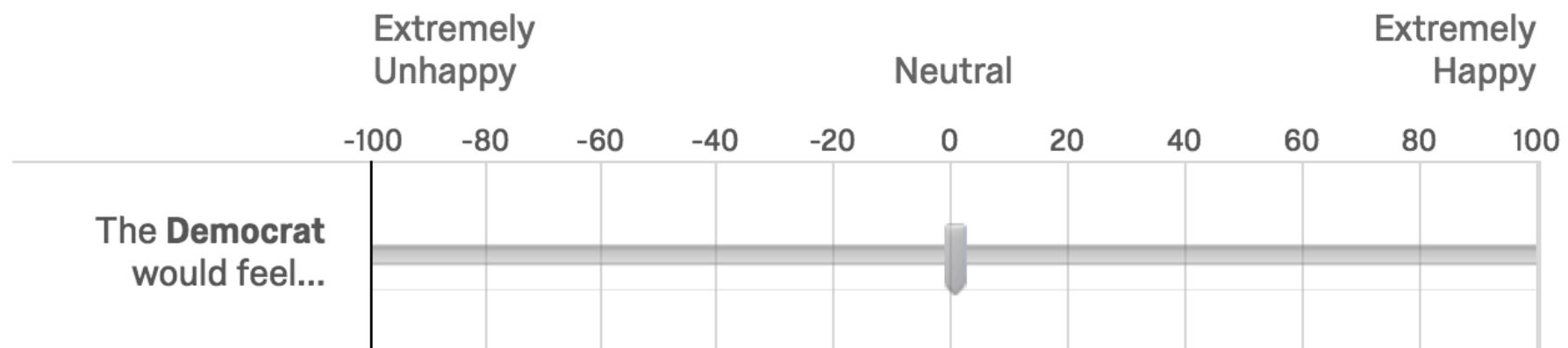
- Win: How do you think a **person** would feel on the day after the election if his or her political party **successfully gained/retained** the majority of seats in the Senate in the midterm elections on Tuesday, November 4th?
- Loss: How do you think a **person** would feel on the day after the election if his or her political party **failed to gain/retain** the majority of seats in the Senate in the midterm elections on Tuesday, November 4th?



# Democrat

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

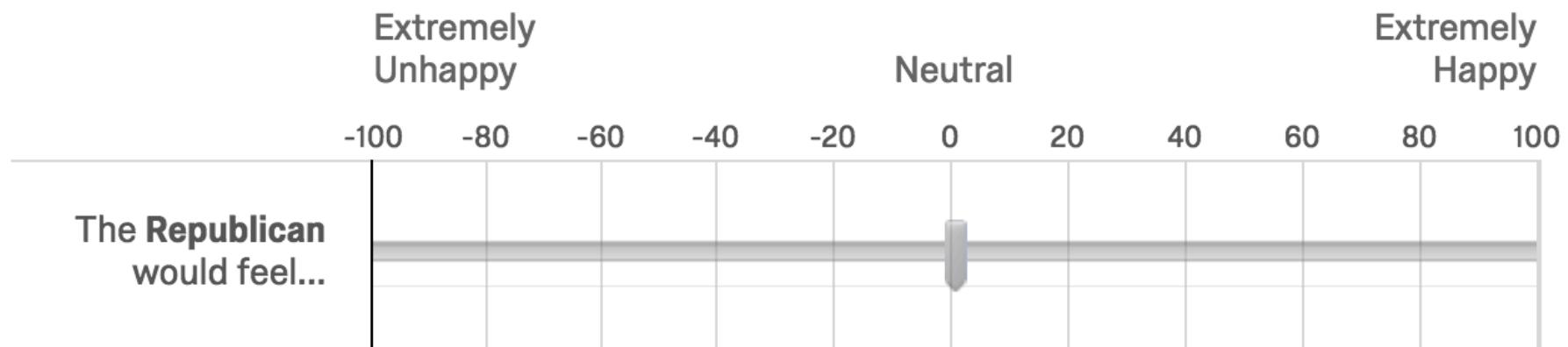
Loss: How do you think a **Democrat** would feel on the day after the election if the **Democratic Party** fails to retain the majority of seats in the Senate in the midterm elections on Tuesday, November 4th?



# Republican

Win: successfully gains the majority of seats in the Senate in the midterm elections on Tuesday, November 4th?

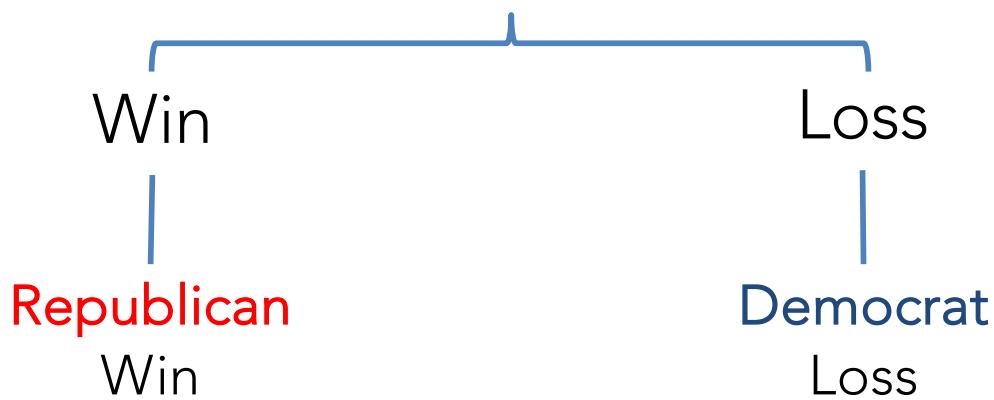
Loss: How do you think a **Republican** would feel on the day after the election if the **Republican Party** fails to gain the majority of seats in the Senate in the midterm elections on Tuesday, November 4th?



POLITICS

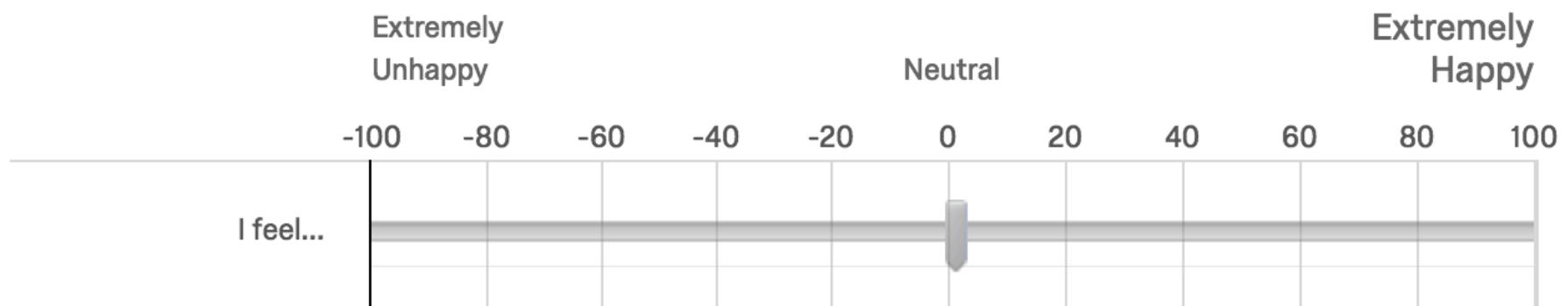
# Republicans Seize Control of Senate, Retain House

