

# Event segmentation in moral learning & impression updating

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# Version 1

- The task idea is to present a look across time in many people's lives. The subject read behaviors of a person throughout the years like a storyline. The idea is that this occurred in the past.
  - No face is given, names are alphabet letters, the year is clearly marked under the behavior
  - Every behavior they come across, they rate on a 1-9 scale (1 = bad, 5 = neutral, 9 = good)
- **Year1:** learned either all positive/negative behaviors to set initial reputations.
- **Judge 1:** made an initial judgment about the individual on trustworthy, competent, friendliness, or disgusting on a 9 point scale (1 = not at all, 5 = neutral, 9 = definitely).
- **Year 2:** they either encounter that the person behaved the same way (control), that they changed dramatically (dramatic) or they gradually changed throughout the year (slow).
- **Year 3:** they get 3 reinstatement behaviors that match the valence of "year 1".
- **Judge2:** The individual's storyline finishes when they rate the individual on previous four social traits, but for what they think the person is like *"now"*.
- Some memory tests for behaviors were randomly thrown in at the end of some individuals as attention checks for Mturkers

# Design choices

Stimuli	<b>Reputation</b>	<b>Change</b>	<b>N</b>
	Positive -> Neg	Control	3
	Positive -> Neg	Gradual	3
	Positive -> Neg	Dramatic	3
	Negative -> Pos	Control	3
	Negative -> Pos	Gradual	3
	Negative -> Pos	Dramatic	3

## Conditions

Reputation = between subjects  
Change = within subjects  
12 storylines per participant

# Measures

- **Behavioral valence rating** (bad-good)
  - Manipulation check of the behaviors' valence
- **Trait Judgements** (trust, friend, etc)
  - Judge2 - Judge1 = change in impression
  - Predictions:
    - Drastic = no change
    - Control = no change
    - Slow = change towards incongruent valence

# Version 1

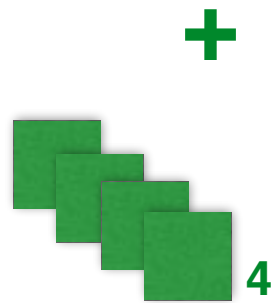
Year 1

Judge1

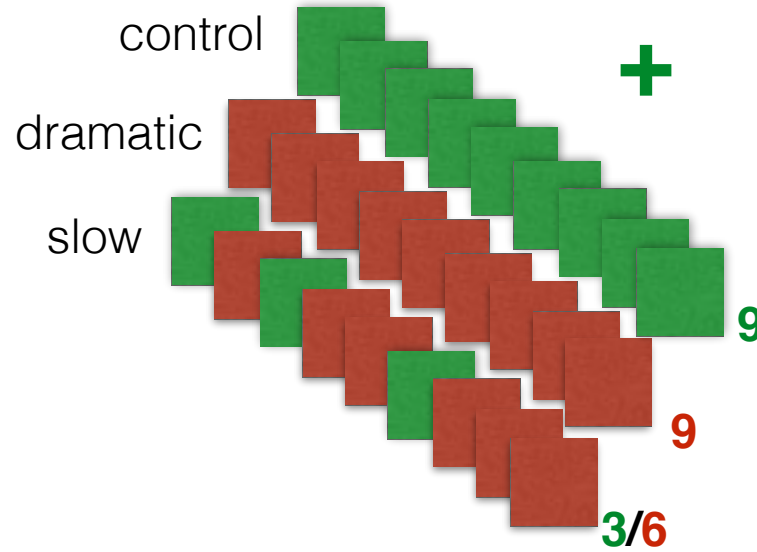
Year 2

Year 3

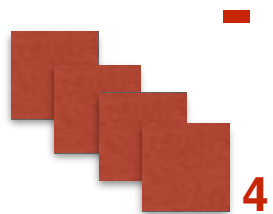
Judge2



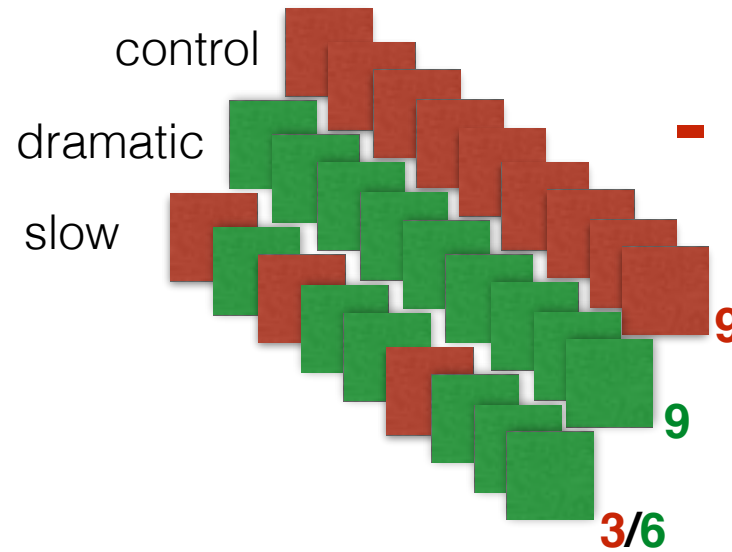
Trust  
Competent  
Friendly  
Disgusting



