

Same meaning but different feelings: Different expressions influence satisfaction in social comparisons

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Abstract. This study examined how different expressions of social comparison affect satisfaction. In two experiments, participants were asked to compare their performance with a peer's performance. In Experiment 1, participants were asked to compare their performance with a peer's performance (e.g., "I did better than my peer") or to compare their performance with a peer's performance (e.g., "My peer did better than me"). In Experiment 2, participants were asked to compare their performance with a peer's performance (e.g., "I did better than my peer") or to compare their performance with a peer's performance (e.g., "My peer did better than me"). Results showed that participants reported higher satisfaction when comparing their performance with a peer's performance than when comparing their performance with a peer's performance. This effect was mediated by the direction of comparison. The findings suggest that the direction of comparison affects satisfaction in social comparisons.

Key words: direction of comparison, framing effect, social comparison.

When comparing their performance with a peer's performance, people often experience different feelings. For example, when comparing their performance with a peer's performance, people often feel better than when comparing their performance with a peer's performance. This effect is known as the direction of comparison effect. In this study, we examined how different expressions of social comparison affect satisfaction. In two experiments, participants were asked to compare their performance with a peer's performance. In Experiment 1, participants were asked to compare their performance with a peer's performance (e.g., "I did better than my peer") or to compare their performance with a peer's performance (e.g., "My peer did better than me"). In Experiment 2, participants were asked to compare their performance with a peer's performance (e.g., "I did better than my peer") or to compare their performance with a peer's performance (e.g., "My peer did better than me"). Results showed that participants reported higher satisfaction when comparing their performance with a peer's performance than when comparing their performance with a peer's performance. This effect was mediated by the direction of comparison. The findings suggest that the direction of comparison affects satisfaction in social comparisons.

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Social comparison

Social comparison is a process by which individuals evaluate their own abilities and opinions by comparing them to those of others (Festinger, 1954). Social comparison can be upward or downward. Upward social comparison involves comparing oneself to someone who is better than oneself, while downward social comparison involves comparing oneself to someone who is worse than oneself. Research has shown that upward social comparison can lead to lower satisfaction, while downward social comparison can lead to higher satisfaction (Festinger, 1954; Ashby & Gable, 2007). In this study, we examined how different expressions of social comparison affect satisfaction. In two experiments, participants were asked to compare their performance with a peer's performance. In Experiment 1, participants were asked to compare their performance with a peer's performance (e.g., "I did better than my peer") or to compare their performance with a peer's performance (e.g., "My peer did better than me"). In Experiment 2, participants were asked to compare their performance with a peer's performance (e.g., "I did better than my peer") or to compare their performance with a peer's performance (e.g., "My peer did better than me"). Results showed that participants reported higher satisfaction when comparing their performance with a peer's performance than when comparing their performance with a peer's performance. This effect was mediated by the direction of comparison. The findings suggest that the direction of comparison affects satisfaction in social comparisons.

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s7 s7. Fr s7, r r b s7 b u r s7
 r . Fr u , u r
 s7 u r r u r s7, s7 k7
 s7b r u ' r I u r s7 u / r' . r-
 u r r s7 u r s7 s7 (k7) u ,
 r u r s7 u r s7. s7 r s7
 r u r r s7 s7. r u r r s7-
 s7 s7 s7 r u r (. b r'), r
 s7 r u r (. s7 ').
 , r r s7 s7 s7 u u-
 r s7 r u r r s7 s7 r s7 s7-
 ? A r r s7 s7, s7 s7 b
 r r r s7 b s7 r b r r u r s7?
 s7 s7 s7 s7 s7 s7
 s7 s7.