## Experiencers



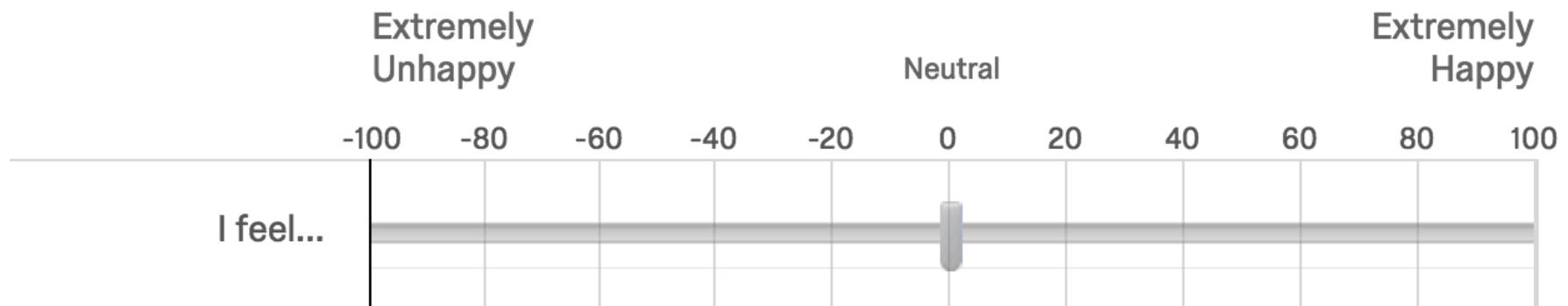
# Republican Experiencers

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

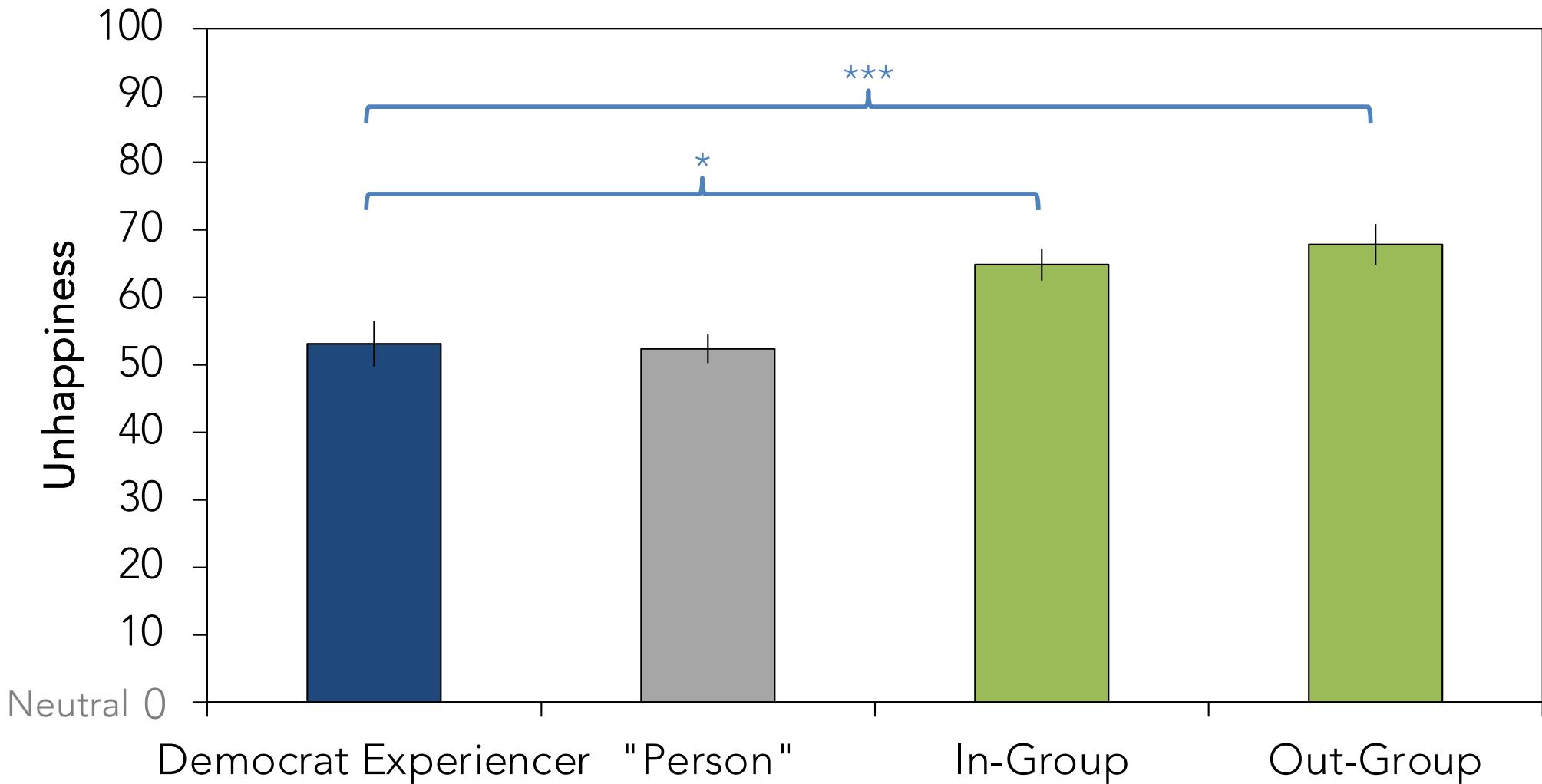


# Democrat Experiencers

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

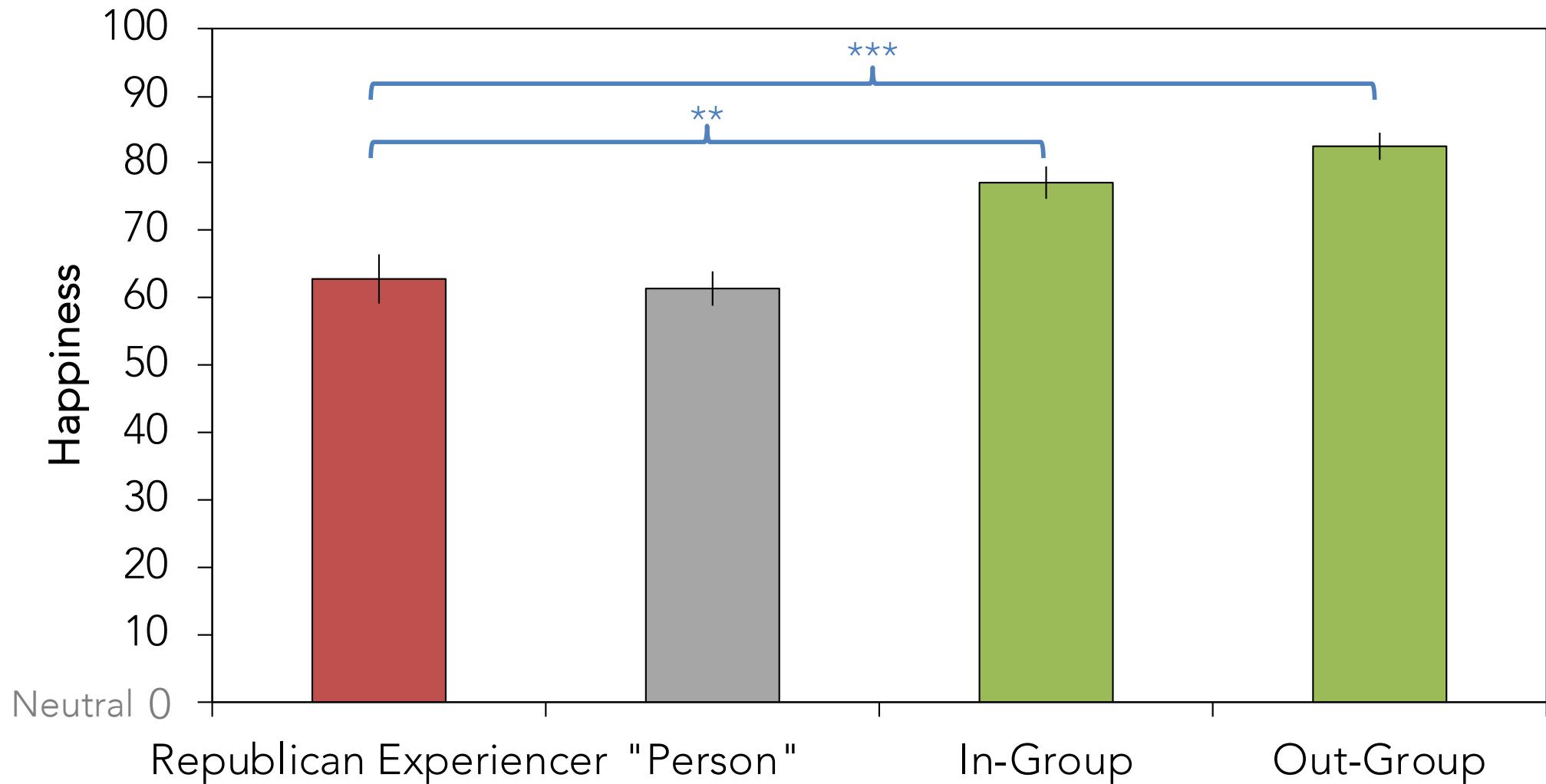


# Exp. 1: Loss Forecasts and Experiencer Ratings



$N = 538$   
 $F(3,534) = 8.65$   
 $R^2 = 0.05$   
 $p < 0.001$   
 $t_{InExp} = 3.02$   
 $t_{OutExp} = 3.70$

# Exp. 1: Win Forecasts and Experiencer Ratings



$N = 506$   
 $F(3,502) = 17.22$   
 $R^2 = 0.09$   
 $p < 0.001$   
 $t_{InExp} = 3.43$   
 $t_{OutExp} = 4.72$

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## STUDY 2: 2014 HARVARD-YALE GAME

