

University of Groningen

Releasing the brake

Mlakar, Zan; Bolderdijk, Jan Willem; Fennis, Bob M.; Risselada, Hans; Ye, Ben; Zino, Lorenzo

IMPORTANT NOTE: You are advised to consult the publisher's version (publisher's PDF) if you wish to cite from it. Please check the document version below.

Publication date:
2020

[Link to publication in University of Groningen/UMCG research database](#)

Citation for published version (APA):

Mlakar, Z., Bolderdijk, J. W., Fennis, B. M., Risselada, H., Ye, B., & Zino, L. (2020). *Releasing the brake: How disinhibition frees people and facilitates social change*. Poster session presented at The Society for Personality and Social Psychology's Annual Convention 2020, New Orleans, United States.

Copyright

Other than for strictly personal use, it is not permitted to download or to forward/distribute the text or part of it without the consent of the author(s) and/or copyright holder(s), unless the work is under an open content license (like Creative Commons).

Take-down policy

If you believe that this document breaches copyright please contact us providing details, and we will remove access to the work immediately and investigate your claim.

Downloaded from the University of Groningen/UMCG research database (Pure): <http://www.rug.nl/research/portal>. For technical reasons the number of authors shown on this cover page is limited to 10 maximum.

Releasing the brake: How disinhibition frees people and facilitates social change

Žan Mlakar¹, Jan Willem Bolderdijk¹,
Bob M. Fennis¹, Hans Risselada¹,
Mengbin Ye², Lorenzo Zino²

¹University of Groningen, Faculty of Economics and Business

²University of Groningen, Faculty of Science and Engineering

INTRO

Question: What role do psychological processes provoked by social context characteristics play in diffusion?

Reasoning: Anonymity liberates individuals from the need to make a good impression on others (e.g. by appearing consistent, by conforming), which enables them to adopt innovations more easily and can accelerate diffusion at the societal level.

Hypothesis: Anonymity facilitates innovation diffusion.

METHODS

Experimental game:

- Multi-round group game (groups of 8-16 people).
- Participants in each group have to reach a consensus on which new product to release by, in each round:
 1. choosing one of the two new products (Fig. 3),
 2. receiving feedback about what everyone in the group chose in the present round (Fig. 4).
- Game continues until consensus reached or max 24 rounds.
- Natural diffusion process induced through confederates (>25% of each group).
- Participants monetarily incentivized for exhibiting consistency, conformity, and coordination.
- Group-level manipulation: Anonymity vs identifiability.
- Sample: n = 123 (88 participants, 35 confederates); 10 experimental groups (5 in each condition).

Agent-based model (ABM):

- Agent-level social payoff function that determines the behavior of individual agents in the model.
- The payoff function mirrors key social motivations in individual decision-making during a diffusion process and is parametrized using the experimental data.

RESULTS

- Anonymous groups reach consensus faster in the experiment (Fig. 1) due to more people exploring
- In the ABM simulations, the diffusion time of identifiable and anonymous groups diverge rapidly with increasing group size (Fig. 5 and Fig. 6)

Anonymity enables individuals to explore new alternatives, in turn causing groups to reach tipping points and adopt innovations faster.