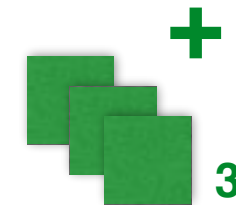
or



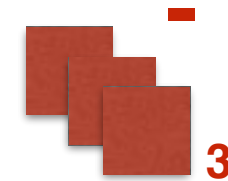
*rate: good/bad*





*rate: good/bad*



Trust  
Competent  
Friendly  
Disgusting  
**“now”**



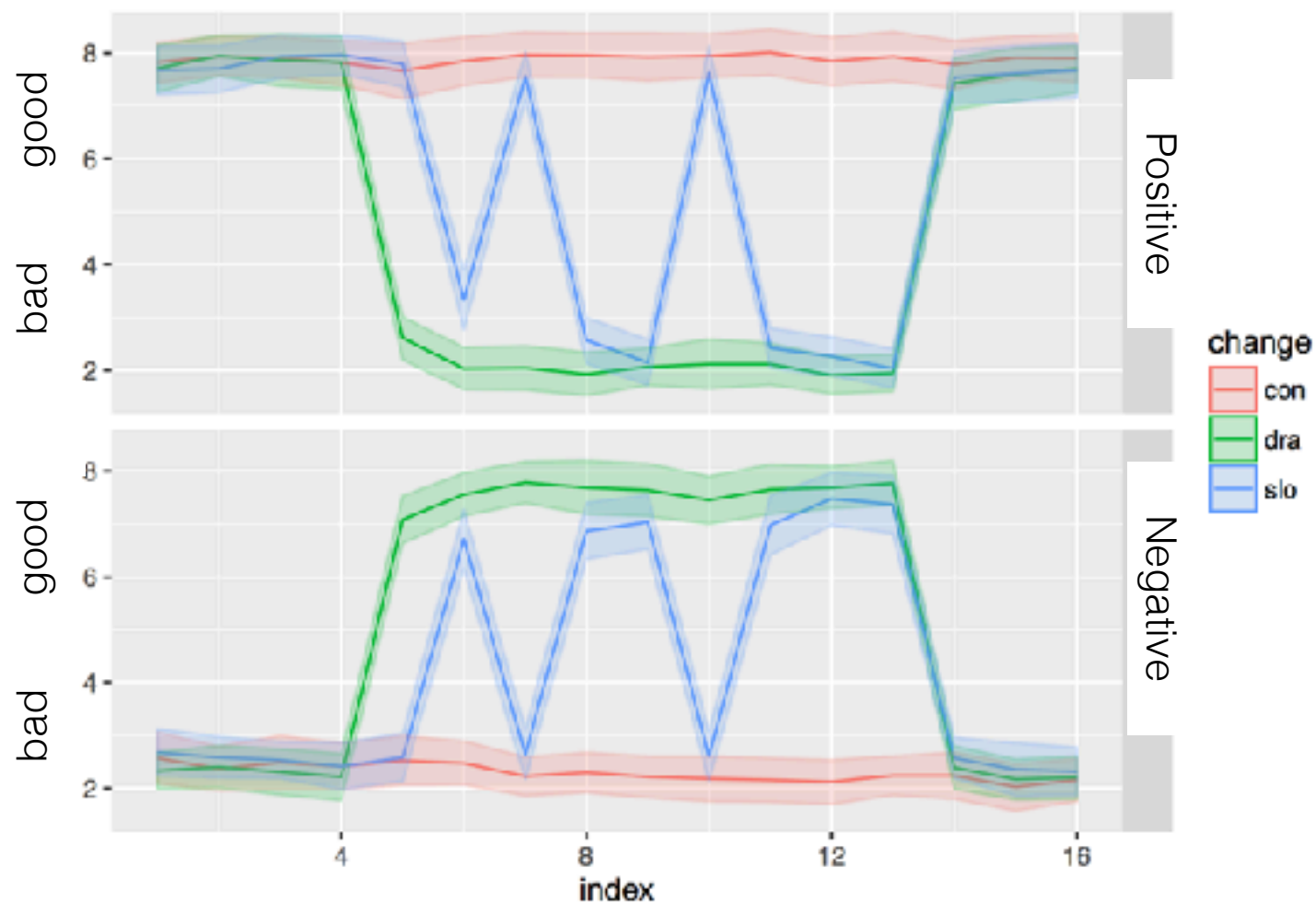
*rate: good/bad*

 = positive behavior trial  
 = negative behavior trial

# Results

## Manipulation check

Did subjects notice/track the valence shifts as behaviors progressed?