# RIVALS

SINCE

1875



Forecasters

Loss

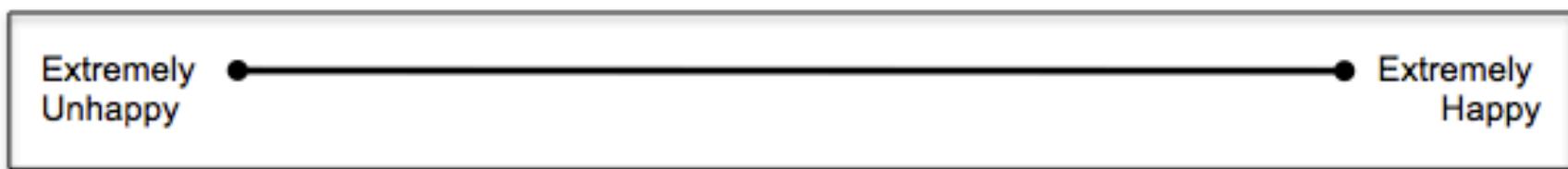
Person  
Loss

Yale  
Loss

Harvard  
Loss

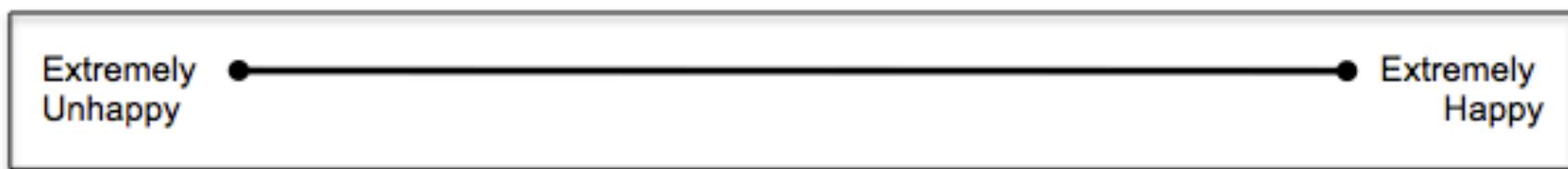
# Person Loss

**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.*)



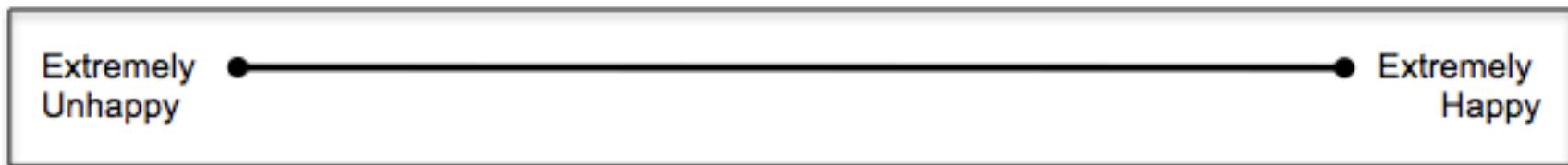
# Yale Loss

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



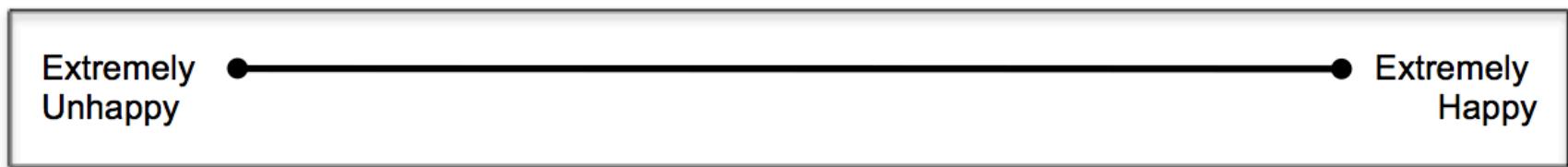
# Harvard Loss

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

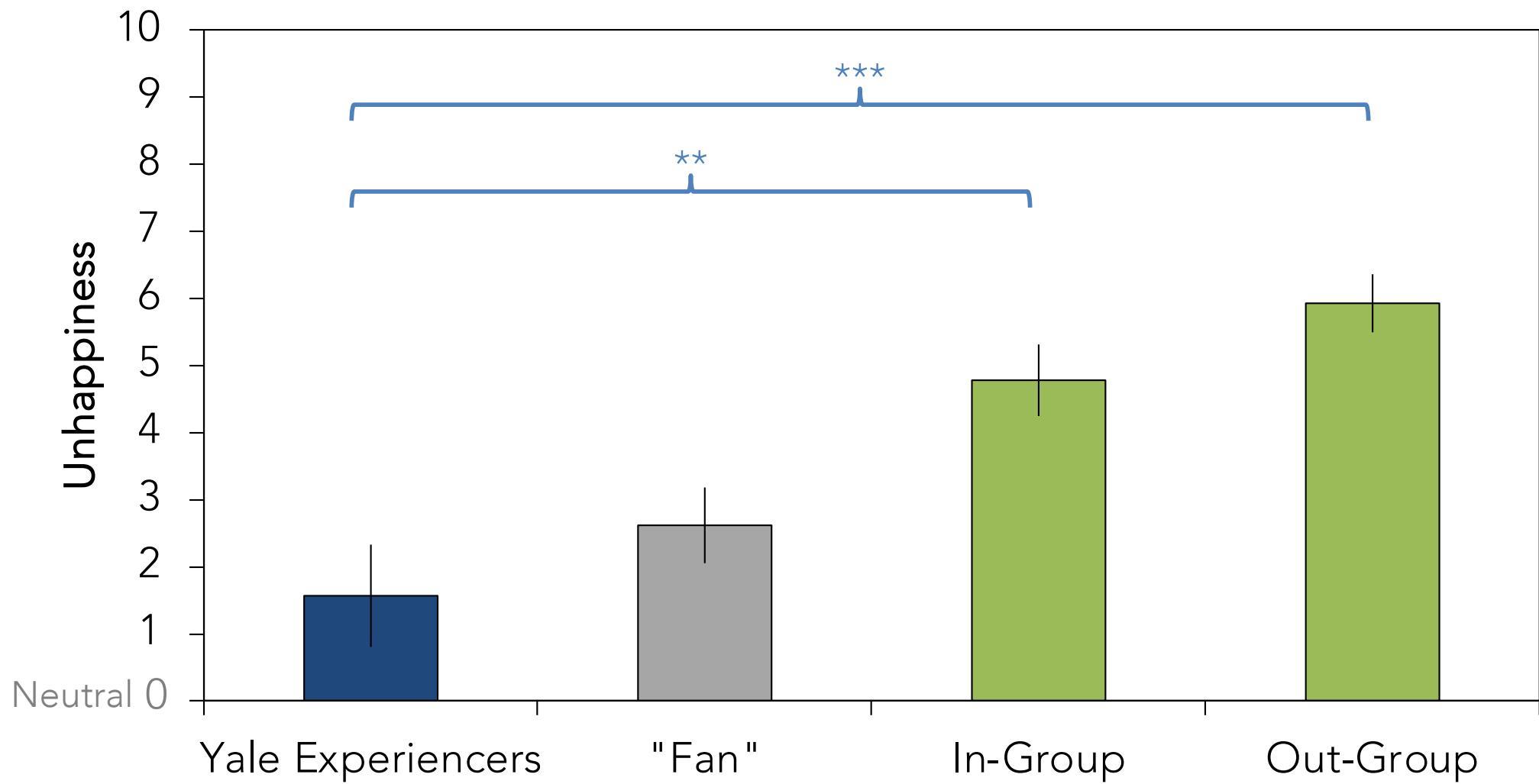




**3. How do you feel, right now? (Draw an X through the line at the point that best represents your answer.)**



## Exp. 2: Loss Forecasts and Experiencer Ratings

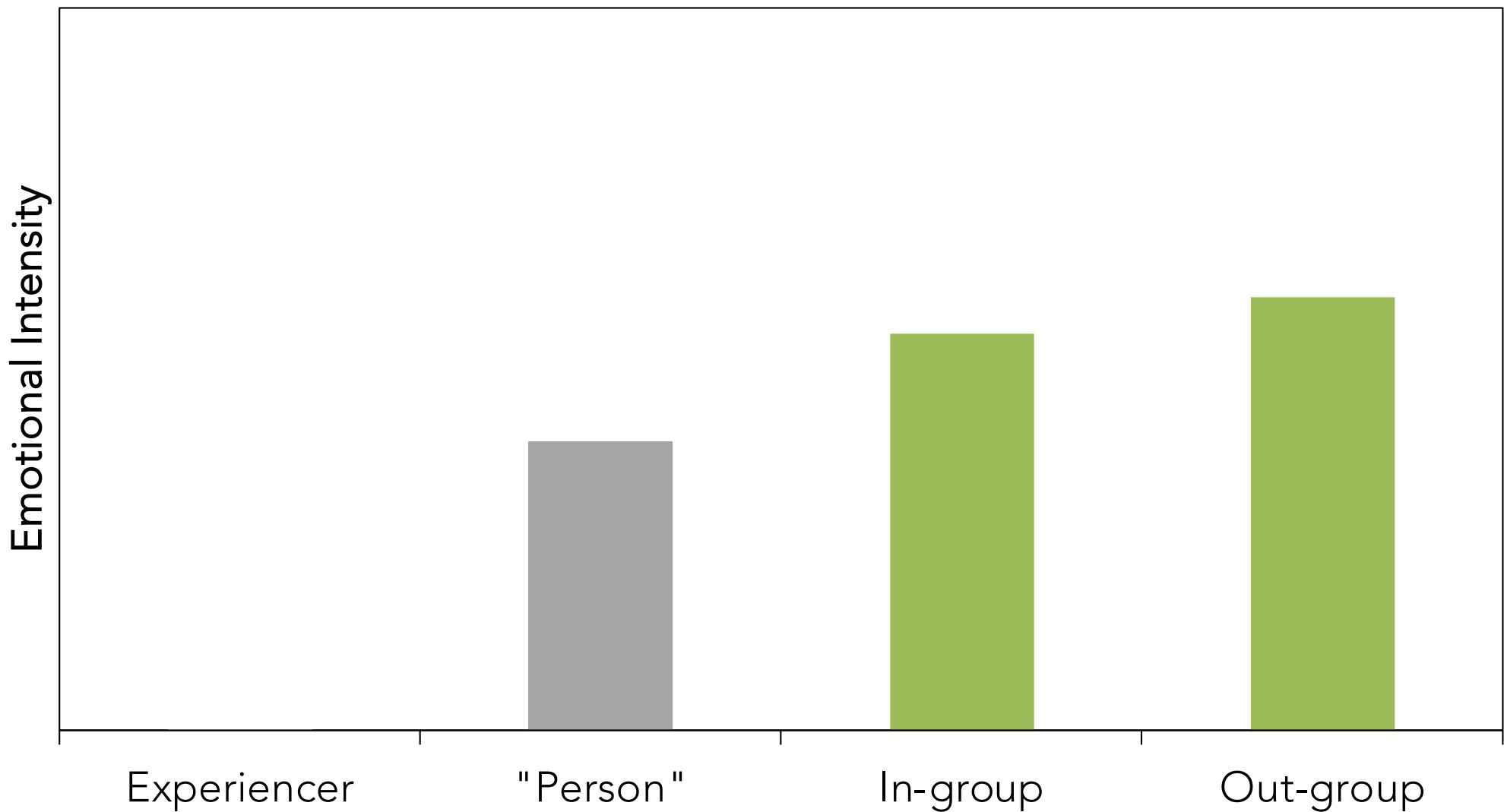


$N = 358$   
 $F(3,354) = 11.46$   
 $R^2 = 0.09$   
 $p < 0.001$   
 $t_{InExp} = 3.57$   
 $t_{OutExp} = 4.86$