Subject versus referent: Different orders of the objects

u r b s7, r s7 r r s7
 r r r s7 b s7
 s7 u r b b s7
 b s7 r r u r r r
 s7 s7 s7 u r u r r u b s7 u-
 r s7 r u b vice versa. I s7
 r u r s7 s7 u u r
 (s7 , 1977; s7 & G , 1978).
 Fr u , r s7 s7 H s7 u r s7
 u ?' H s7 u r u I u ?', r s7 r r s7
 r u r s7
 r r r s7 u r b s7 b s7
 s7 s7 (. u ') (H & G r , 1983;
 r & G , 1983). r s7 r s7 s7
 s7 (I u ') s7 u r r u r s7 (k7 '):
 s7 r r u r s7 r s7
 r s7 s7 s7 r r u r
 r r u r (r s7, r, & r r, 1977),
 u b r s7 s7 r s7 s7 -
 r s7 (u r s7 & r, 1987).
 s7 r u r s7 s7 u u r
 s7? A u r u r s7
 r s7 r u r s7 (. s7 , 1983; r ,
 1994). r s7 r s7 r r s7 r r r
 s7 u r r u r , u u r
 r (. G u , G u , u r, & s7 r , 1996;
 s7 , 1983; r , 1994). C s7 s7
 r s7 u r s7, s7 u r
 r u b s7 s7 u r s7
 r r (B & G r, 1997; s7 , 1977; r-
 s7 & G , 1978), s7 r u r
 r u s7 s7 u r u r
 I r u r r u r (u ,
 r s7 r u b s7 r r
 s7), u s7 r r r

u r s7 r r , u
 u r r u s7, s7 s7 r
 b b s7 b r r, s7 r s7
 r u r s7 s7 u u r (-
 s7 , 1983; s7, r u , & H r, 1998; r ,
 1994). A s7 s7 u u r r r s7 r -
 u r s7 s7 u u r r s7
 r r, s7 s7 u r s7 r
 r s7 r r u r s7 s7. r r ,
 r r s7 r s7 b
 s7, r r s7 s7 r r
 s7 r s7 r r u r s7
 s7 u u r s7 s7 u s7 b
 r r
 r s7 s7 s7 s7 r s7 s7
 b s7 r r s7 u r u s7
 (C r u b , B , & , 1996; r s7 ,
 1990). s7 s7 r r r s7 /
 s7 s7 b r u ' (u r s7 s7
 s7) r r I u r s7 u / r' (u r s7
 s7 s7 u r s7). r r u r
 s7 s7 s7 r u b u / r' s7
 s7 r r, s7 s7 u s7
 r r r s7
 r s7 r r u r r-
 , s7 r r u r s7
 u r r u r , b s7 s7 u-
 r s7 r u r s7 r u r s7
 r s7 s7 r r r s7 r s7 r
 s7 (G b r, r , & A , 1995). u r r,
 u s7 s7 r s7, s7 s7
 u r u s7 u r s7 (s7
 & F s7 , 2014). s7, u r r u
 s7 r s7 r r
 r r s7 b , s7 r u
 r s7
 I s7 u u r , u r r s7 k7 s7
 b r / s7 u , s7 r
 r s7 I u b r / s7 u / r' s7 s7 r
 s7, r r u r s7
 r u

The influence of motivation to process the information on satisfaction

r u r u
 r s7 r, s7 s7 s7
 s7 u r r u r s7
 s7 u r s7 r u r u r
 s7 s7 r s7 r r,
 s7 b u r b u r s7
 r s7
 E b r u (E) s7
 s7 r r s7 u u s7 r s7

... s7/b r s7 r s7 r... : s7
 r r , s7 s7 b r s7
 r s7 r r... r s7
 r r r , r r s7 r
 r s7 r s7 r s7 r... s7 r
 (& C , 1986; & r r ,
 1999). r s7 s7 s7
 s7 r (, 1992; &
 C , 1986). A r r r r
 r s7 r... s7
 r r , r r , r r
 r r... I s7 , s7
 r s7 r s7 s7 r r s7
 s7 s7 s7 r r r s7 s7
 s7 r r r s7 r...
 r r , r s7 s7 r s7 r s7
 r r , r r r s7 s7 , r r
 r r r r s7 r s7
 r r b r r s7 , s7 r
 r s7 s7 r s7
 B s7 b - r
 r s7 s7 s7 s7 b r/ r s7
 ' (s7 r s7 r r s7 r s7) r /
 s7 s7 b r/ r s7 ' (s7 r r
 r s7 r s7), r s7 I b r/ r s7
 r' r r b r/ r s7 r' s7 r-
 s7 r r r s7 r r
 r s7 r r s7 s7 r s7
 r... A r r , s7 r s7
 r r r r , s7
 r s7 r s7 s7 r r r
 s7 s7 s7 r r , s7 r

- H1: I r r r s7 s7 , r
 r s7 s7 s7 b r r / ' s7
 s7 s7 b r r r s7 I r/
 r r s7 r'.
- H2: I r r r s7 s7 , r
 r s7 s7 s7 s7 r / ' , s7
 s7 s7 b r r r s7 I
 r/ r b r r'.
- H3: r r r s7 r -
 s7 r s7 b r r r s7 s7
 s7 s7 ; s7 , s7 r s7
 r (r r r r s7) ,
 s7 r r s7 r...
 r r r' (. I b r/ r/
 r s7 r') r r r
 (. I s7 b r/ r s7 ') , r r
 r r s7 r s7 s7 r r

r s7 (H3) r r s7 s7 r
 r s7 (H3b).

