

The Motivations of Social Tuning: Perspective Taking and Affiliative Motivation

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Making Friends and Forming Relationships



One Way Bonds Form

(Sinclair huntsinger, Skorinko, & Hardin, 2005)

**Affiliative
Motivation**



Social Tuning



Shared Reality

Perspective Taking

- Taking another person's perspective (Epley & Caruso, 2008)
- Can unconsciously influence and shape self views (Sinclair, Skorinko, & Conklin, 2012)
- Can affect how we view others positively or negatively (Galinsky & Moskowitz, 2000; Skorinko & Sinclair, 2013)

Where does Perspective Taking Fit? (Sinclair huntsinger, Skorinko, & Hardin, 2005)

**Perspective
Taking**



Social Tuning



Shared Reality

Perspective Taking ?

Research Question 1

Does perspective taking lead to social tuning?

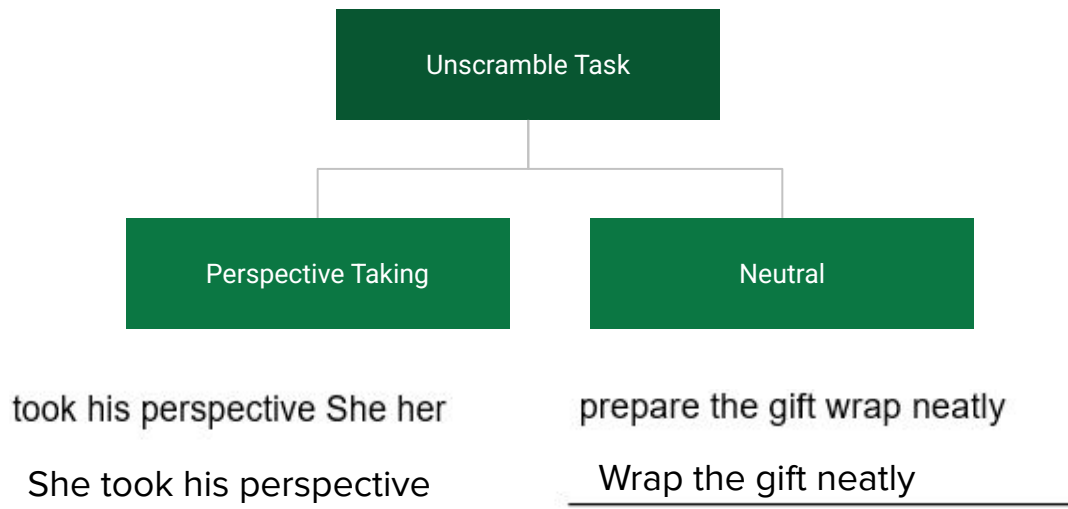
Experiment 1

Experiment 1: Methodology

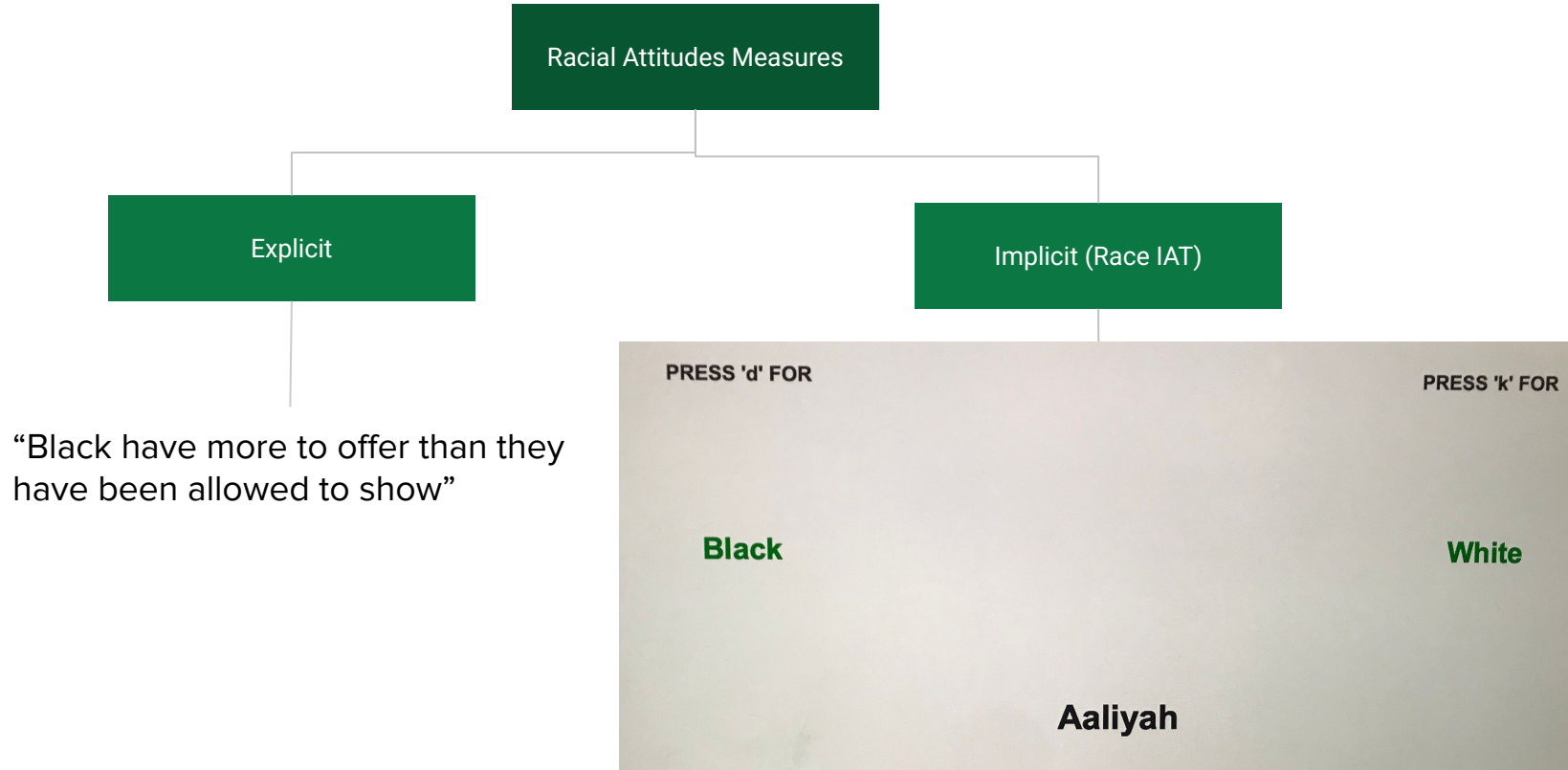
- ❖ 122 Participants (62 Female, 60 Male) came into the lab and greeted by the experimenter