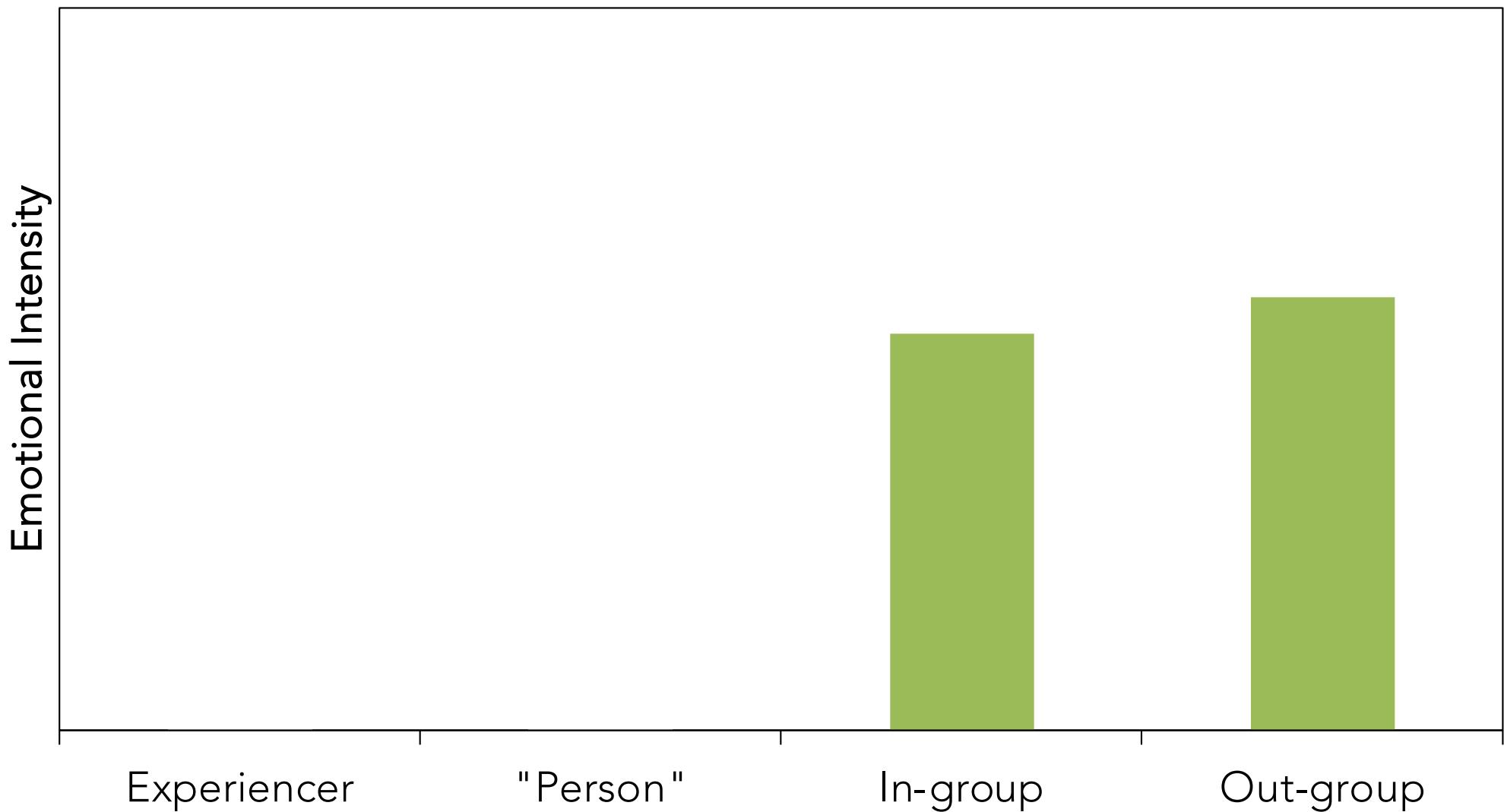
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## A BRIEF RECAP

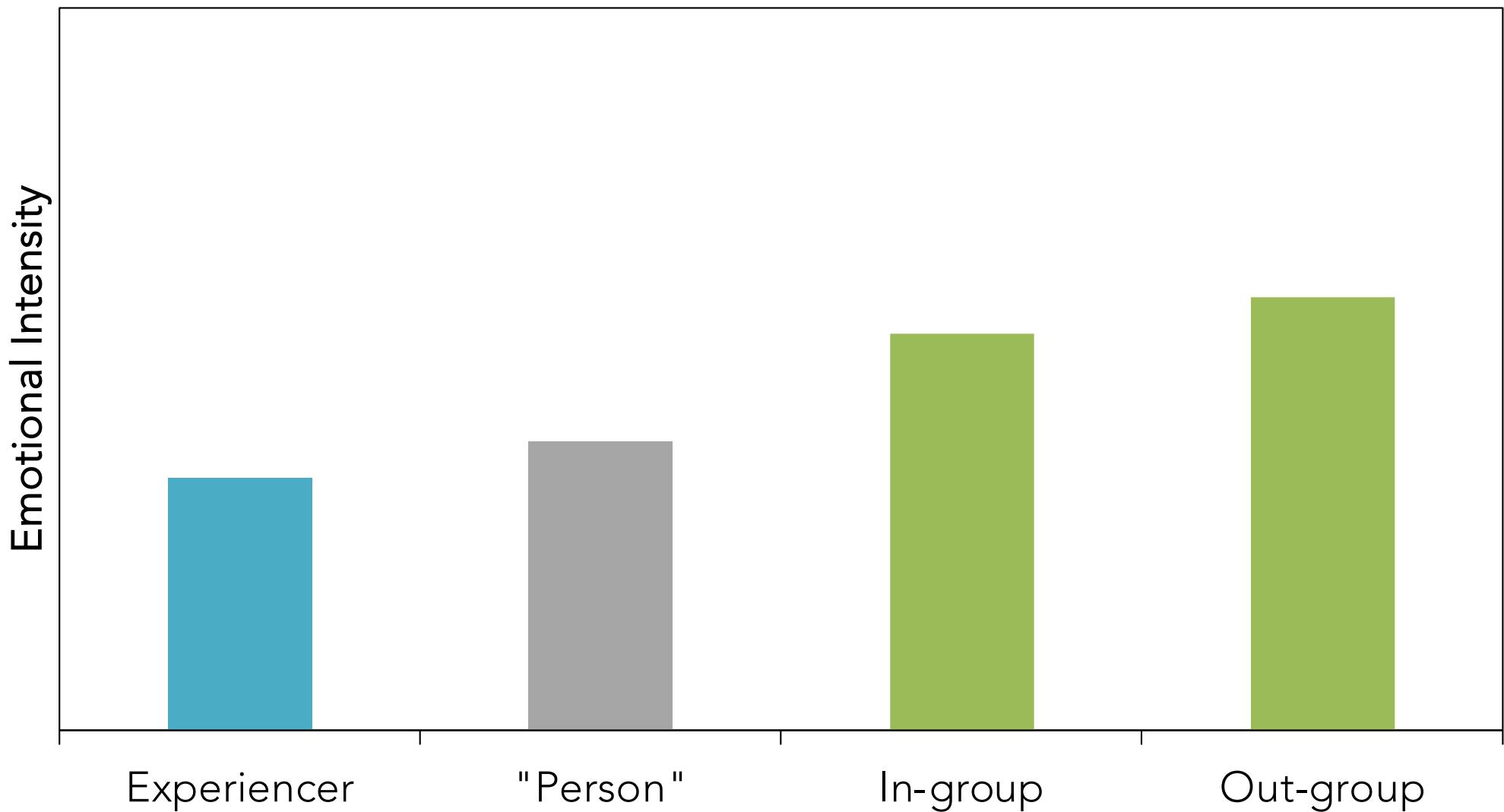
## Observation #1



## Observation #2



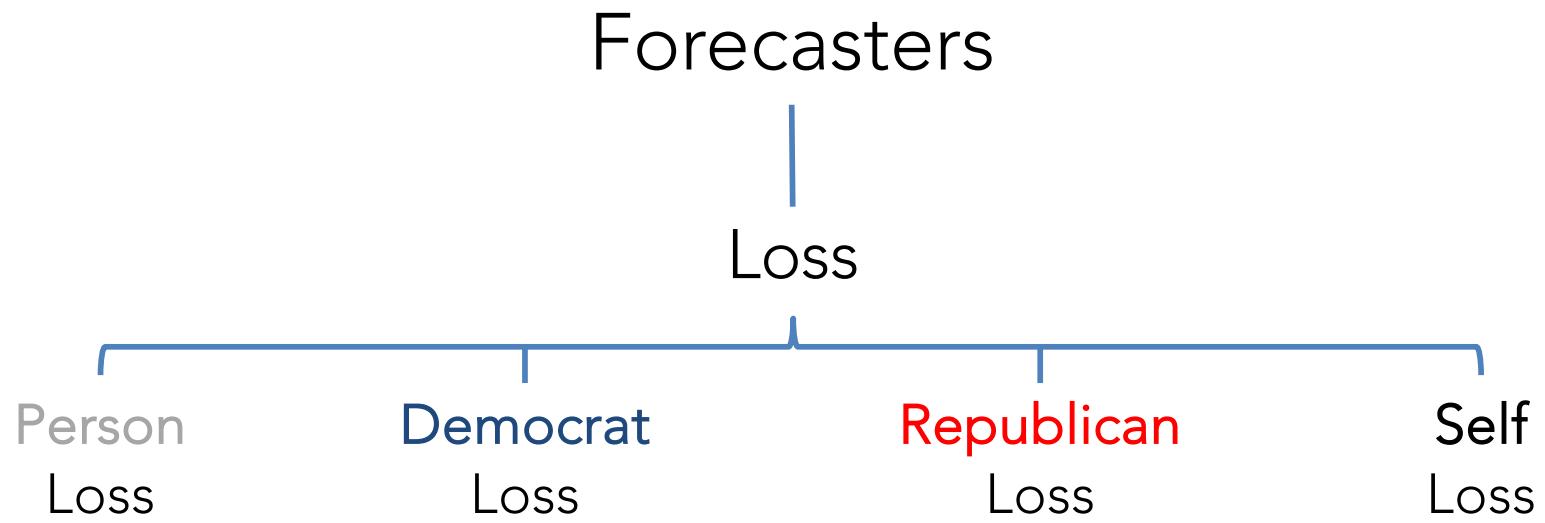
## Observation #3



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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!