Better versus worse: Different framings

I r r r s7 b r r
 r s7 s7 , r s7 r r b
 r s7 s7 - b r' r r s7 . I s7 ,
 r r r r s7 s7:
 r b b r' r s7 s7
 s7 s7 s7 ?
 r b b r' r s7 s7
 r s7 r r s7 (r s7 & r ,
 1981) - r b r r . A r b r r s7
 r s7 r r r b
 b r r s7 r s7 s7 r b
 r r r r s7 s7 s7 r
 r r r b r (, r , &
 G , 1998). A s7 b s7 -
 s7 r s7 b b s7
 r r s7 b
 r r - s7 r r r s7 s7 r
 s7/b b r s7 (B s7 r , Br -
 s7 s7 , F r , & s7 , 2001), s7 b s7
 r r r s7 s7
 (. I , C , & , 1998; s7 , 1984;
 & , 2001). r r , s7 r
 r r r s7 r r
 r s7 r r s7 r r
 r r , s7 s7 r s7 , s7
 r r r r r s7 r ,
 s7 r r r s7 b r r s7
 s7 s7 s7
 I s7 , s7 r s7
 r r r r s7 s7
 r r s7 (r r s7) , s7 r r s7
 r r s7 (b r') . r r , s7
 r r r s7 s7 s7 s7
 (r r r):

- H4: I r r r s7 s7 , r
 r s7 s7 s7 s7 r / ' , s7
 s7 s7 b r r r s7 I r/
 r b r r'.

A r r s7 r s7 r -
 r s7 s7 r r s7 s7 r
 s7 H s7 s7 3 r s7 r s7

Which effect is stronger?

B s7 r s7 s7 , s7 r s7 r-
 r s7 r s7 r s7 s7 b

r r s s
s s s H r
s s r s s - r r
r r u ?
s r u r b s s r
u r s s, r r r u -

A r r s, r s r s s r s
 s r b, r b s,
 s : I s r,
 r r s s, H s (b r/ s)
 (s b r/ s s)
 r (b r/ s) H (r
 s).
 s r r s s s
 s s b s s s: Ar s s
 r r s s s r ? (1 = ver
 unsatisfied, 7 = ver satisfied)
 s r -
 s s s s ? (1 = ver bad,
 7 = ver good). r s r s
 s s s r b (r = .87). F,
 r s s r r r r r r (.
 r, r r r).

Results

r r r s s r
 r s, 105 r s r
 r s (37 s, 66 s, 2 r r r
 r, M = 21.41 s, SD = 1.85). A 2 (s
 s s r r : r s r s s
 r s s) x 2 (s b s : s r -
 s s r) b r s s r r
 (A A) s s r s s s
 s r r b s r s r
 r b, r r r
 r s s. r r s s r b
 r s s.

Satisfaction. r s r s r s
 r s r s r (F_{1,100} = 66.20,
 p < .001, η² = .40), s s s
 r s r (M = 4.80, SD = 1.15) s r
 r s r (M = 3.32, SD = .85).
 r s b r s s r s r
 (F_{1,100} = .60, p = .439, η² = .006).
 r r s s r r s r r
 s (F_{1,100} = 11.72, p = .001, η² = .11), s s r
 F r 3. s s s s r r
 r s r s s s r
 r s s, r s r r s s
 s b r (M = 3.56,
 SD = .74) I s s
 (M = 3.05, SD = .91), F_{1,46} = 4.62, p = .037, η² = .09.
 H r, r r s s, s s
 I b r s r (M = 5.28,
 SD = 1.18) s s r r s
 s (M = 4.47, SD = 1.02),
 F_{1,54} = 7.57, p = .008, η² = .12, s s r r H s s
 1 2 (r r), b H s s 4 (r
 r r).

Discussion

1 s r s s s r s
 b r s s r s r r
 s s s r s s
 s s s r r, r s r r
 s s s s s s s b
 r r r s b r r s.
 2 s r r r (.
 H s s 1 2) r s s r s
 s r - s s r r r, s
 s r s s r s s r
 s r b s H s s 3.