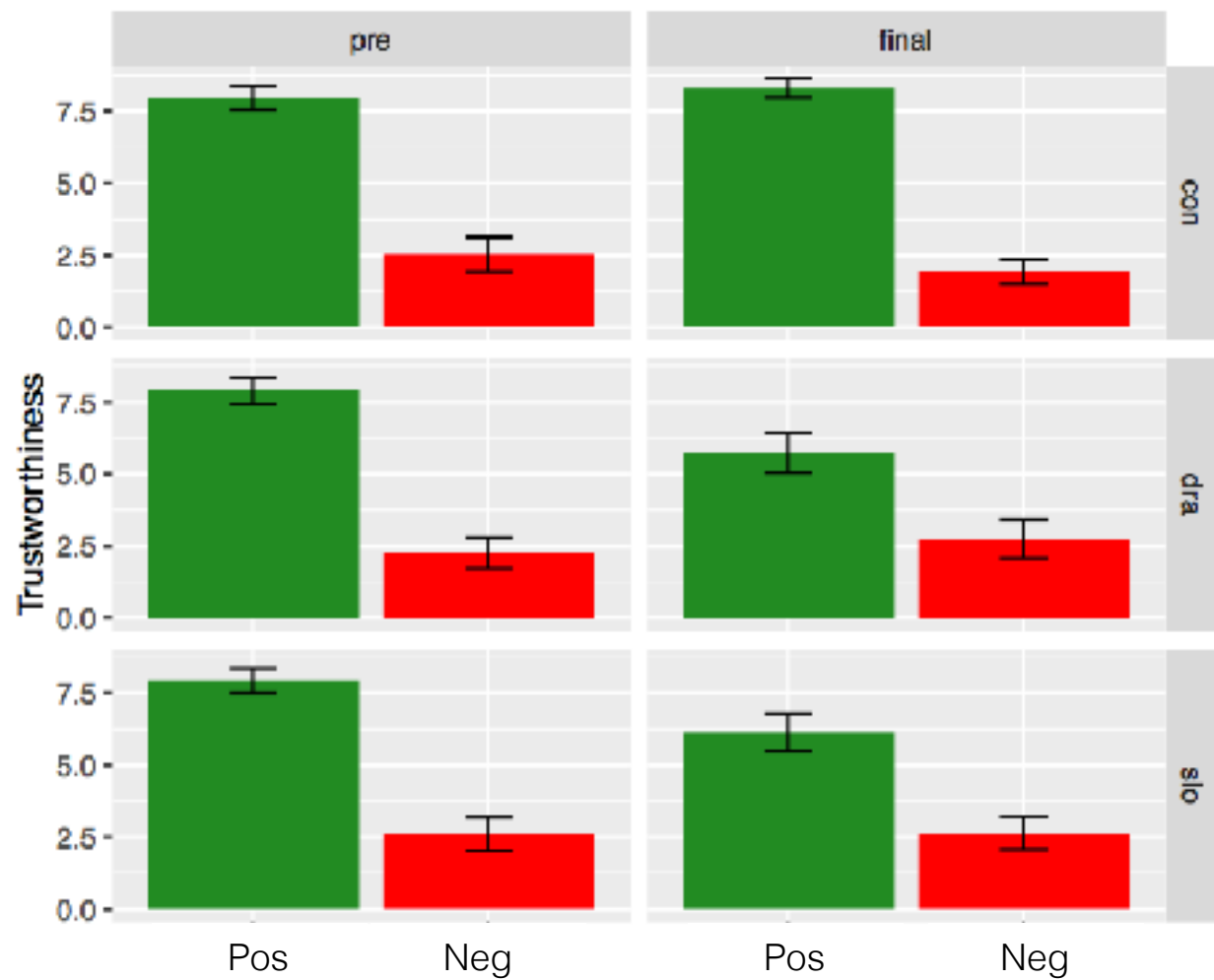


Yes they're following the valence/shifts

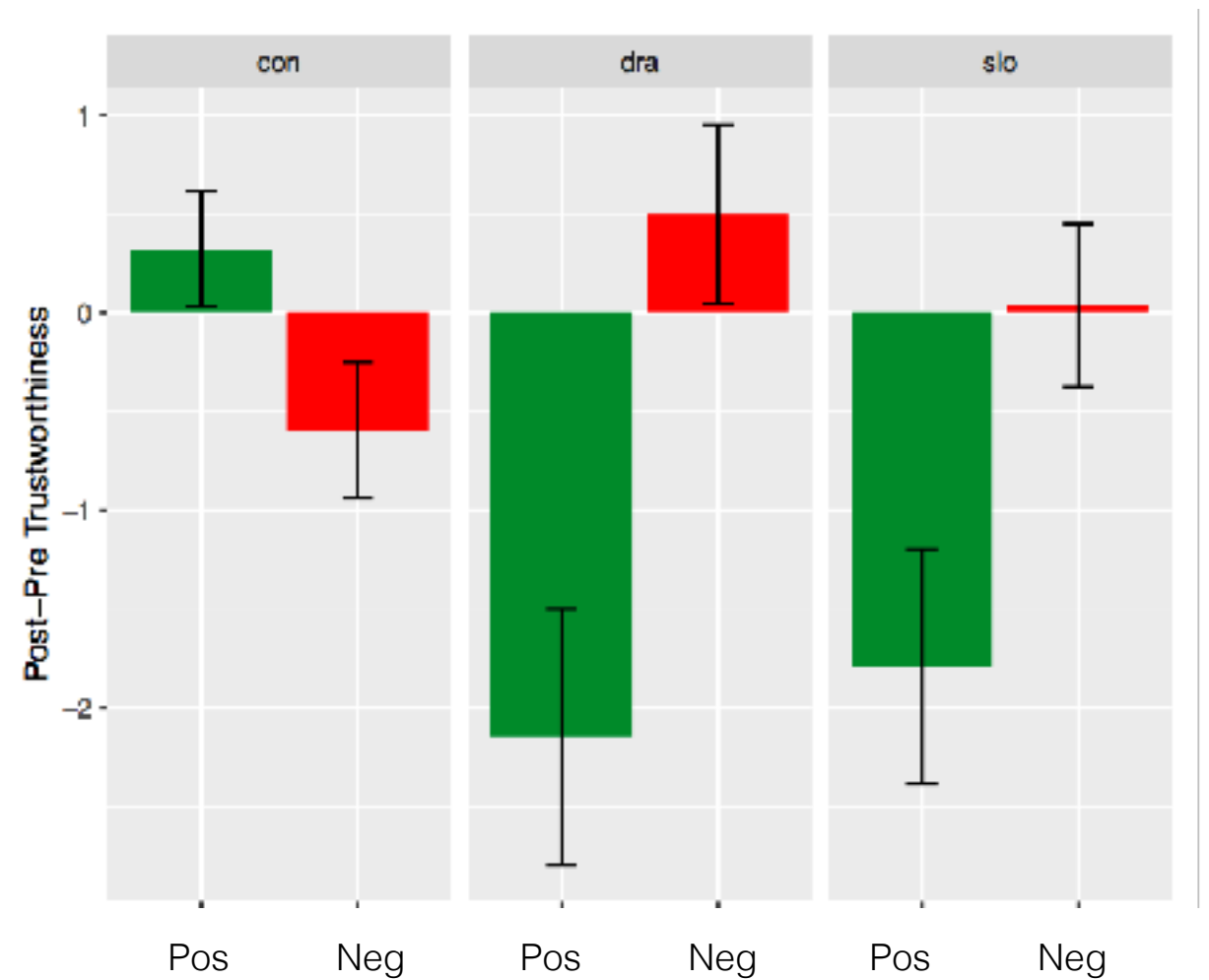
# Impression update

Did subjects update their pre-post impressions as predicted?

## Averages Pre/Post



## Differences Post-Pre



■ n=24  
■ n=21

*95% CI shown*

No, seems like they're just tracking valence proportion  
Drastic has more incongruent trials than Slow  
Control continued in direction of valence

# Version 2

- Removed **Year 3** reinstatement behaviors. The idea is to examine whether Year 1 impression shifted, we can simply assess Year 1 impressions pre and post change
- Changed **Judge2** question to rate **Year 1** behavior instead of guessing what the individuals are like now