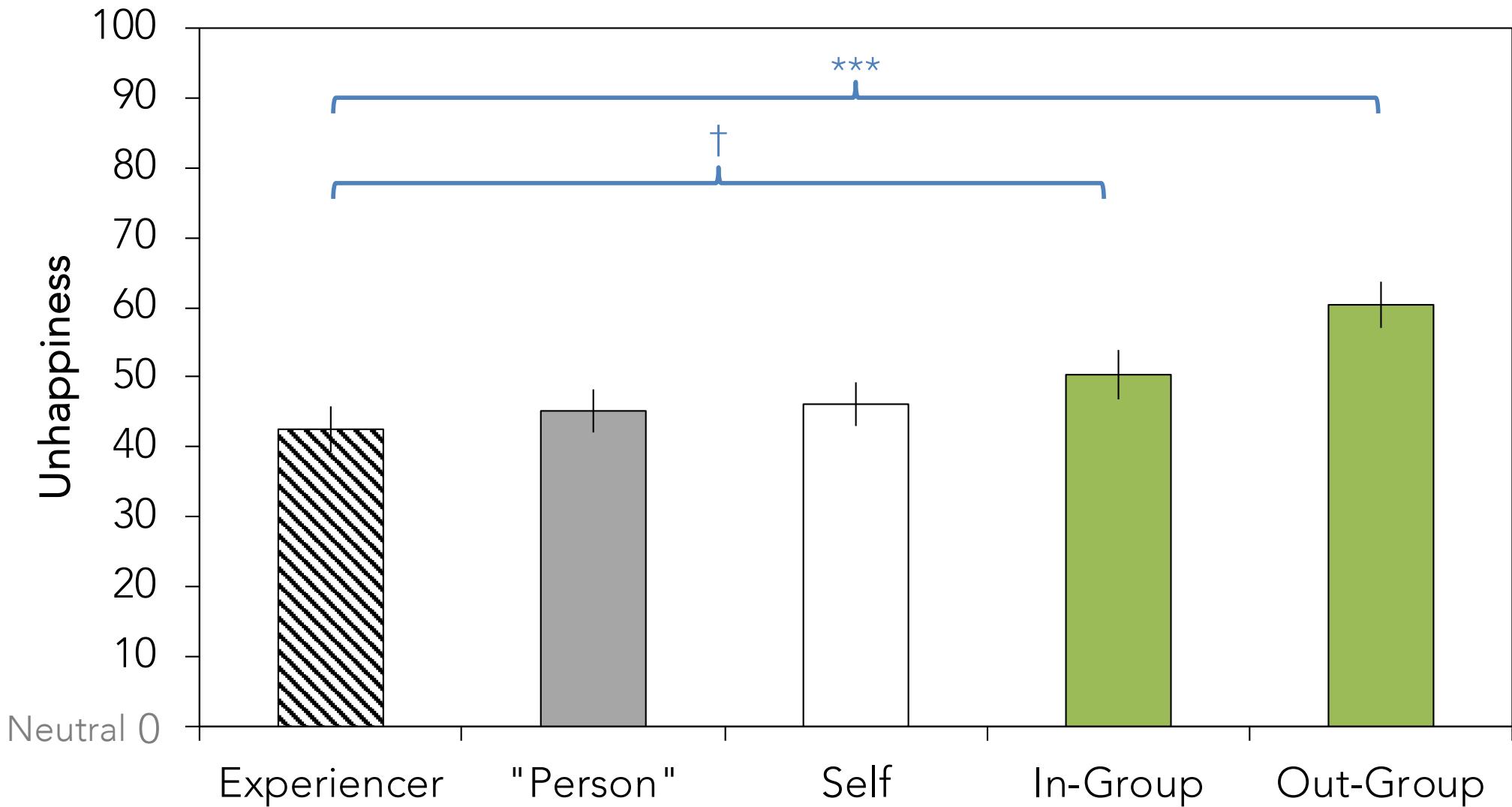
Experiencers

Loss

Democrat  
Loss

Republican  
Loss

# Exp. 3: Loss Forecasts and Experiencer Ratings

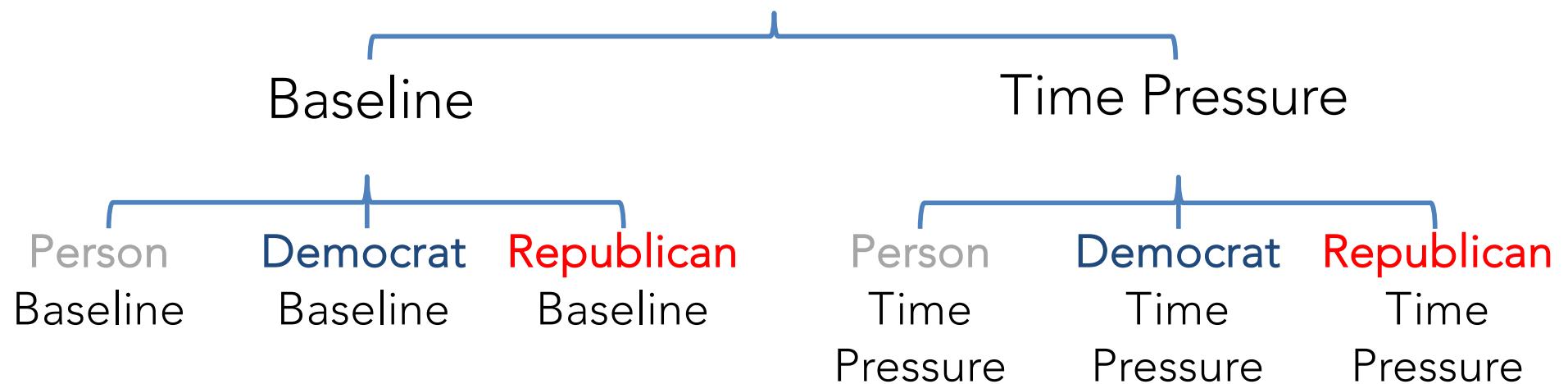


$N = 512$   
 $F(5,507) = 4.65$   
 $R^2 = 0.04$   
 $p = 0.0001$   
 $t_{InExp} = 1.70$   
 $t_{OutExp} = 3.93$

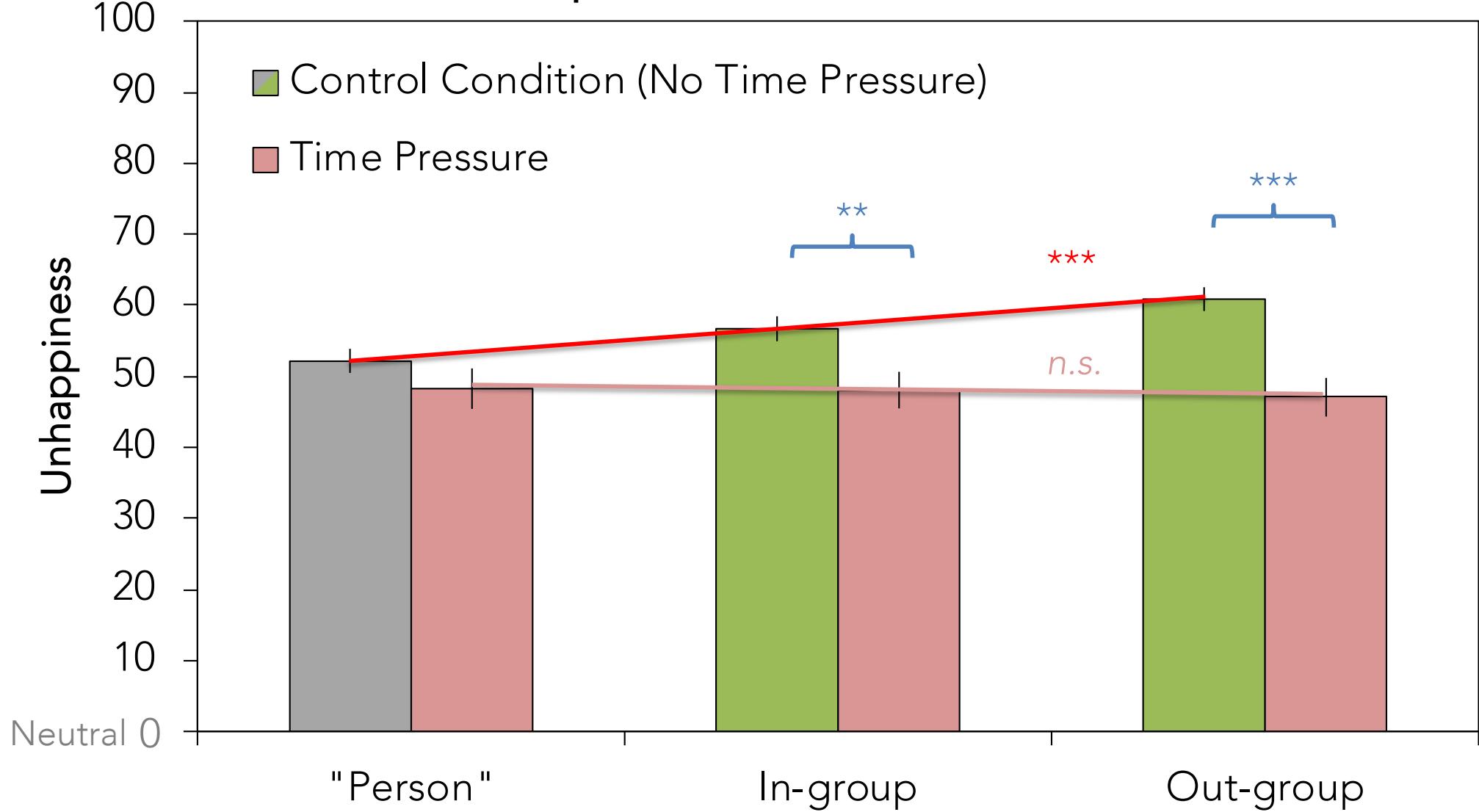
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## STUDY 4: DIFFERENTIAL CORRECTION