Study 2

Method

Participants and design. r s r
 s s r r s (71 s, 89 s, 8

10 r s7 r u', I, 10 s7 r r', r s7 r r s7 r s7 s7 s7 r b r b r s7 s7. A r s7 u' : I s7 r, s7 r/ r/ r (s7) r/ r (r s7). Ar s7 s7 r s7 r ? (1 = ver unsatisfied, 7 = ver satisfied) r r s7 r ? (1 = ver bad, 7 = ver good). s7 r b (r = .79).

A r r s7, u' s7 r s7 u' r s7 r u' s7 r (s7 & r b, 2000). Cr b s7 r u' s7 .76. u' s7 r = s7 s7 r r u' 1 = strongl disagree' 7 = strongl agree.' r u' s7 r: s7 s7 s7 r s7, I s7 r s7 r s7, I s7 s7 r r s7, r (r s7), I s7 u' r s7 u' s7 r r s7 s7 r r s7 (1 = ver difficult, 7 = ver eas). F, r u' r, r u' s7 (r, r, r).

Results

r s7 r s7 r s7 (. r u' r s7 u' s7), u' s7 r s7 r s7, r b s7 r u' s7 s7, 162 r s7 (68 u', 86 u', 8 r r r, r, M, = 21.78 s7, SD = 3.07). 2 (s7 u' r s7 : r u' r s7 s7 (r u' r s7) × 2 (s7 b s7 : s7 r) A. A. r s7 r u' s7 r s7 s7 r b . r r - r r b s7 r s7, r b , s7 r r b s7 r r r r - s7 s7, r s7.

Satisfaction. r s7 s7, r s7 r s7, F_{1,149} = 178.52, p < .001, η² = .55, s7 s7 r u' r s7 s7 (M = 5.14, SD = .886)

r u' r s7 (M = 3.24, SD = .96). r s7 s7 r s7, F_{1,149} = .35, p = .556, η² = .002. Cr r s7 s7 s7, F_{1,157} = 11.72, p = .001, η² = .07, s7 s7 F, r 4. F r r s7 s7 r u' r s7 s7 s7 r s7 s7 (M = 3.51, SD = .94) I u' s7 u' (M = 2.95, SD = .90), F_{1,80} = 7.65, p = .007, η² = .09. I r u' r s7, r, r u' s7 r u' r s7 s7- I u' b r u' (M = 5.26, SD = .97) s7 u' (M = 4.85, SD = .80), F_{1,78} = 4.45, p = .038, η² = .054, s7 r r s7 u' H s7 s7 1 2, b H s7 s7 4.

Motivation to process the information (mediation).

s7 r r r s7 s7 s7 s7 b u' r u' s7 r s7 r r s7 r r s7 s7 r r s7 r r s7 s7 I r u' r s7, s7 F, r 5 s7 r s7, s7 r r r s7 b s7 b (0 = the self 1 = other) u' s7 s7 b u' s7 s7 s7 r r s7 s7 s7 r r (-.30)(-.25) = .08. s7 b s7 r r r r u' H s7 (2013) s7 s7 r r 5000-r s7 u' b s7 r s7 s7 r r s7 .45, 95% r (CI) r r .0072, .6015, s7 r u' r r u' r s7 (. . H s7 s7 3).

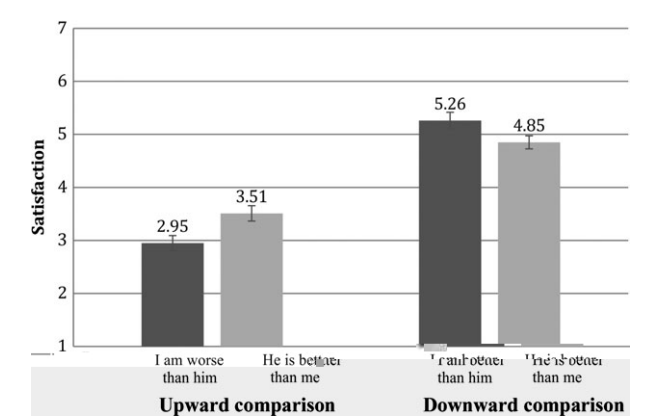


Figure 4 The results of satisfaction in four conditions in Study 2. Bars indicate standard errors.