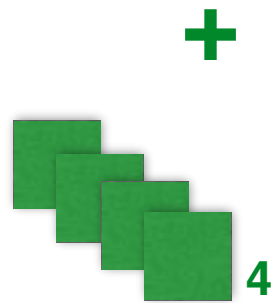
# Version 2

Year 1

Judge1

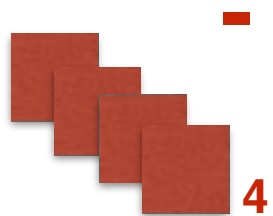
Year 2

Judge2

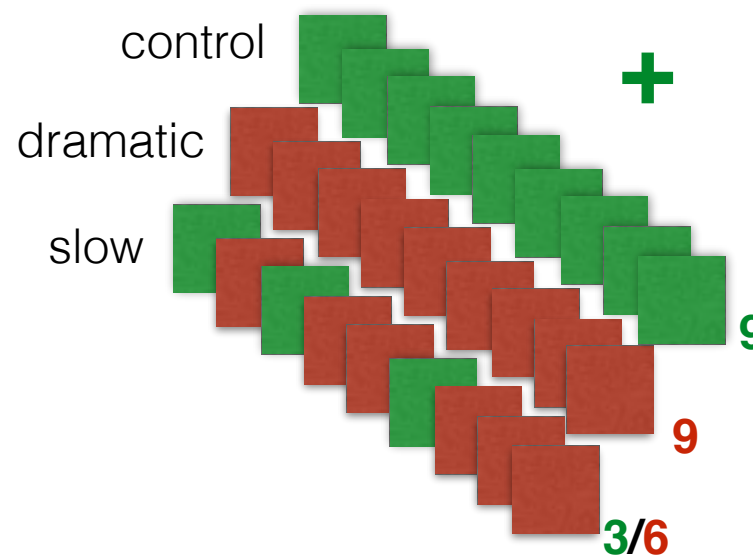


Trust  
Competent  
Friendly  
Disgusting

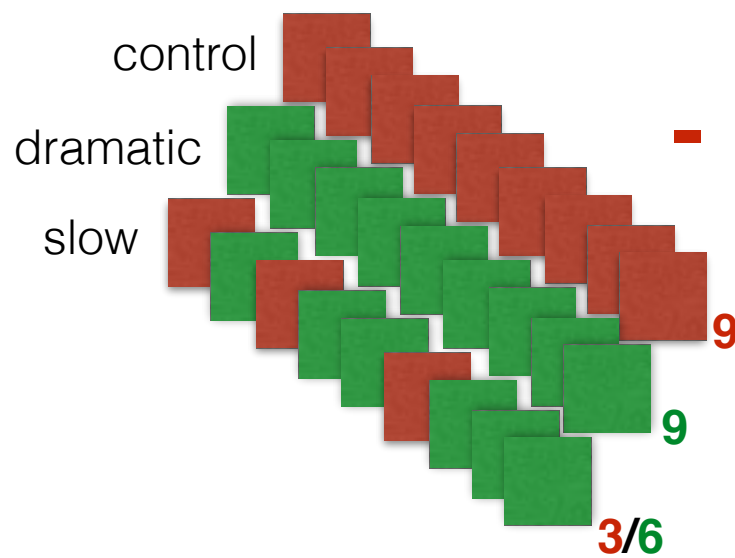
or





*rate: good/bad*



Trust  
Competent  
Friendly  
Disgusting  
**"Year 1"**



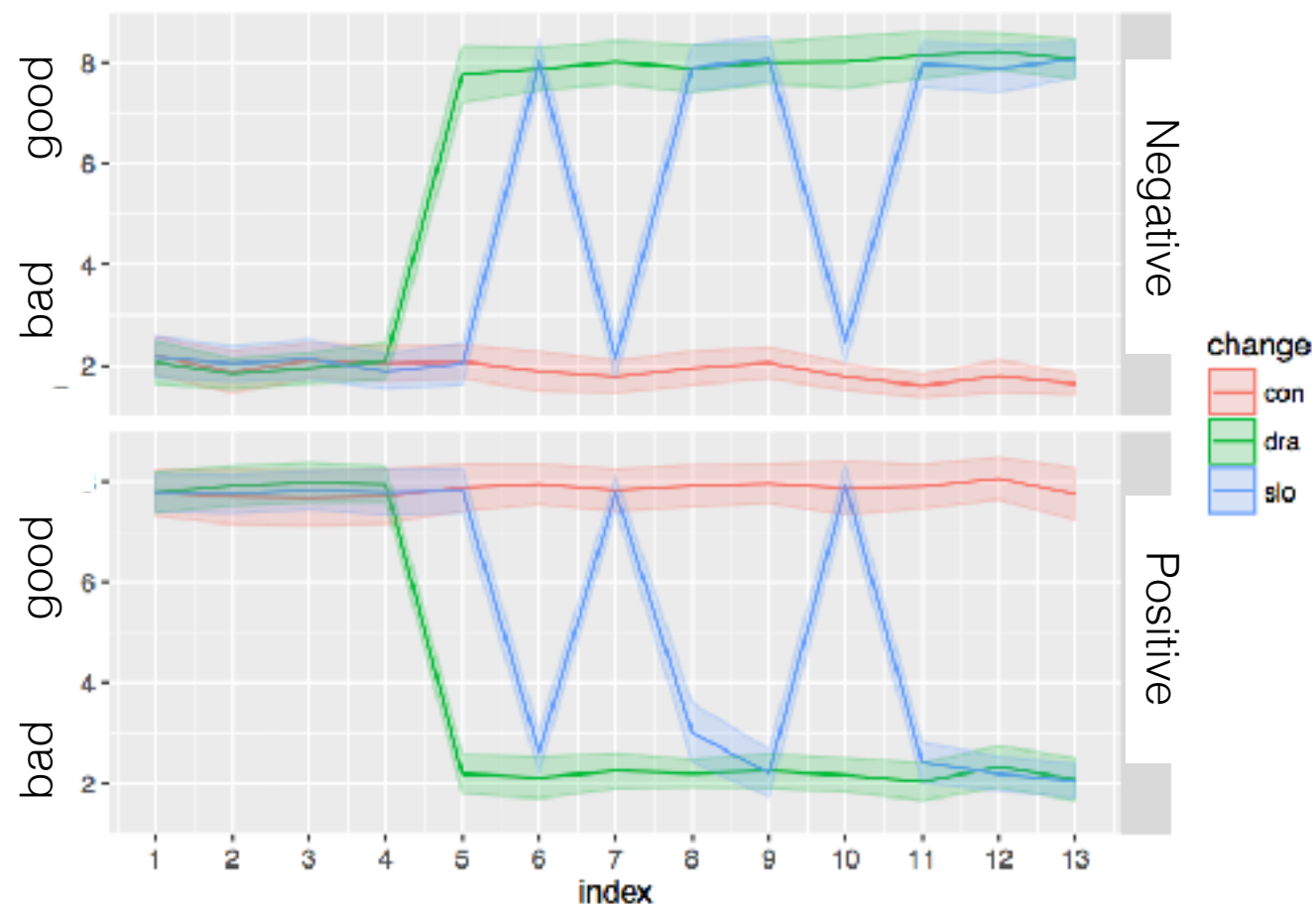
*rate: good/bad*

-  = positive behavior trial
-  = negative behavior trial

# Results

## Manipulation check

Did subjects notice/track the valence shifts as behaviors progressed?

