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Desirability or Feasibility: Self–Other Decision-Making Differences

Jingyi Lu[1], Xiaofei Xie[1], and Jingzhe Xu[2]

Abstract

Making decisions for the self and providing advice to others are common in daily life. The current research examines the differences in weight that people attach to desirability and feasibility when deciding for themselves versus others. Based on construal level theory, we propose that in a decision-making process, individuals who decide for others tend to focus more on desirability than on feasibility compared with those who decide for themselves. Across five experiments, the predicted self–other differences were observed in preference in the decision stage (Experiments 1a and 1b), information seeking in the predecision stage (Experiment 2), and information recall in the postdecision stage (Experiments 3a and 3b). These findings show that decision behaviors are determined by the decision target (i.e., for whom such decisions are made).

Keywords

self–other decision making, desirability, feasibility, construal level theory, decision process

22, 2011; 13, 2012

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Desirability Versus Feasibility: What Is the Focus in Decision Making?

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Psychological Distance: How Far Apart Between Self and Other?

Decision Process: How Are Decisions Determined by Decision Target?

Overview of Experiments

Experiment 1a

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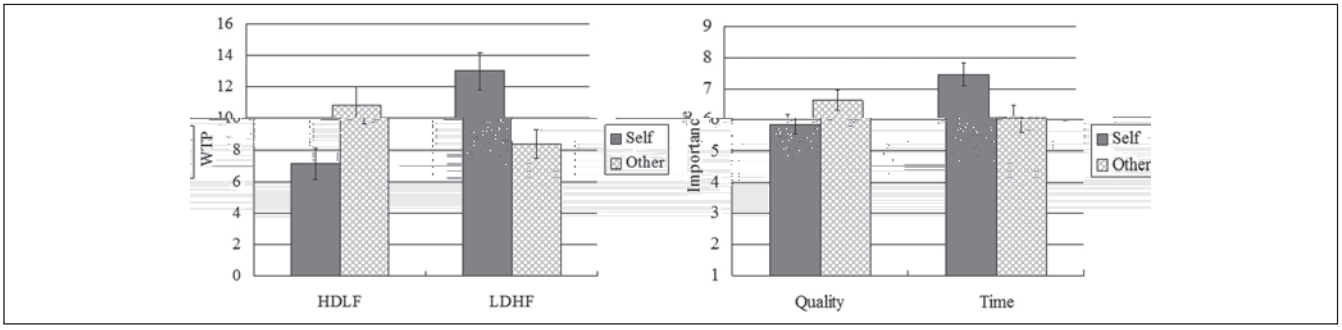

Figure 1. WTP (left panel) and importance (right panel) as a function of decision target and choice in Experiment 1a
Note: WTP = willingness to pay; HDLF = high desirability but low feasibility; LDHF = low desirability but high feasibility.

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, , 9- (1 = *do not like at all*, 9 = *like very much*). , -
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, , 9- (1 = *not long at all*, 9 = *very long*).

. .
: , M = 7.36, SD = 1.61, M = 4.91, SD = 1.20, $F(1, 104)$ = 79.44, $p < .001$; , M = 7.40, SD = 1.60, M = 4.53, SD = 1.51, $F(1, 104)$ = 89.99, $p < .001$. , -
: -
, M = 8.02, SD = 1.47, M = 1.94, SD = 1.42, $F(1, 104)$ = 467.05, $p < .001$; , M = 7.53, SD = 1.49, M = 1.92, SD = 1.25, $F(1, 104)$ = 439.52, $p < .001$.
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, *self* *other* (p >.15); , -
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. , p > .05. , . 2 2 - , $F(1, 51)$ = 10.87, $p < .01$, ^{2} = .18 (1), -
. ,
, M = 7.12, SD = 4.99, M = 10.85, SD = 6.12, $F(1, 51)$ = 5.91, $p < .05$, , M = 13.00, SD = 6.11, M = 8.37, SD = 4.63, $F(1, 51)$ = 9.72, $p < .01$. , p > .15.
. -
, $^2(1, N = 53)$ = 14.91, $p <$ .001. , 3 (15.0%) 17 (85.0%) .
. , , 23 (69.7%) 10 (30.3%) . ,
, $^2(1, N = 20)$ = 9.80, $p < .01$,
, $^2(1, N = 33)$ = 5.12, $p < .05$.
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2 2 2 - , ,
. , p > .10.
, 2 2 - , $F(1, 51)$ = 6.91, $p < .05$, ^{2} = .12 (1) -
,
, M = 5.85, SD = 1.59, M = 6.63, SD = 1.67, $F(1, 51)$ = 3.06, p = .086,
, M = 7.46, SD = 1.88, M = 6.04, SD = 2.26, $F(1, 51)$ = 6.19, $p < .05$.

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Experiment 1b

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, p > .10.