I ... r ... μ ... r ... s ... r ... r ...
 s ... $(-.22)(.38) = -.08$ (s ... r ... F ... 6).
 5000 ... s ... b ... r ... r ... s ... r ...
 s ... b ... r ... s ... s ... s ... r ...
 μ ... (s ... r ... r ... s ... $-.16$,
 95% CI s ... $[-.4748, -.0197]$ (... H ... s ... b ... s ...
 s ... r ...).

Discussion

... (Ar ... ?) b ... 1. ... (r = .78). ... F ... b r

Results

F ... b ... (35 ... , 66 ... , M ... = 21.97 ... , SD = 3.17).

A 2 ... (r ...) × 2 ... (r ...) ... b ...

Satisfaction. ... F_{1,97} = 6.99, p = .01, η² = .067, ... (M = 4.25, SD = 1.20) ... (M = 3.66, SD = 1.14). ... F_{1,97} = 1.49, p = .226, η² = .015.

... F_{1,97} = 4.40, p = .043, η² = .07, ... (M = 3.76, SD = 1.05) ... (M = 3.56, SD = 1.23), b ... (M = 4.64, SD = 1.15) ... (M = 3.88, SD = 1.14), F_{1,49} = 5.53, p = .023, η² = .101, ... H ... 2.

Discussion

3 ... H ... b ... 3 ... 2. ... (... & ... , 1985; ... & G ... , 1970). F r ...

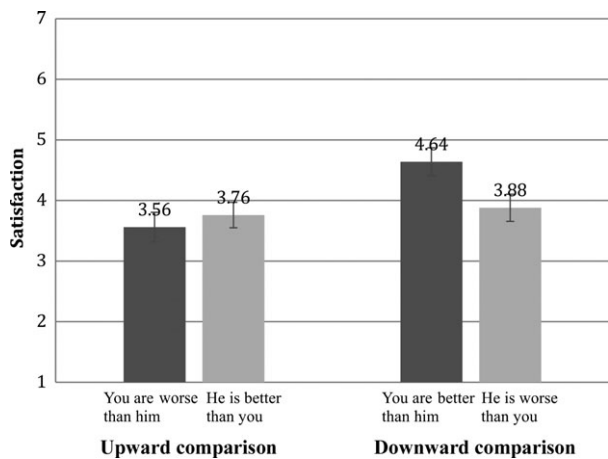


Figure 7 The results of satisfaction in four conditions in Study 3. Bars indicate standard errors.

b s̄ r r r r s̄ r s̄ r r s̄
 r̄ s̄ s̄ r̄ s̄ r̄ b r̄ r̄ r̄ r̄
 b s̄ b r̄ (r̄ s̄ , 1977) r̄
 r̄ r̄ s̄ (r̄ s̄ & r̄ , 1981). A
 r̄ r̄ s̄ s̄ b s̄ b s̄
 r̄ s̄ s̄ r̄ r̄ r̄ s̄ r̄ r̄ s̄
 r̄ r̄ r̄ s̄ s̄ r̄ r̄ (. . .
 r̄ r̄ r̄ s̄ r̄) r̄ r̄ r̄
 r̄ r̄ r̄ r̄ r̄ r̄ b s̄ / -
 b r̄ s̄ s̄ s̄ : r̄ s̄ s̄ b
 s̄ r̄ r̄ r̄ s̄ r̄ s̄ b s̄ r̄ s̄
 s̄ s̄ (r̄ , 1991; r̄ &
 r̄ , 2001). s̄ s̄ s̄ b
 r̄ s̄ r̄ r̄ r̄ s̄ r̄
 s̄ r̄ r̄ r̄ s̄ (. . I / r̄ s̄
 s̄) r̄ r̄ r̄ r̄ (. b r̄ r̄ s̄ r̄).
 b s̄ r̄ r̄ r̄ s̄ r̄ r̄ r̄
 r̄ r̄ r̄ r̄ r̄ r̄ s̄ r̄ b s̄ b
 s̄ r̄ r̄ r̄ r̄ b r̄ s̄ r̄ r̄
 r̄ r̄ r̄ r̄ r̄ r̄ r̄
 r̄ b b r̄ r̄ s̄ r̄ s̄ r̄ r̄
 A s̄ , r̄ s̄ r̄ r̄ s̄ s̄ r̄ r̄ s̄
 s̄ s̄ s̄ r̄ r̄ r̄ r̄ s̄ r̄ s̄