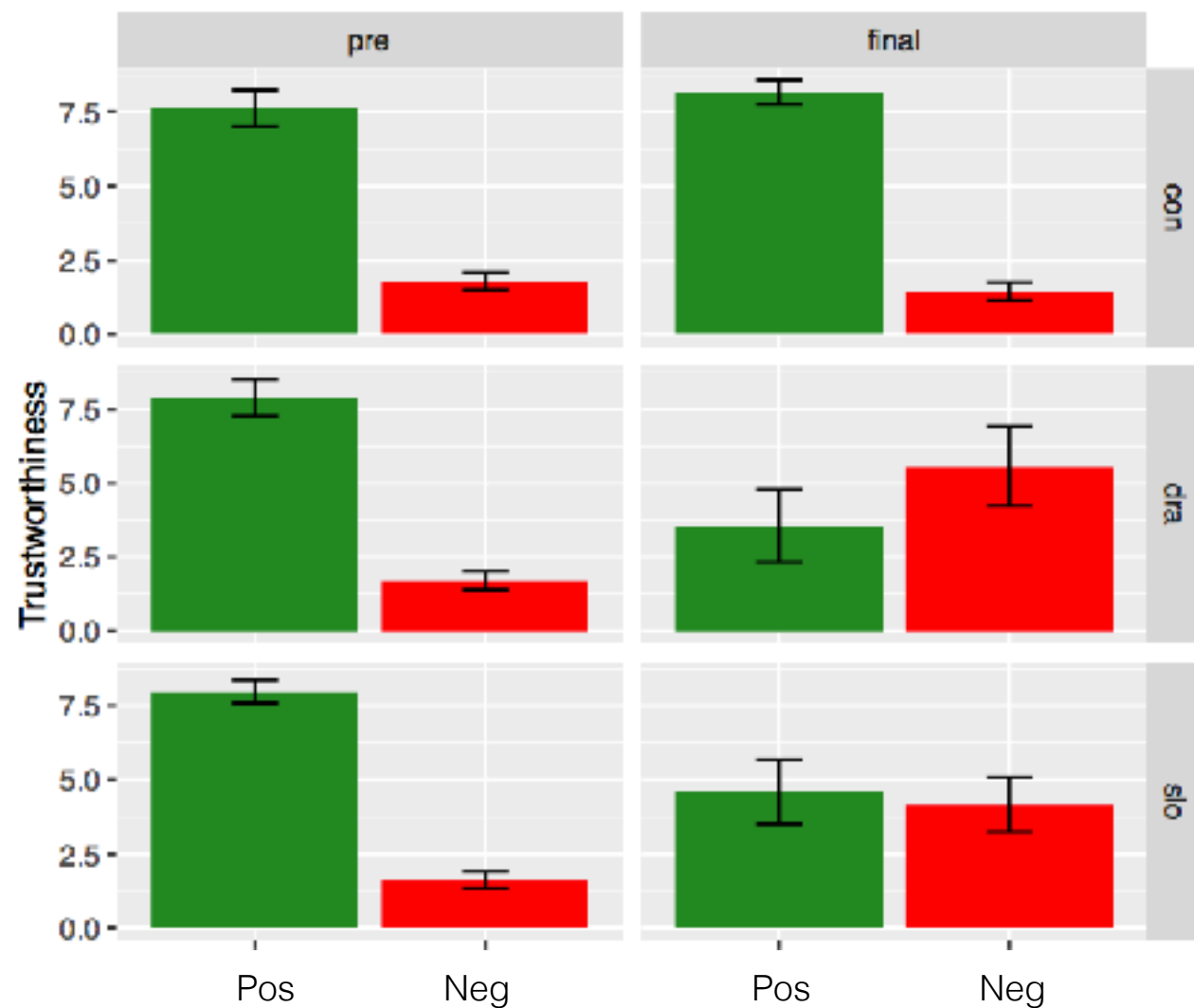


Yes they're following the valence/shifts

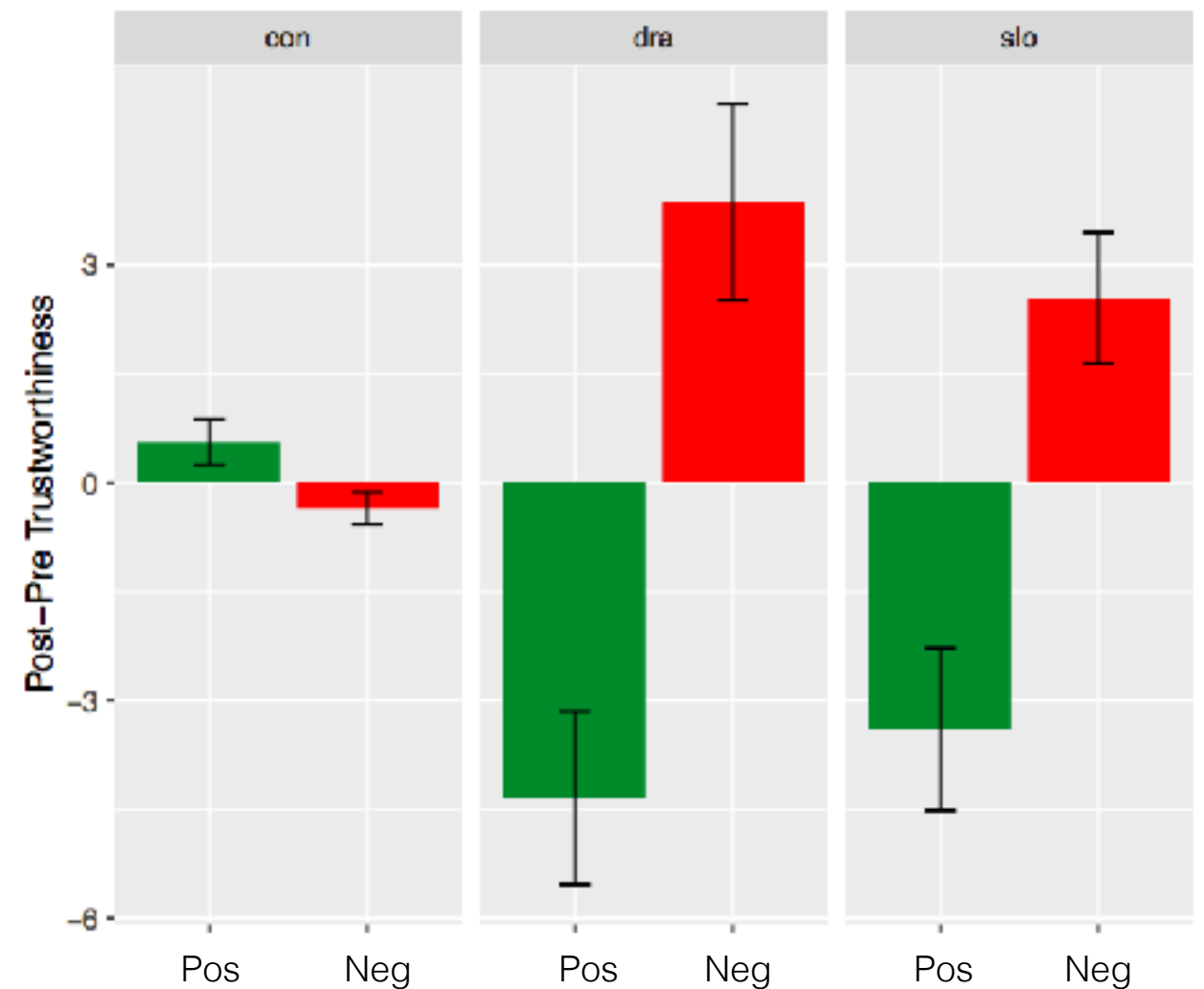
# Impression update

Did subjects update their pre-post impressions as predicted?