# Forecasters



## Exp. 4: Loss Forecasts

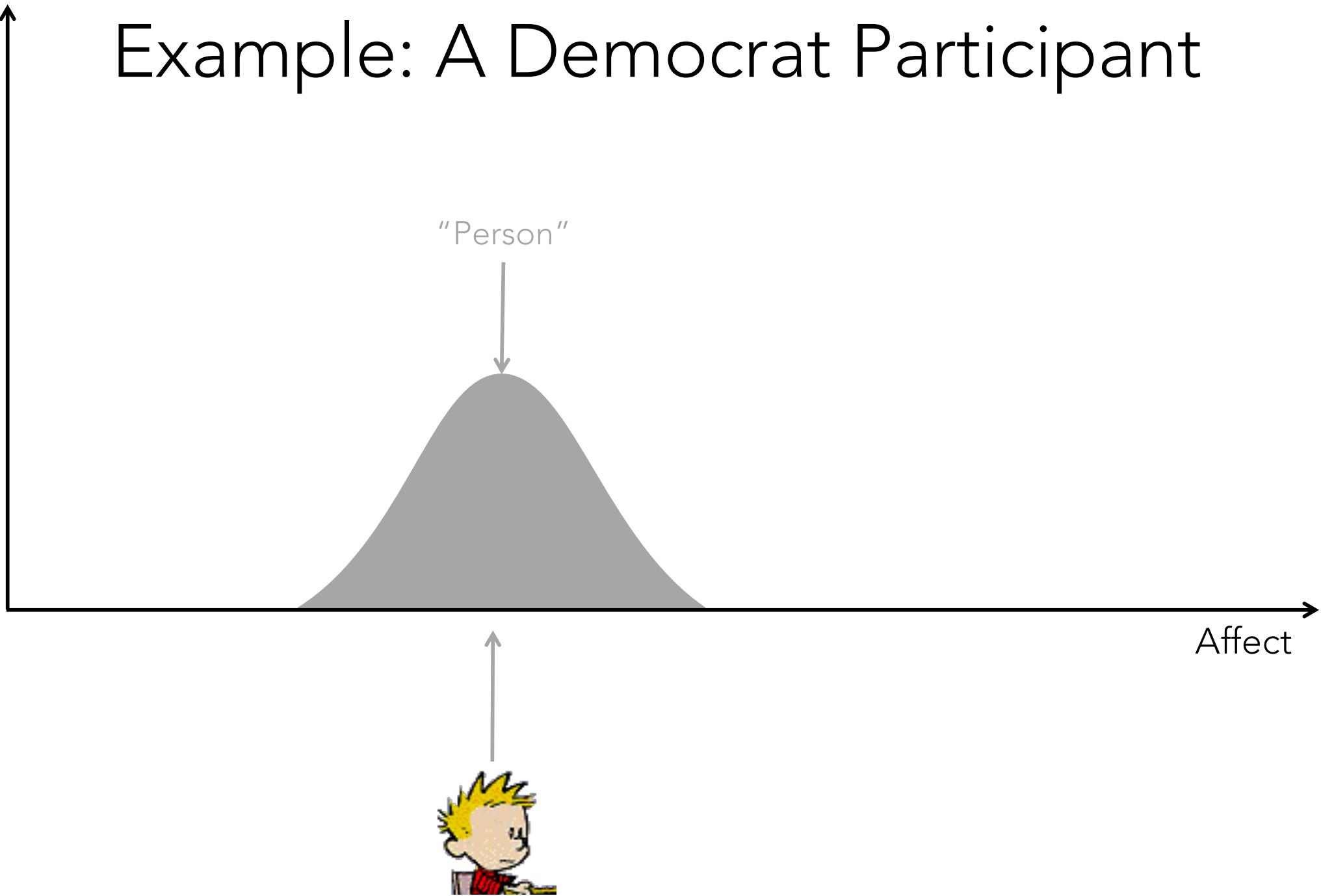


$$t_{\text{linear}} = 3.51$$
$$t_{\text{time-pressure}} = -0.32$$

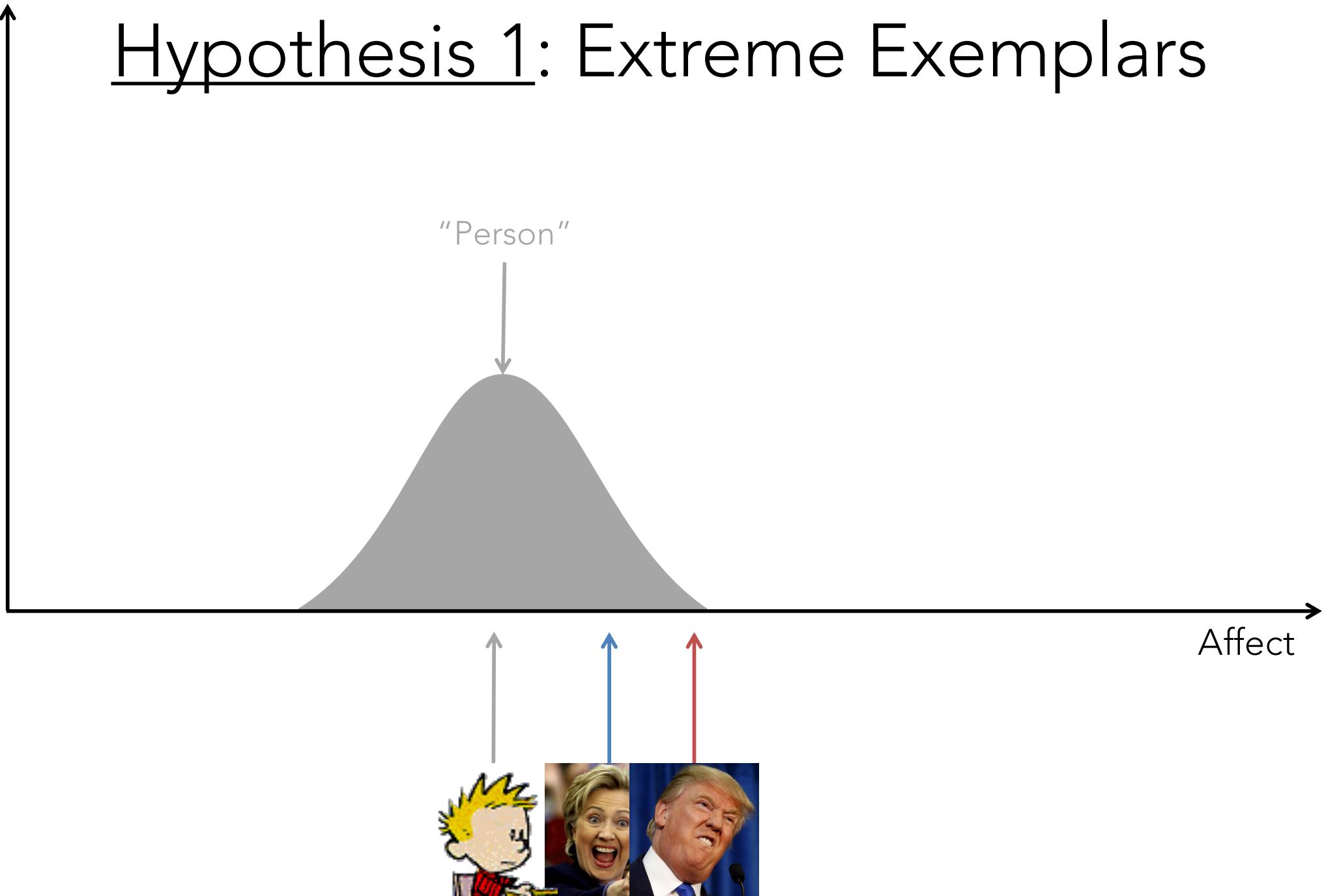
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## STUDY 5: STEREOTYPES & EXEMPLARS