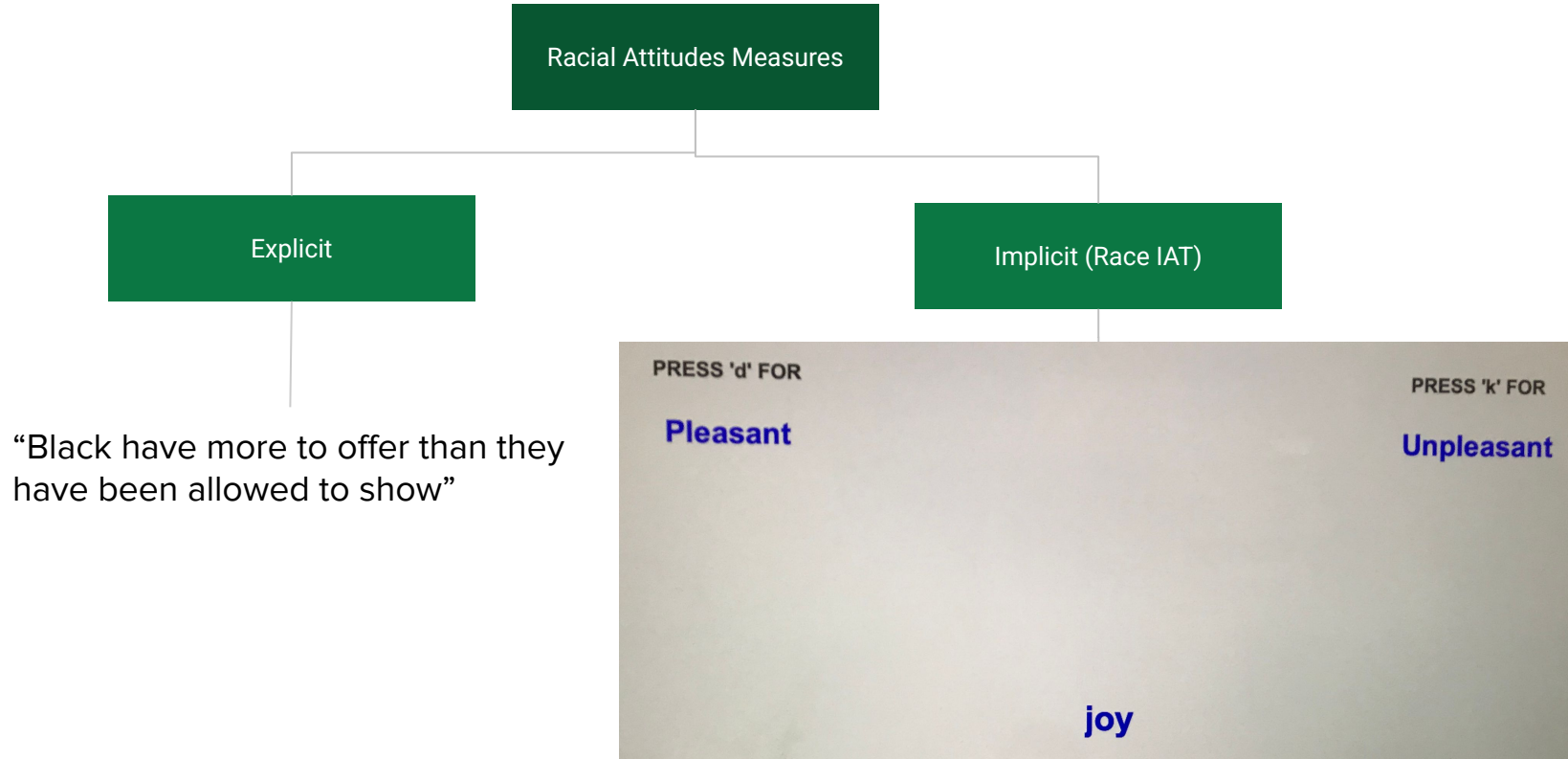
Experiment 1: Methodology



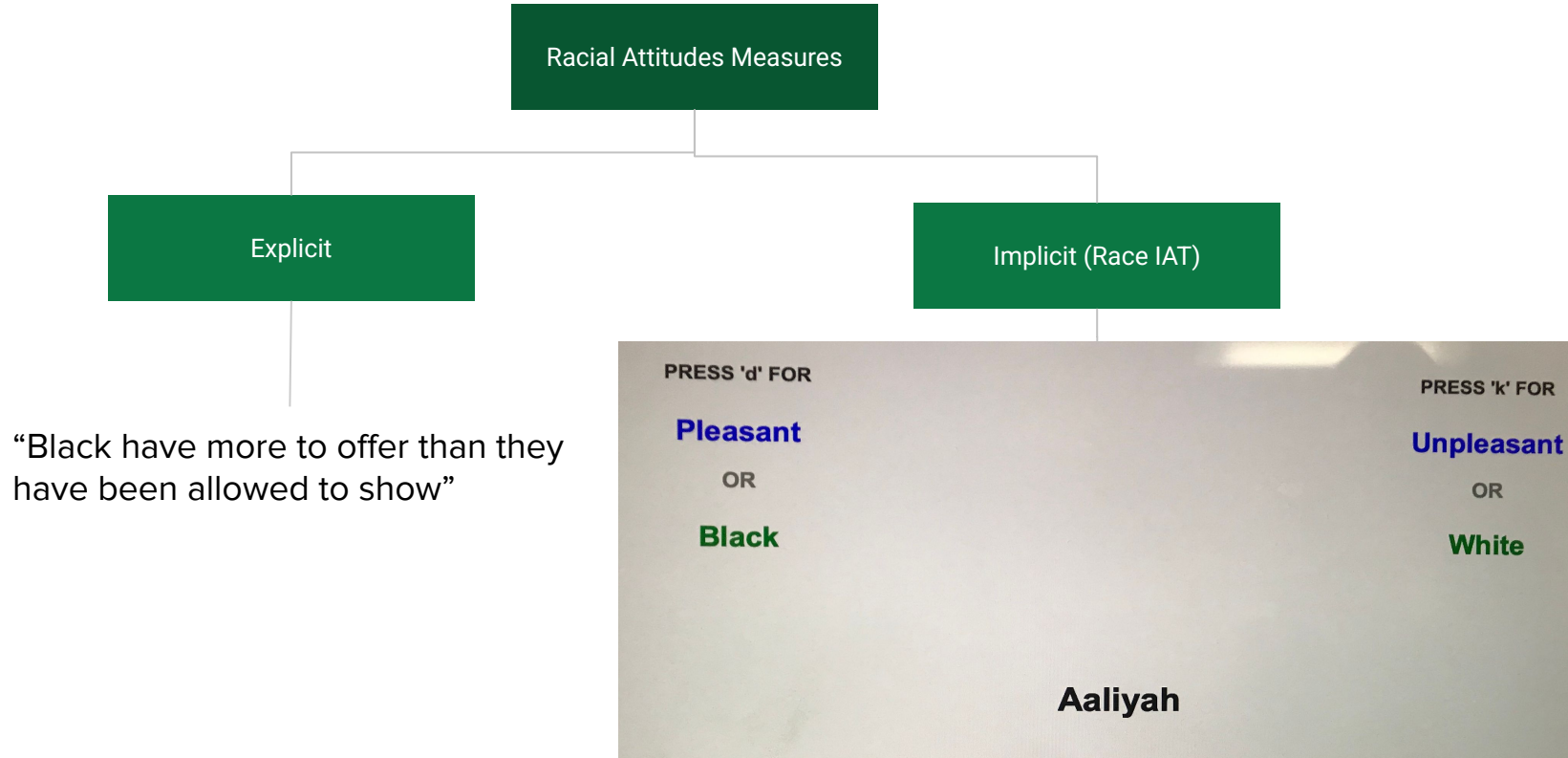