, $^2(1, N = 42) = 10.33, p <$

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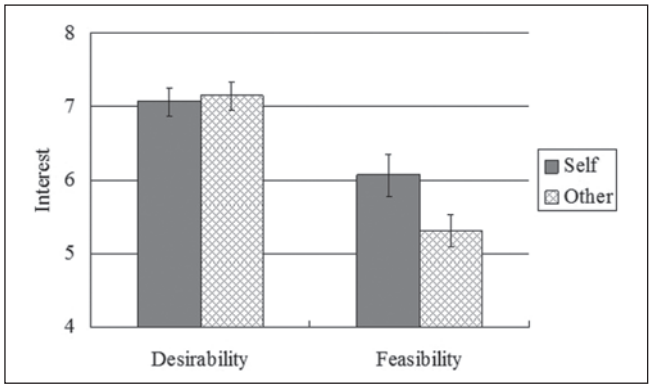

Figure 2. Interest as a function of decision target and information type in Experiment 2

. . *self* *other* ($p > .05$) , $F(1, 52) = 4.45$, $p < .05$. , , $p > .20$. , . . . 2 (:) 2 (: -) - C V , $F(1, 51) = 4.20$, $p < .05$, $^2 = .08$, - ($M = 7.11$, $SD = 0.97$) - ($M = 5.64$, $SD = 1.32$) . , 2, , $F(1, 51) = 6.27$, $p < .05$, $^2 = .11$. C ($M = 6.07$, $SD = 1.39$), ($M = 5.31$, $SD = 1.19$) - , $F(1, 52) = 4.69$, $p < .05$, (.) - . , $p > .20$. . - . ; , - C , - ($M = 45\%$, $SD = 22\%$) ($M = 31\%$, $SD = 18\%$), $F(1, 47) = 5.53$, $p < .05$. - . 2 - - . , .H ,

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Experiment 3a

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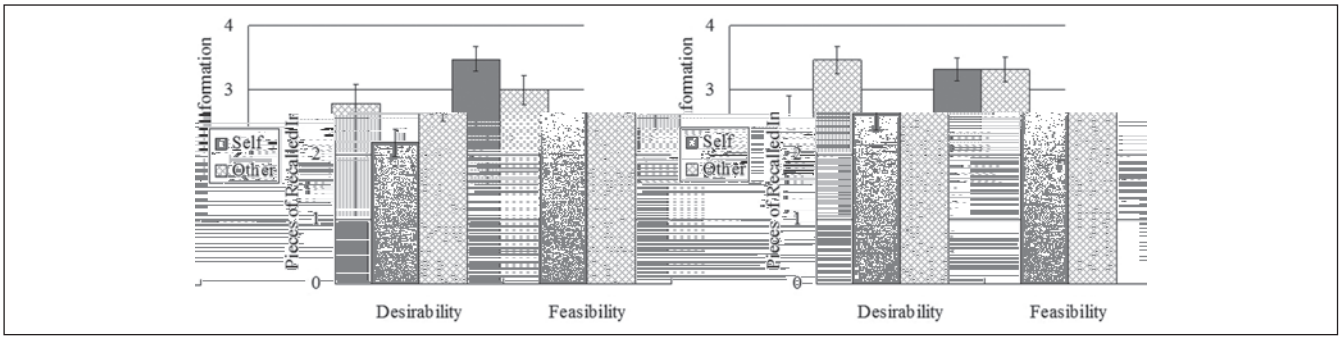

Figure 3. Pieces of recalled information as a function of decision target and information type in Experiments 3a (left panel) and 3b (right panel)

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. $^2(1, N = 41) = 41.00, p < .001,$ . . .95 (252 266). . , 2 (:) 2 (:) - - , $F(1, 39) = 10.56, p < .01,$ $^2 = .21,$, - ($M = 3.24, SD = 0.94$) - ($M = 2.49, SD = 1.17$). , (3), $F(1, 39) = 5.64, p < .05,$ $^2 = .13.$, - , $M = 2.19, SD = 0.98, M = 2.80, SD = 1.28, F(1, 39) = 2.94, p = .09,$ - , $M = 3.48, SD = 0.87, M = 3.00, SD = 0.97, F(1, 39) = 2.73, p = .10.$, - , - - . , $p > .10.$

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Experiment 3b

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, $F(1, 39) = 3.49,$
$p = .069,$ $^2 = .08,$
- ($M = 3.32$, $SD = 0.82$) -
- ($M = 3.02$, $SD = 1.17$). -
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(3),
$F(1, 39) = 8.96, p < .01,$ $^2 = .19.$, ($M =$
3.47, $SD = 0.91$) - -
($M = 2.64$, $SD = 1.26$),
$F(1, 39) = 5.83, p < .05,$
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General Discussion

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Declaration of Conflicting Interests

( ) , , / .

Funding

( ) , , / : C (71172024) C (91224002).

Notes

1. - - . , 36 - , - . , 8 9- (1 = *feasibility*, 9 = *desirability*). , , , 5 - 5 - . 2. , 40 : ? ? , (2008). (67.50%), (65.00%), (57.50%), (30.00%), (27.50%) , (82.50%), (42.50%), (32.50%), (32.50%), (27.50%) .

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