## Averages Pre/Post



## Differences Post-Pre



■ n=22  
■ n=20

95% CI shown

Still seems like they're just tracking valence proportion  
Control closer to predicted no difference than V1

# Version 3

- Removed the rating of each behavior, only had to read through and make judgements at **Judge1&2**
- It is possible that repeatedly rating may affect recency/primacy effects and holistic impression formation
- Due to coding error, did not collect negative

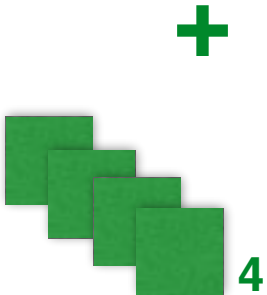
# Version 3

Year 1

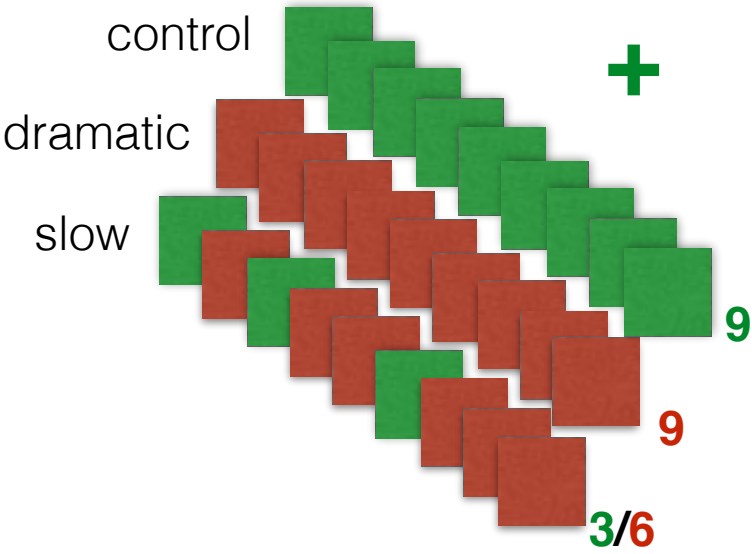
Judge1

Year 2



Judge2



Trust  
Competent  
Friendly  
Disgusting



Trust  
Competent  
Friendly  
Disgusting  
**“Year 1”**

 = positive behavior trial  
 = negative behavior trial

# Results

## **Manipulation check**

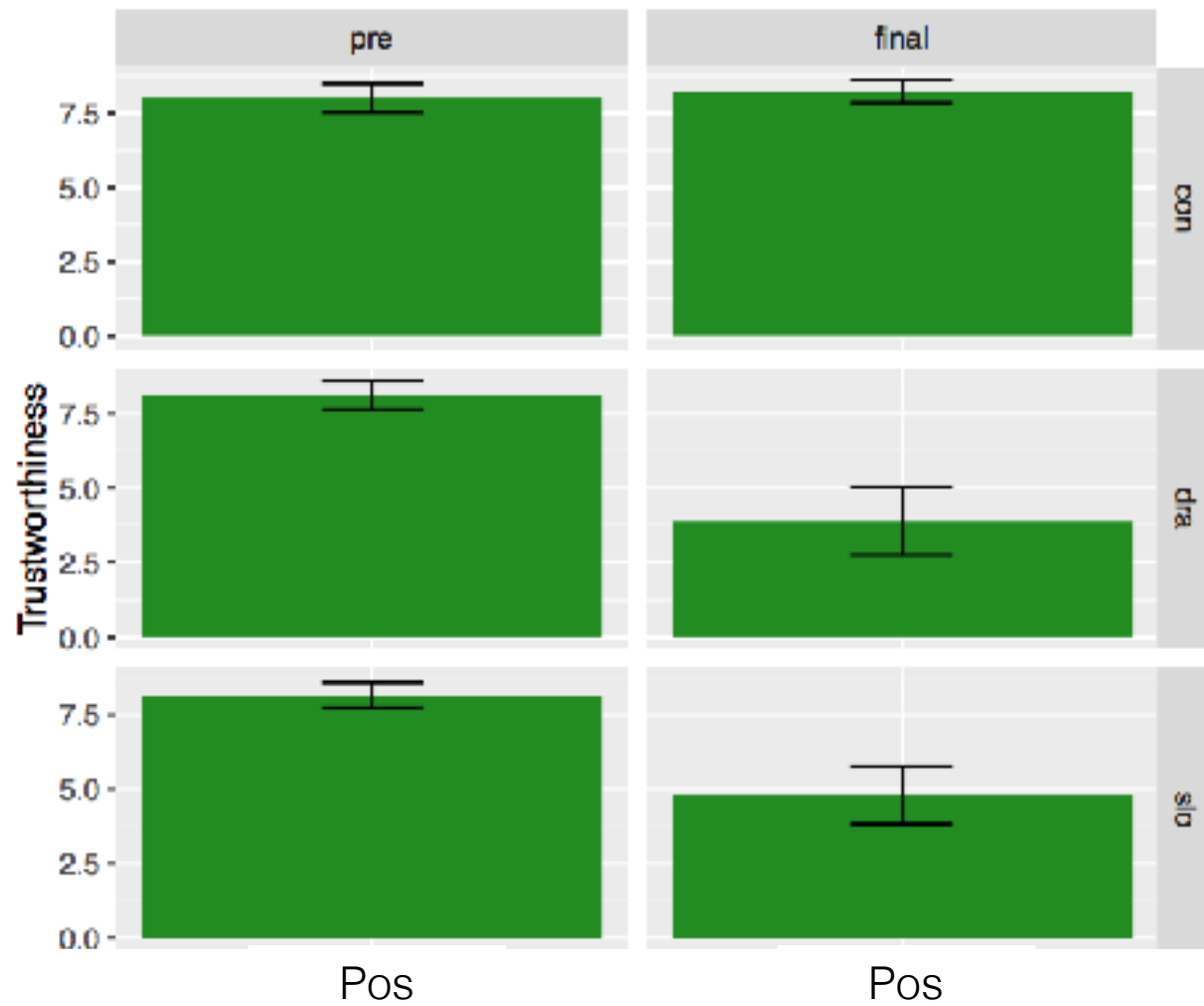
Did subjects notice/track the valence shifts as behaviors progressed?