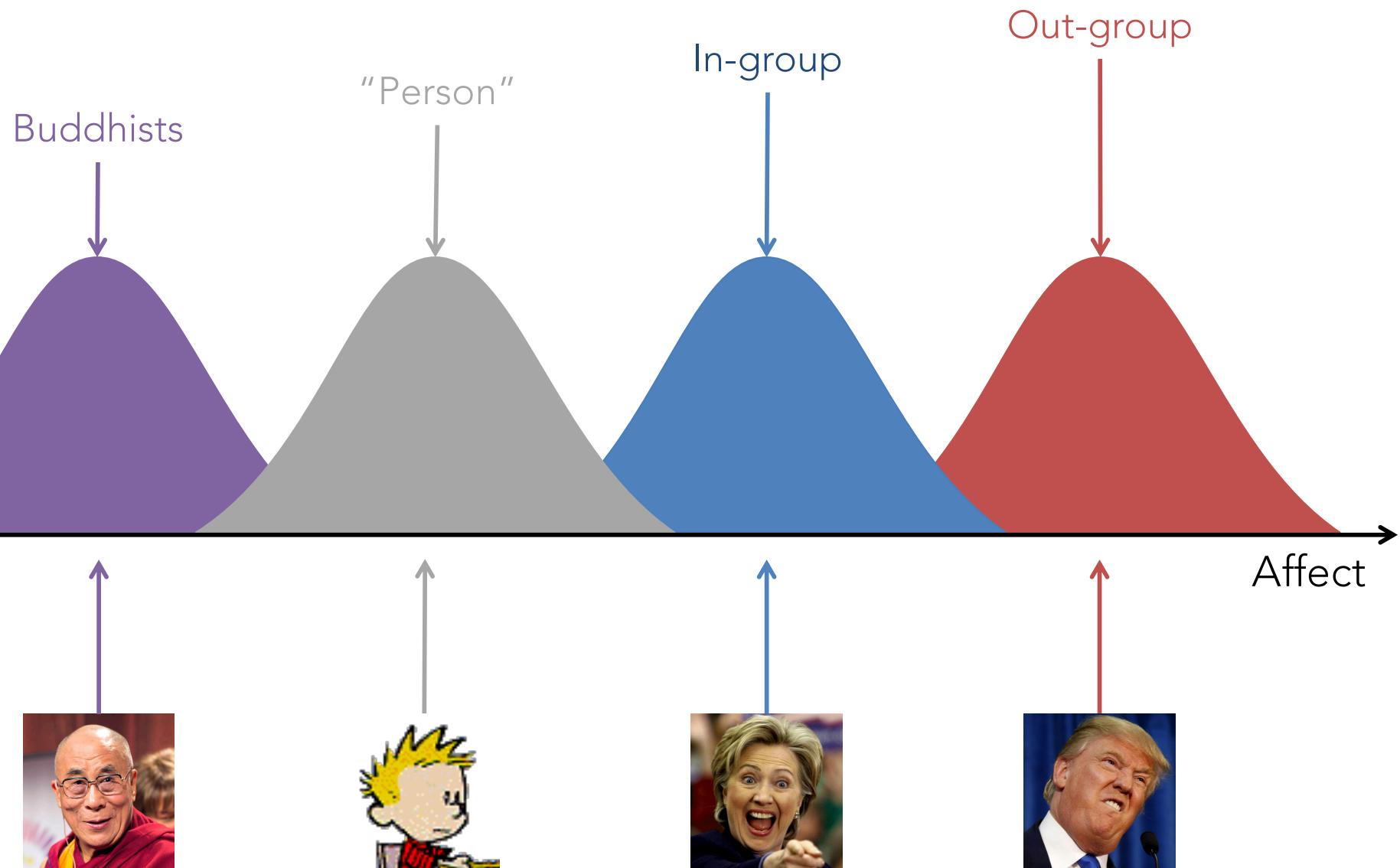
# Example: A Democrat Participant

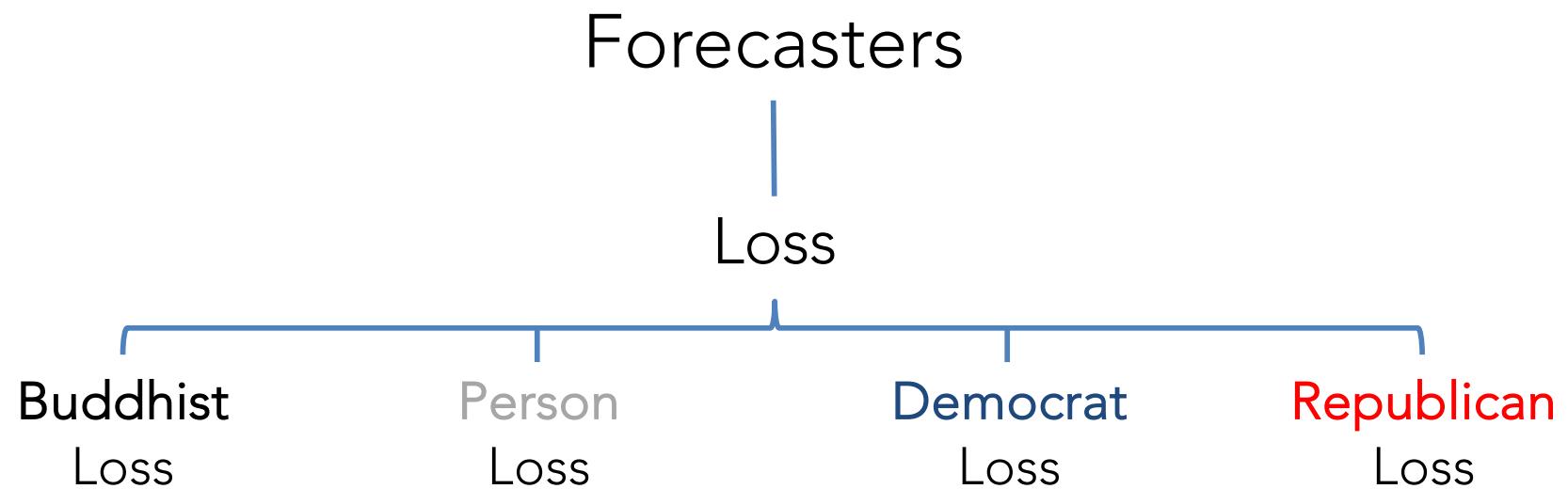


# Hypothesis 1: Extreme Exemplars



## Hypothesis 2: Stereotypes

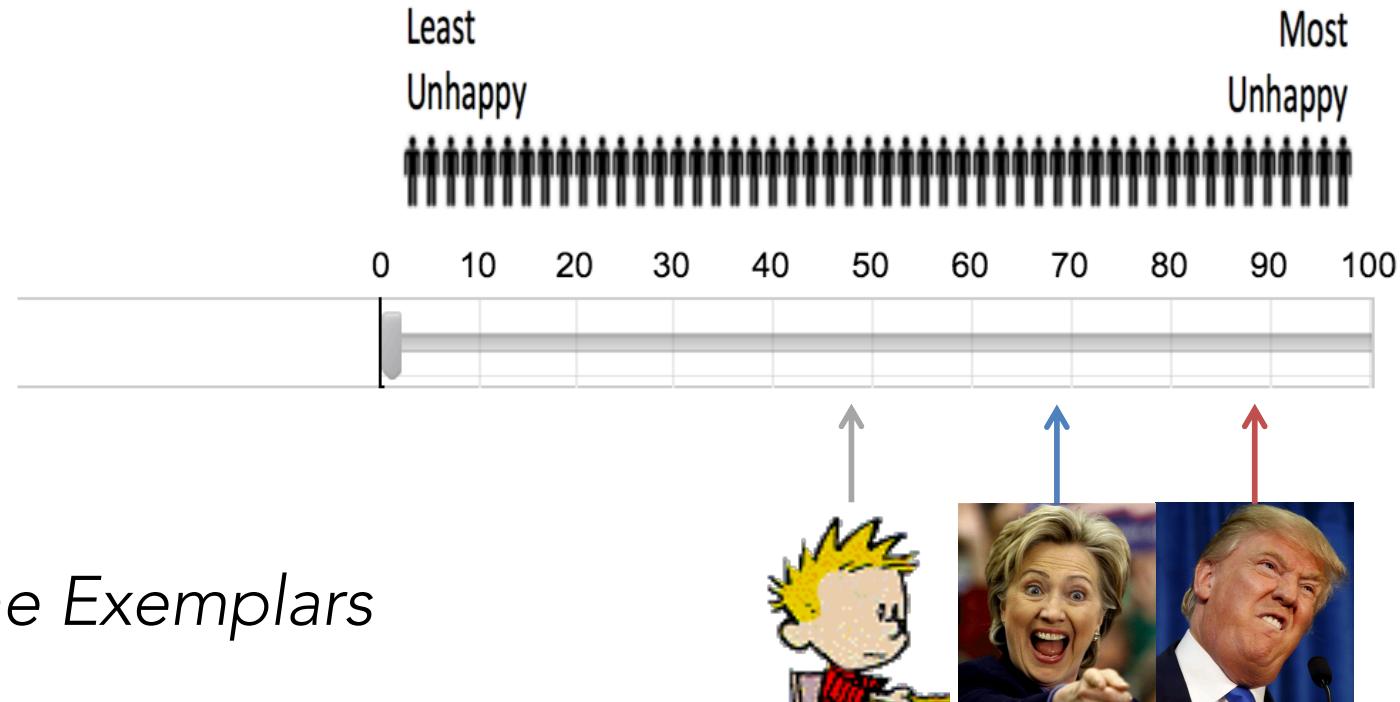




# Peer Rank Estimate

Now think about **Democrat X** again.

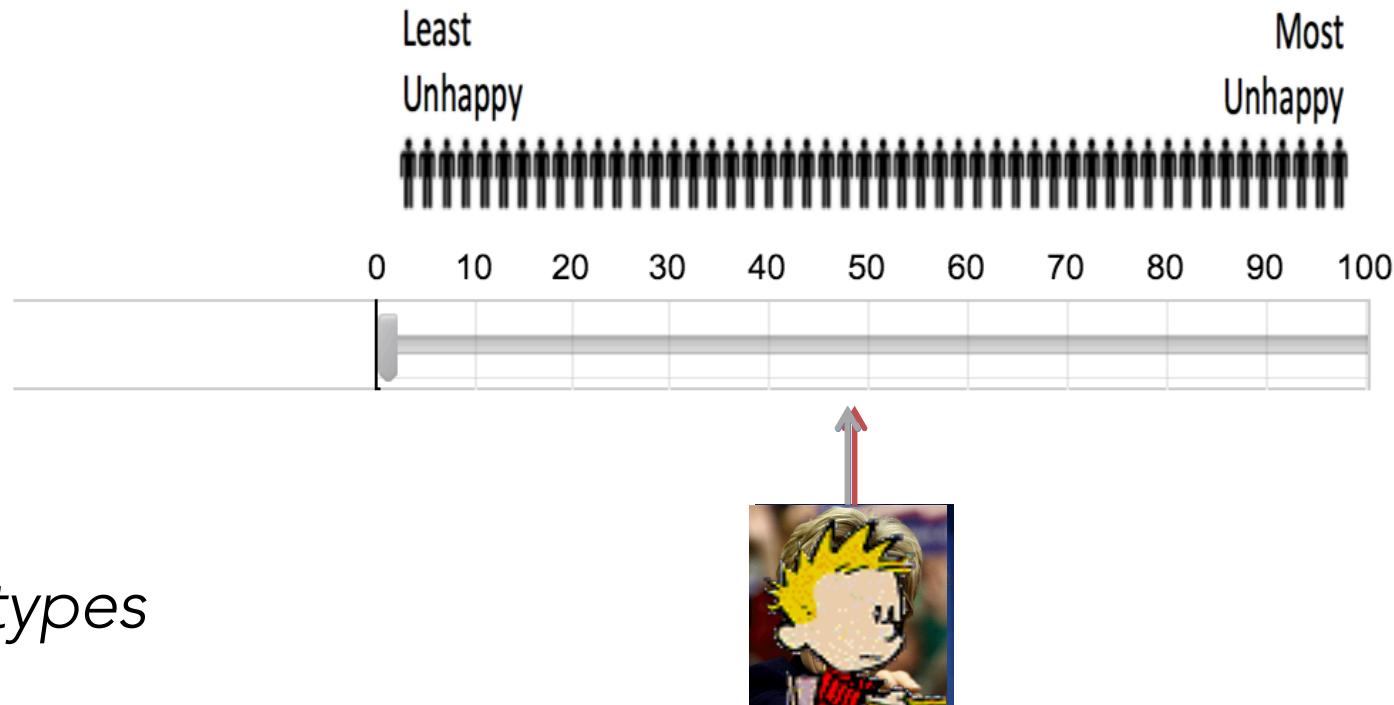
Imagine 100 Democrats watched the **Democrats lose the tournament**. Relative to these other Democrats, from the LEAST unhappy Democrat (1 out of 100) to the MOST unhappy Democrat (100 out of 100), how unhappy would **Democrat X** be?