Discussion

4 r̄ r̄ r̄ r̄ s̄ s̄ 3, r̄
 r̄ r̄ s̄ r̄ r̄ r̄
 r̄ s̄ s̄ r̄ r̄ r̄ s̄ r̄ r̄ r̄
 r̄. F r̄ r̄ r̄ , s̄ r̄ r̄ s̄
 C s̄ , b E r̄ s̄ s̄

General discussion

r̄ s̄ s̄ r̄ s̄ s̄ r̄
 r̄ s̄ s̄ s̄ s̄ r̄ r̄ r̄ r̄
 s̄ s̄ s̄ r̄ r̄ r̄
 r̄ s̄ r̄ s̄ s̄ , r̄ r̄ r̄ s̄ s̄
 r̄ s̄ I r̄ b r̄ r̄ s̄
 s̄ r̄ s̄ s̄ r̄ s̄ r̄ s̄
 r̄ s̄ / ' (s̄ 1-4); I r̄ r̄ r̄
 s̄ s̄ , s̄ b r̄ s̄ I r̄ s̄
 r̄ s̄ s̄ s̄ s̄ s̄ b r̄ s̄
 s̄ b r̄ r̄ ' (s̄ 1 2). A s̄ ,
 r̄ s̄ s̄ s̄ r̄ r̄ r̄ r̄ r̄
 s̄ s̄ r̄ r̄ r̄ (s̄ 2 4).

... s7 s7 (... , 1987; ...
r, 1987). s7 r is7 s7
... s7 r s7 (... B & Gbb s7,
2007; ... r & ... , 1992; ... , 1989). s7
s7 ... r r r s7 ...
s7 ... r s7 ... s7,
r s7 r r s7 ... r s7 ...
I s7 1 2, s7 r ... r s7 r (...
l/...), r s7 b r ...
r ... r s7 s7. H r ... s7 3 4, s7
... r r (...), r s7 s7 s7
... r ... r ... r s7 , b
r ... r s7 ... r s7
r s7 s7 ... r ... r s7 s7 ... b r ... s7 -
r ... is7 s7.
r ... r, s7 s7 , is7 r s7 s7 ...
r s7 ... r ... r ... r s7 - r
(... r & ... , 1985; ... is7 & G r ... , 1970).
... r ... r s7 s7 ... s7 ...
... r s7 - (D r, 1984; ... is7 &
... r, 1984; ... is7 & G r ... , 1970; s7 r, ... r, &
... r, 1988). r r , ... r ... r s7 , s7 -
... r ... r s7 r s7 b is7,
... r s7 r ... s7 ...
... r ... r s7 - s7 ... r r , r -
s7 ... r r ... s7 s7 s7
r ... r s7 . F r r s7 r ... r s7
s7 ... r r , r s7 s7 -
s7 ... r r (... r s7 r b r
b ... r) ... s7 -
b ... s7 (... , A ... , & r ... s7 r, 2015).
is7 ... r ... r s7 , ... s7
... s7 s7 ... r b ... r r ... s7
b ... r ... b ... r ... r ...
b ... r r ... (... s7 ... r r)
... r r ... s7 s7 s7 r s7 ... I ... , r -
r s7 s7 ... r ... r
... r s7 . F r r ... r ... is7 s7
... r s7 (... r ... r s7), ... r s7
I ... b r ... ' (r ... is7 = is7 ...
...) r ... r b r ... ' (r ...
s7 ... is7) ... s7 ... r
r r ... r s7 s7 . F r ...
s7 , ... s7 ... r s7 (...
r ... r s7), ... s7 r b s7
s7 b r ... ' r s7 b r ... , ...

... r ... r b ... s7 r s7 r ...
H r, s7 , ... r r ...
s7 ... r ... r , ... s7 r s7 -
s7 ... r is7 ... ' ... s7 s7 -
s7 ... s7 r r r.
s7 ... r s7 r ... r ... r -
s7 r s7 s7 ... r s7 s7, b ... r
... F r r s7 r ... r r s7 ...
... r s7 b ... s7 (... is7 = is7 I')
is7 (... s7 = is7 ...) r -
s7. B s7 s7 = is7 ... ' ... b
... b is7 = is7 I' (... &
s7 r, 2007; ... & ... r, 1999), r ...
s7 ... r ... is7.

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... s7 r s7 r ... s7 ... b G r r r -
... r ... (71172024 & 71472005) ... r r ...
(91224002) ... r ... F ...
C ...

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