Experiment 1: Methodology



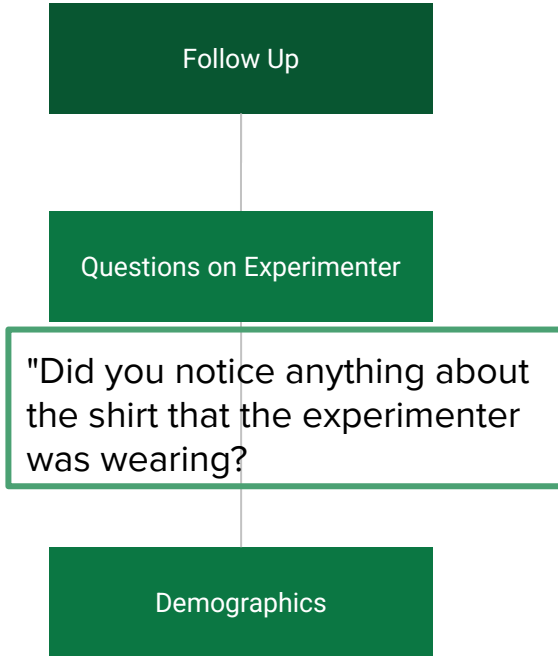
Experiment 1: Methodology



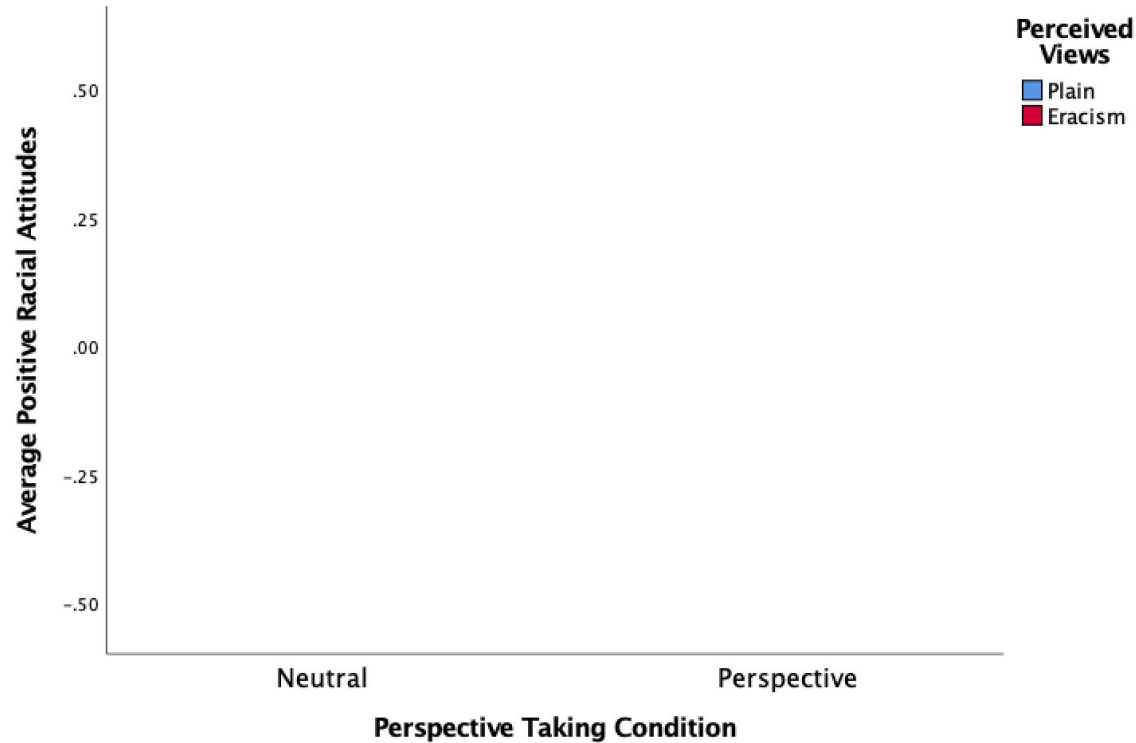