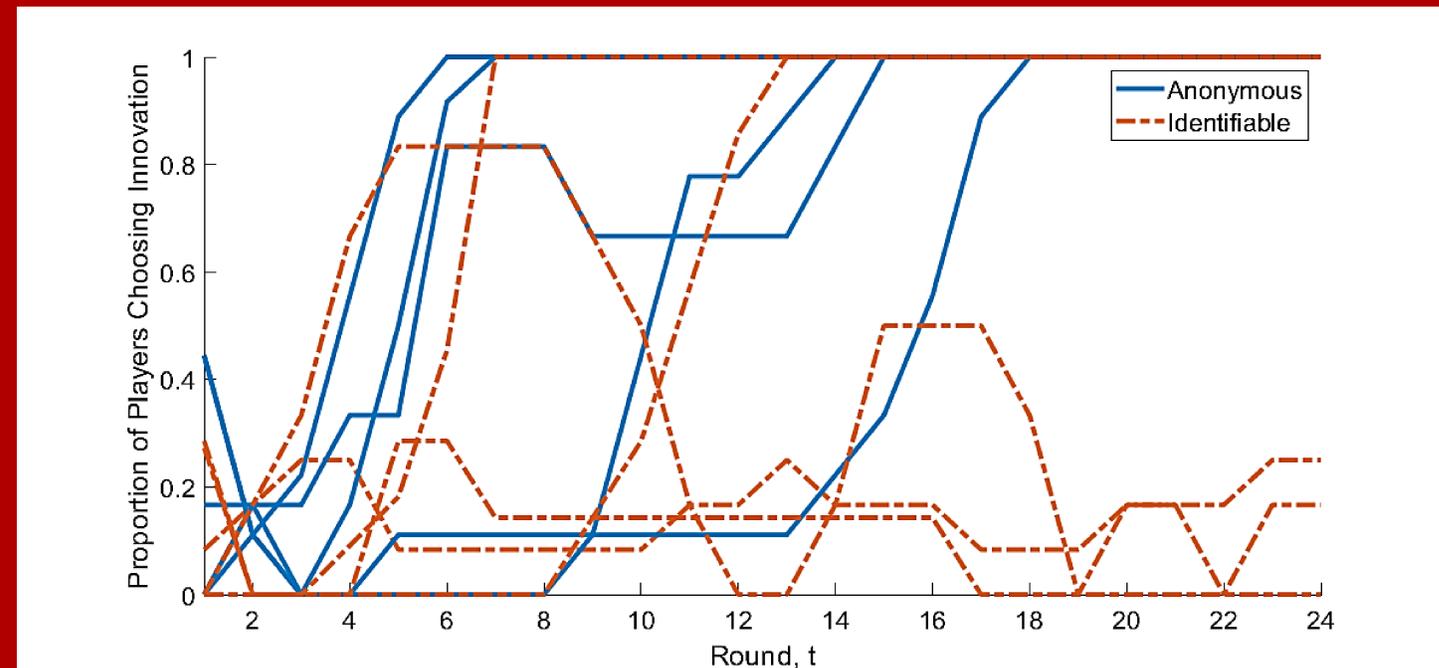


Fig. 1: Proportion of participants adopting the innovation across rounds by experimental group



Take a picture to download the full paper



university of groningen

Fig. 2: Experimental setup in the lab



Fig. 3: In-game choice page

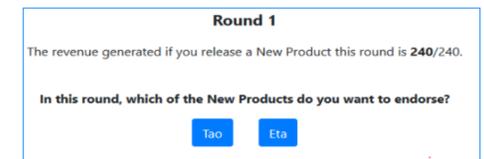


Fig. 4: In-game feedback page

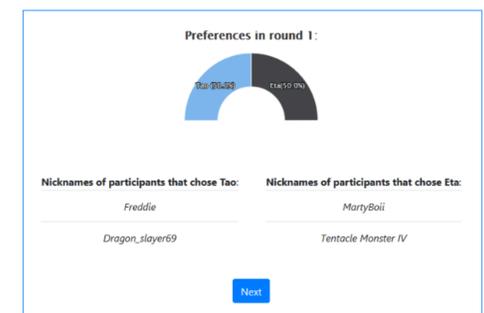


Fig. 5: Diffusion time as a function of group size and the proportion of explorers

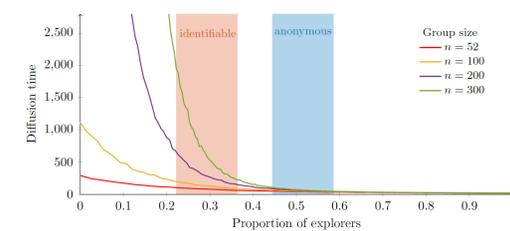


Fig. 6: Diffusion simulation in a group of 200 people