Couldn't calculate this since they didn't rate the behaviors

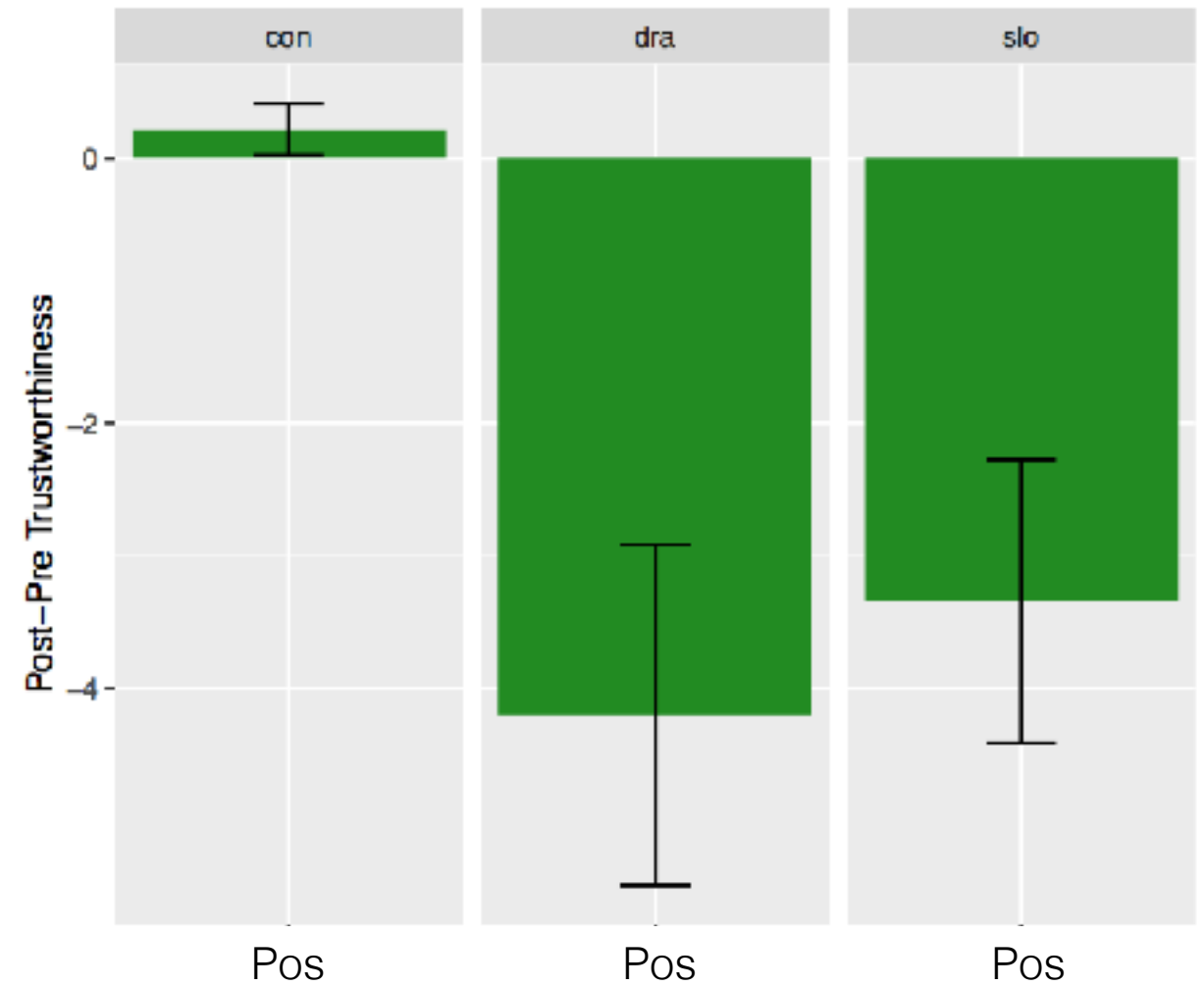
# Impression update

Did subjects update their pre-post impressions as predicted?

## Averages Pre/Post



## Differences Post-Pre



■ n=23  
95% CI shown

Still tracking valence proportion  
Control close to no difference