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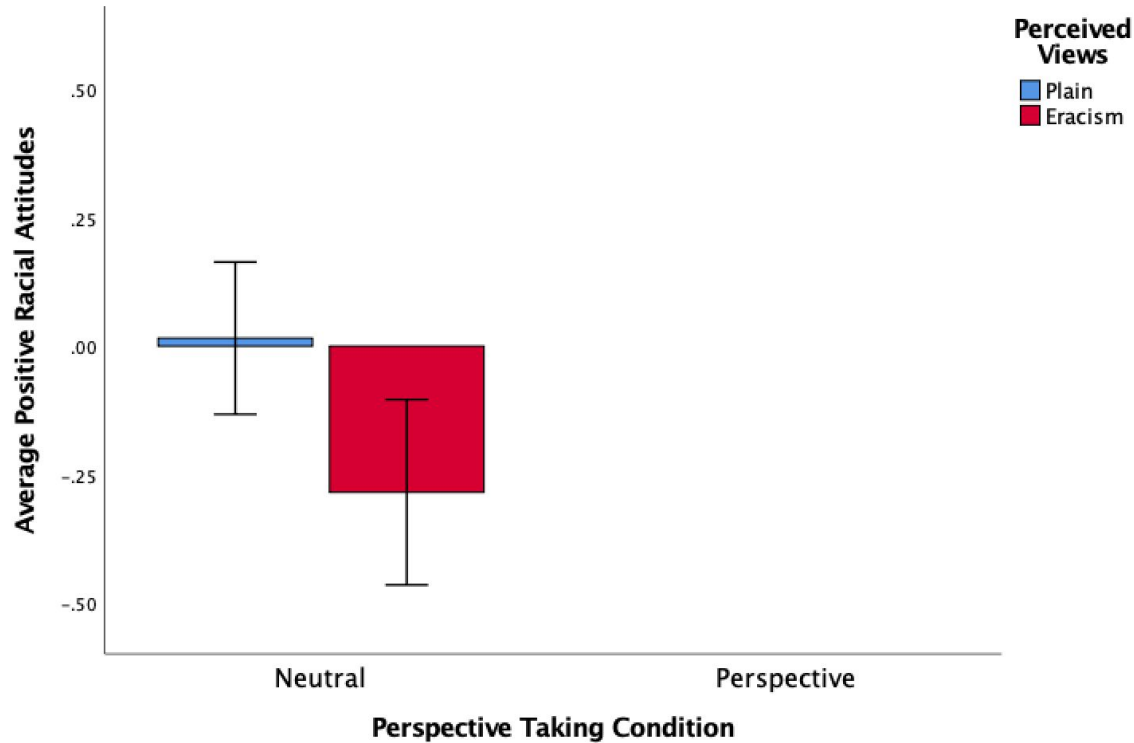
Experiment 1: Methodology