# Peer Rank Estimate

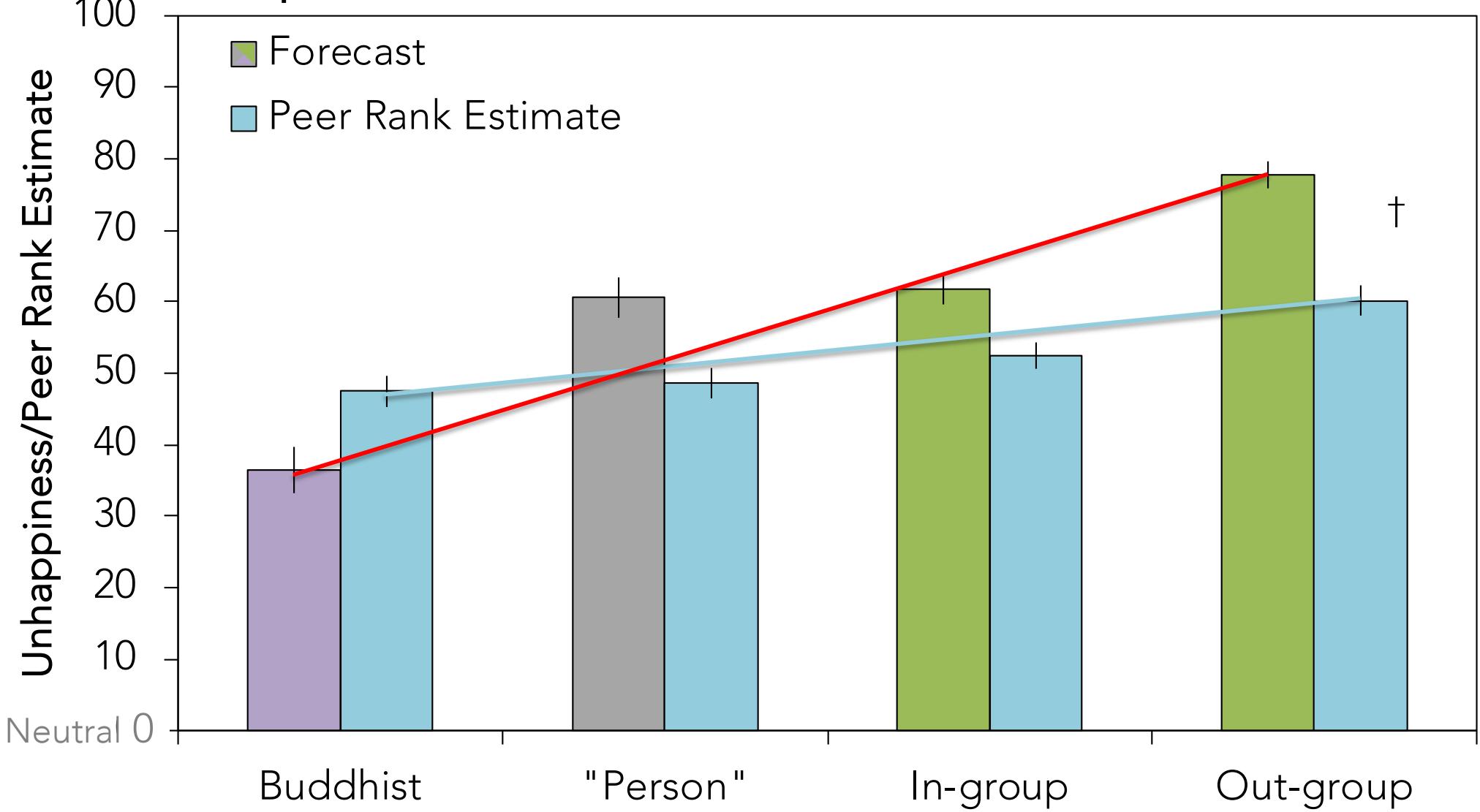
Now think about **Democrat X** again.

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?



Stereotypes

## Exp. 5: Loss Forecasts and Peer Rank Estimates



$N = 545$   
 $t(1084) = -1.93$   
 $p = .05$

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# SUMMARY

Emotional Intensity

Experiencer

"Person"

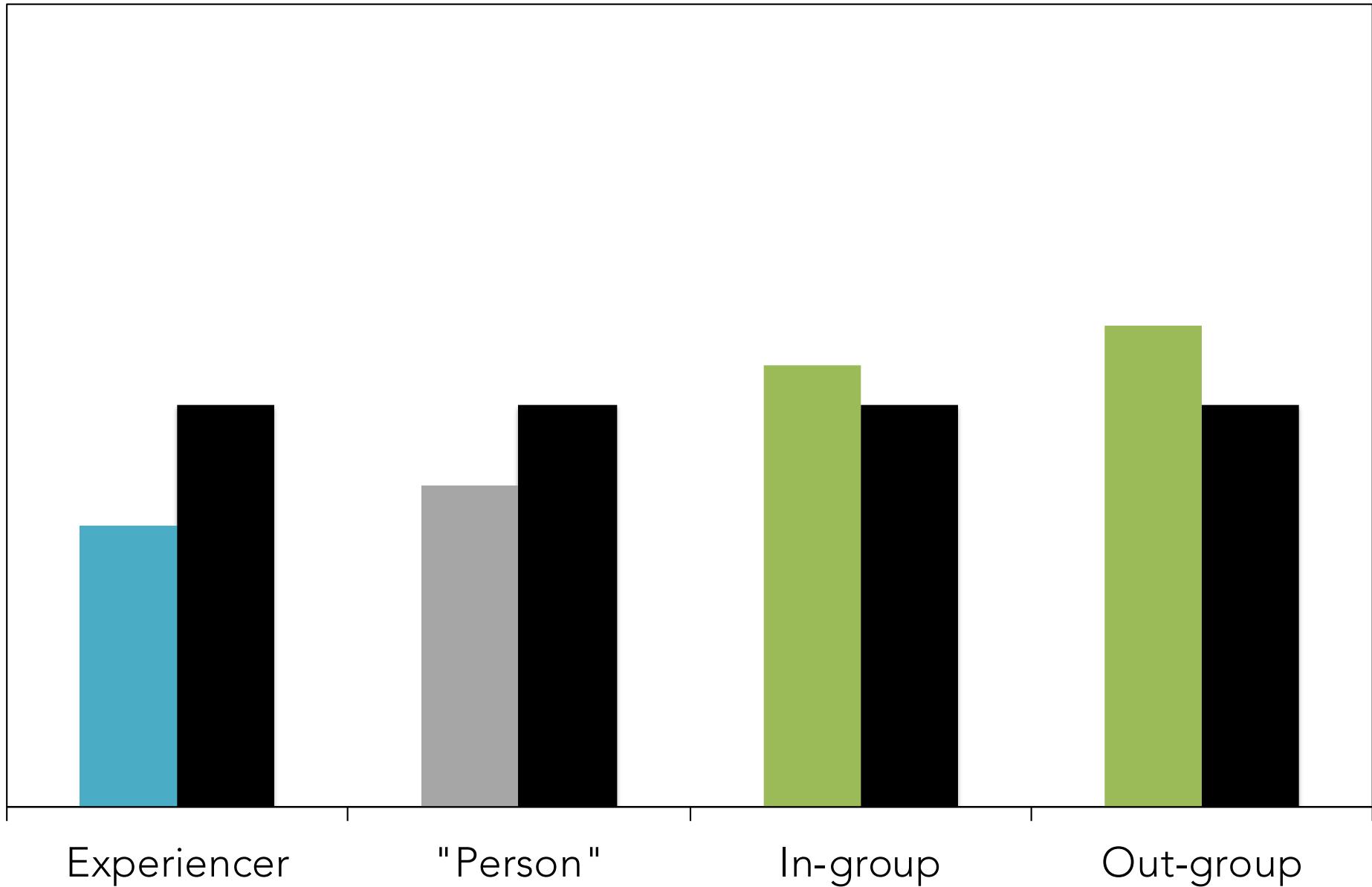
In-group

Out-group



Emotional Intensity/Peer Rank

Estimate



# 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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Questrom School of Business, Boston University

Psychological Science  
1–12  
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