

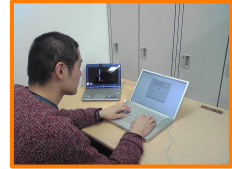
Automatic Facilitation of Social Behavior by Implicit Inferring of Social Intention

Haruaki Fukuda¹, Hiroaki Suzuki², Ayumi Yamada¹

¹ Human Innovation Research Center, Aoyama Gakuin University, ² Department of Education, Aoyama Gakuin University

Introduction

Previous studies have suggested our behavior could be affected by
 (1) unconscious stimuli automatically, and (2) others' behavior.
 Now could our social behavior be unconsciously affected by others' intention?



Previous Studies

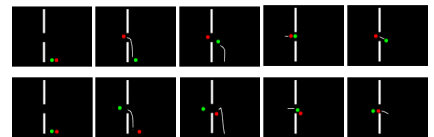
Goal Contagion (Aarts, Gollwitzer, Hassin, 2004)

"the automatic adoption and pursuit of goals that others are perceived to strive for."

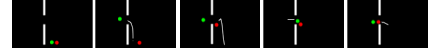
Social Intention

1. We infer other's intention automatically without awareness (Hassin & Aarts, 2003).
2. Infants can also perceive social intention from simple geometric figures (Premack & Premack, 1997): Even infants could discriminate between 'hinder' and 'help'.

hinder



help



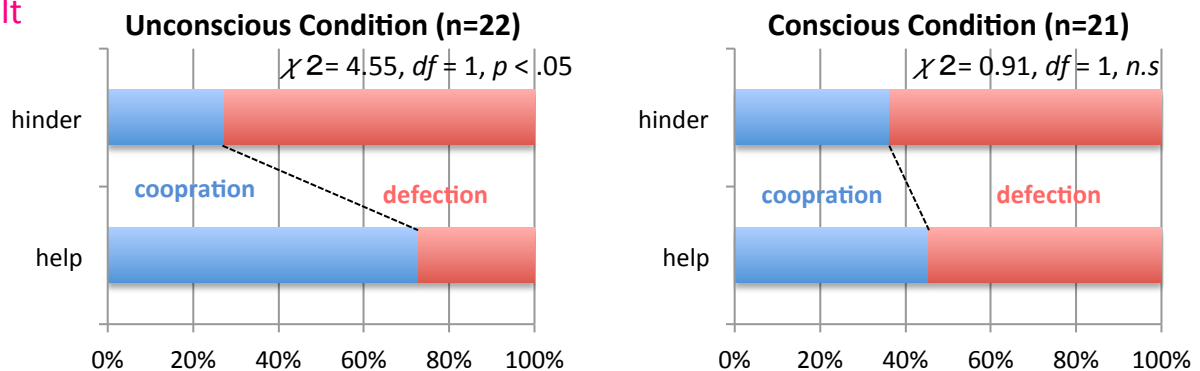
Purpose of this Study is:

To investigate whether unconscious inference of other's intention could lead to Goal Contagion.

- Premack & Premack animation was displayed unconsciously at peripheral monitor (Unconscious Condition) or watched attentively (Conscious Condition).
- Participants played Prisoner's dilemma game (Decision between 'cooperation' and 'defection').

Is Decision in the Game influenced by the social intention represented in the animation?

Result



Discussion

- Participants' decisions were influenced by the types of animation only in unconscious condition.
 - Participants believed they decided their choices by themselves ⇨ verbal report.
- This effect did not seen in conscious condition.
 - In conscious condition, social intention did not primed. ⇨ lexical decision task.
- Social decision making is influenced by perception of other's intention without awareness.
- Perception of other's intention unconsciously activates relevant actions.