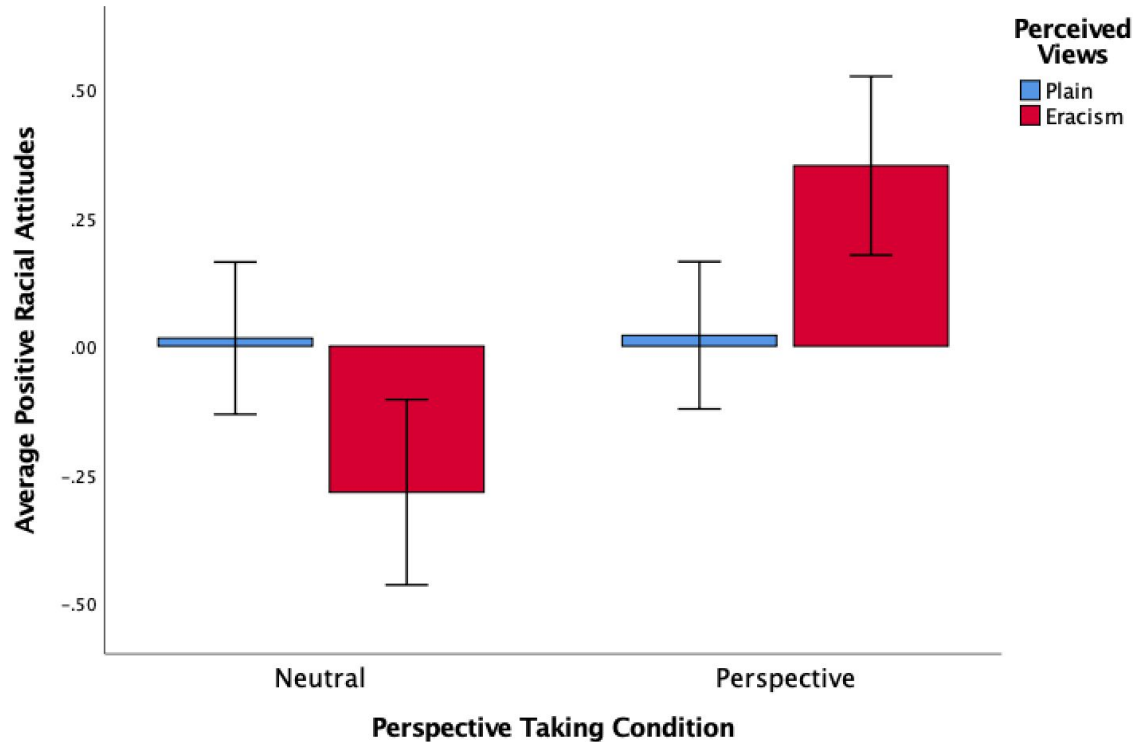
Experiment 1: Explicit Results



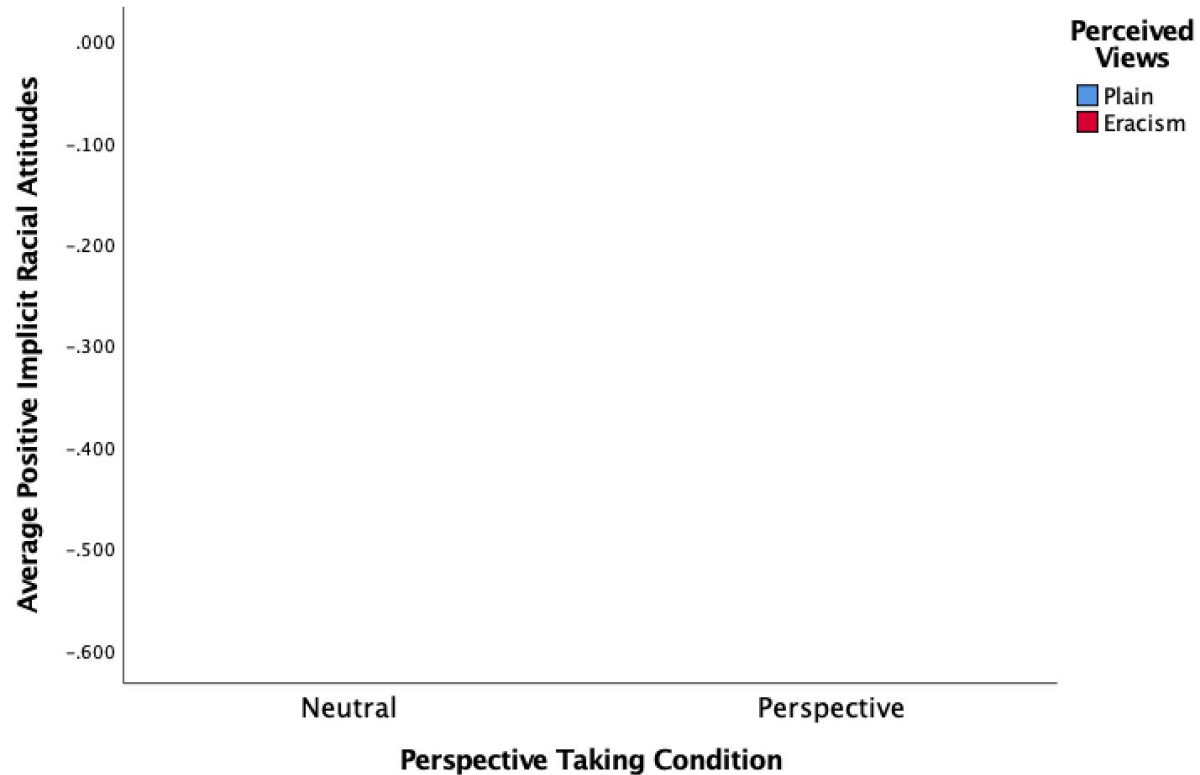
Experiment 1: Explicit Results



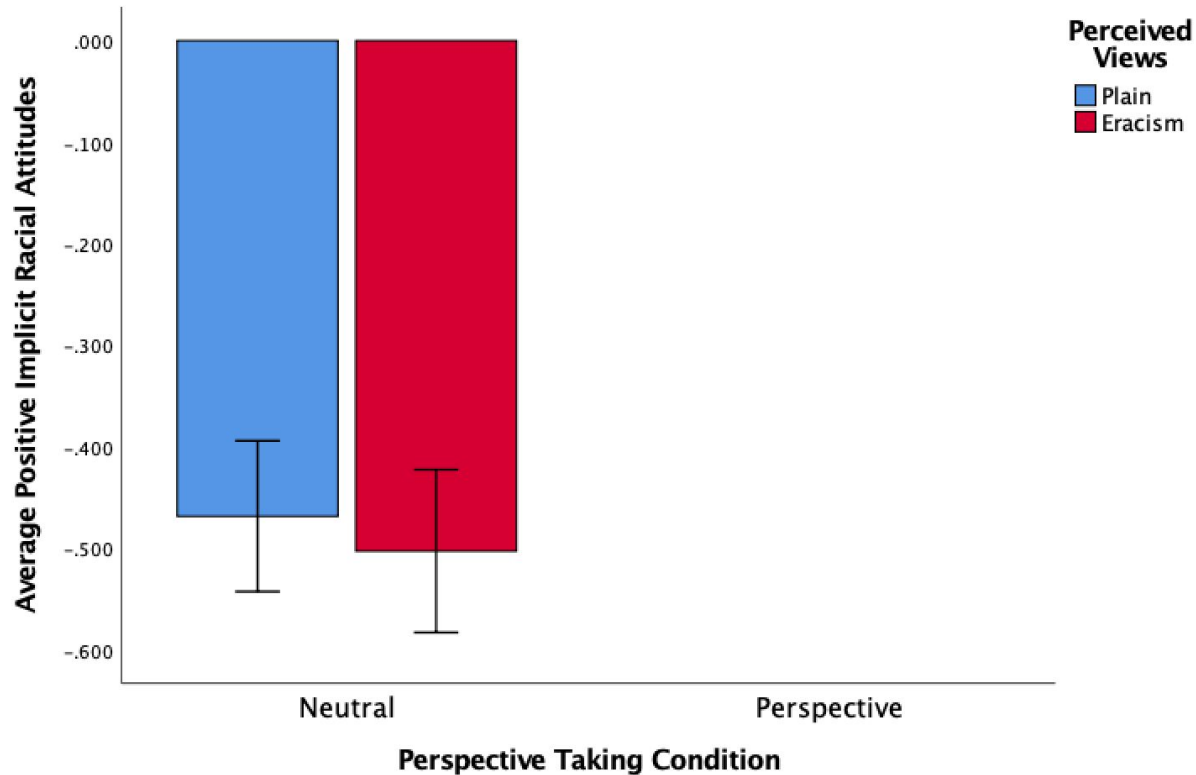
Experiment 1: Explicit Results



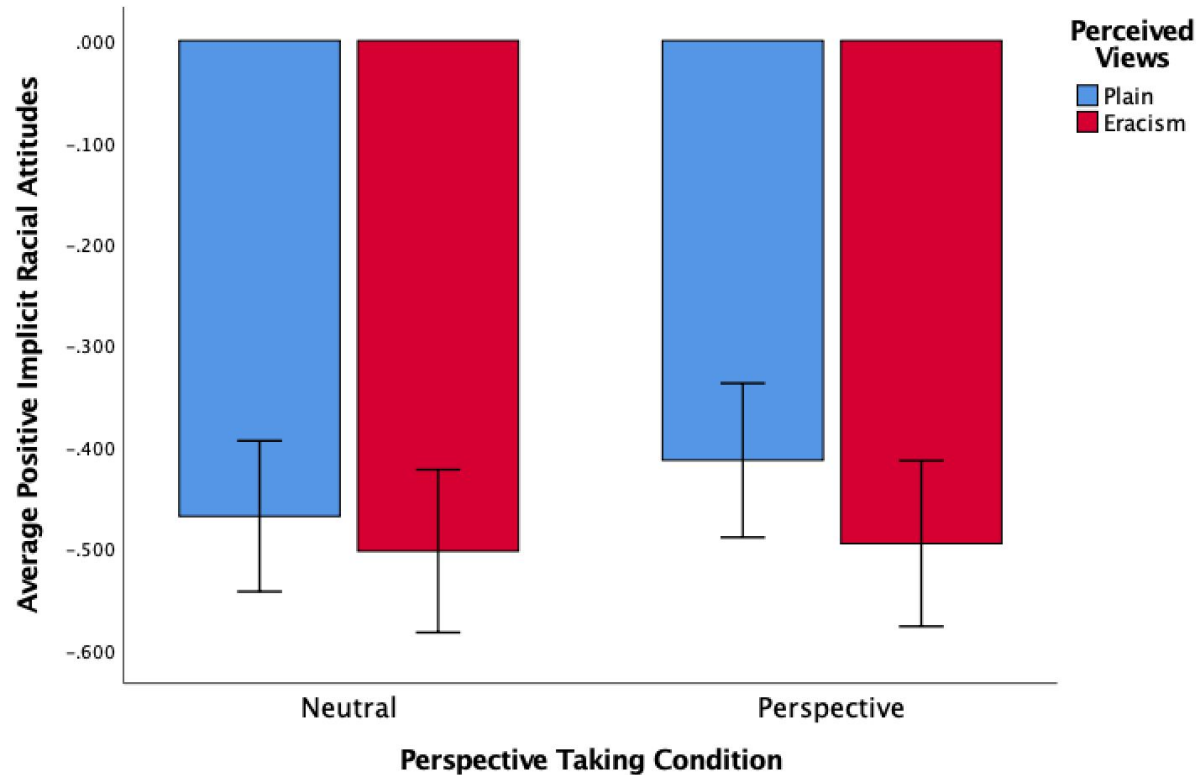
Experiment 1: Implicit Results



Experiment 1: Implicit Results



Experiment 1: Implicit Results



Experiment 1 Summary

- ❖ Perspective taking seems to lead to social tuning
- ❖ But what role does Affiliative Motivation play in this process?

How does Perspective Taking Lead Social tuning? (Sinclair

huntsinger, Skorinko, & Hardin, 2005)

**Perspective
Taking**



**Affiliative
Motivation**



Social Tuning

Research Question

Is there a relationship between perspective taking and affiliative motivation leading to social tuning?

Experiment 2

Experiment 2

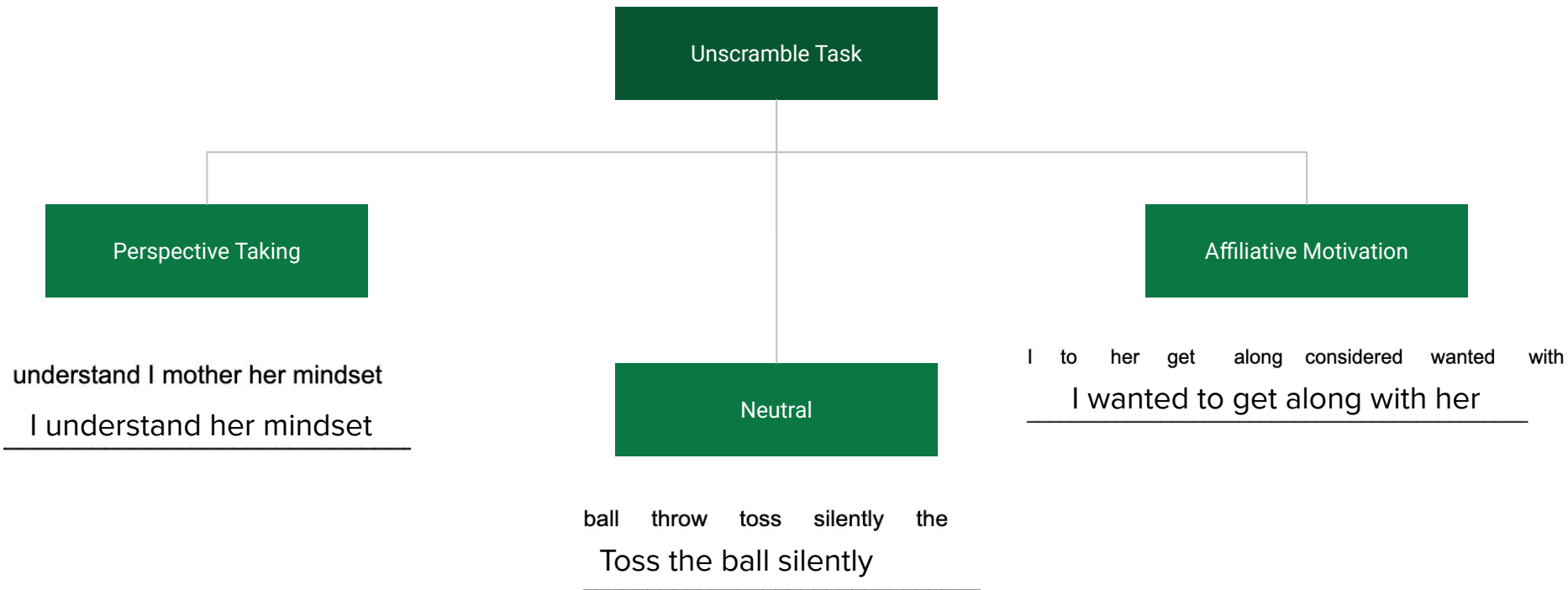
65 Px

41 Females
24 Males

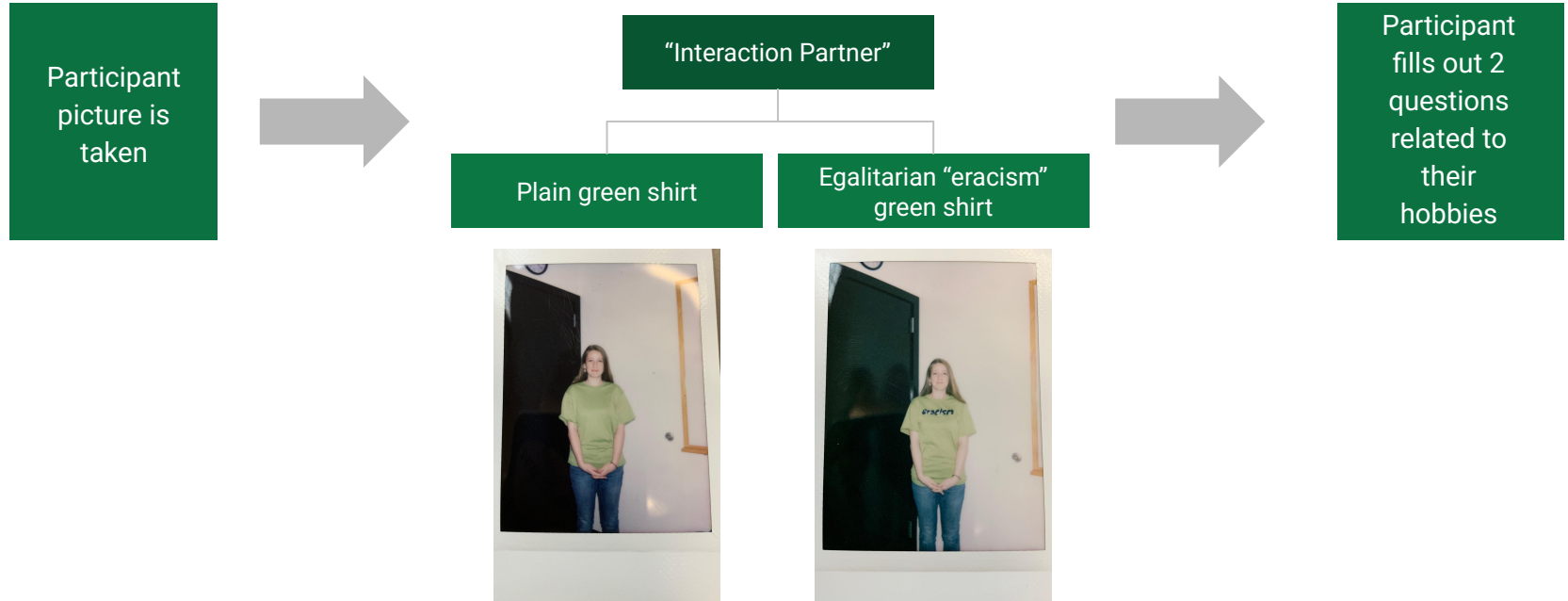
2 Participants excluded for not believing

- ❖ Participants came into the lab and greeted by the experimenter
- ❖ Experimenter then leads the participant to believe that they will be interacting with another participant who is another room

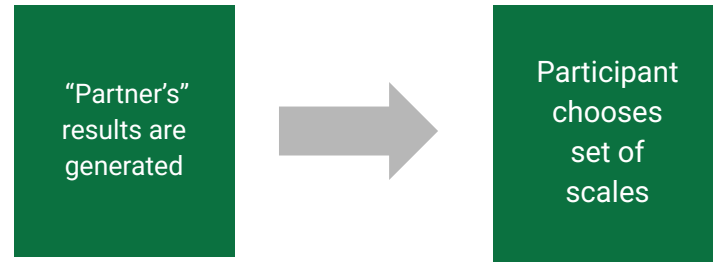
Experiment 2: Methodology



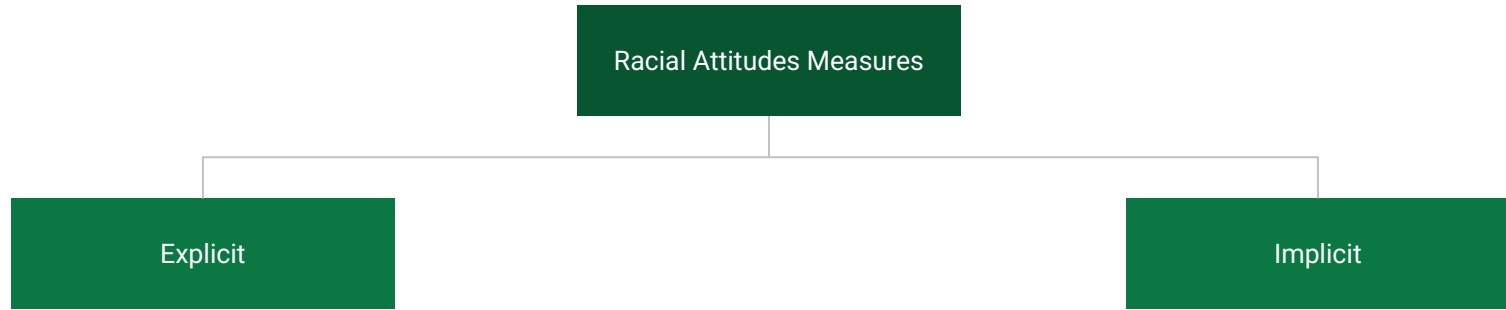
Experiment 2: Methodology



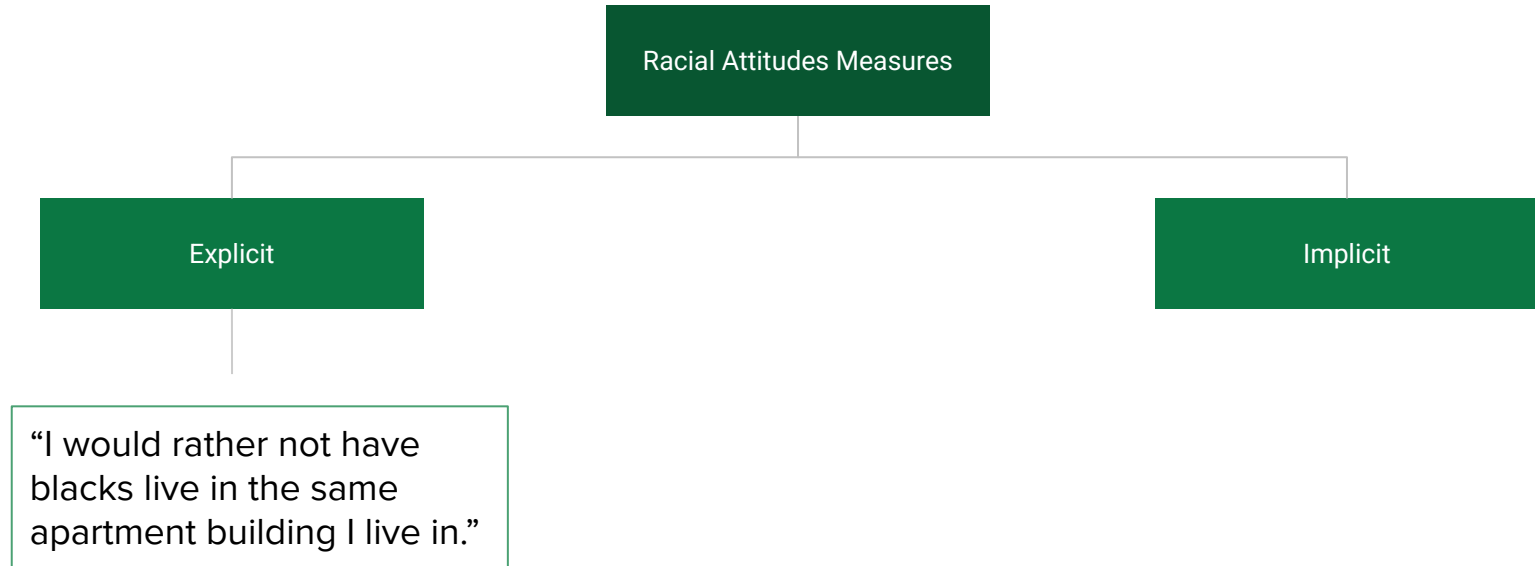
Experiment 2: Methodology



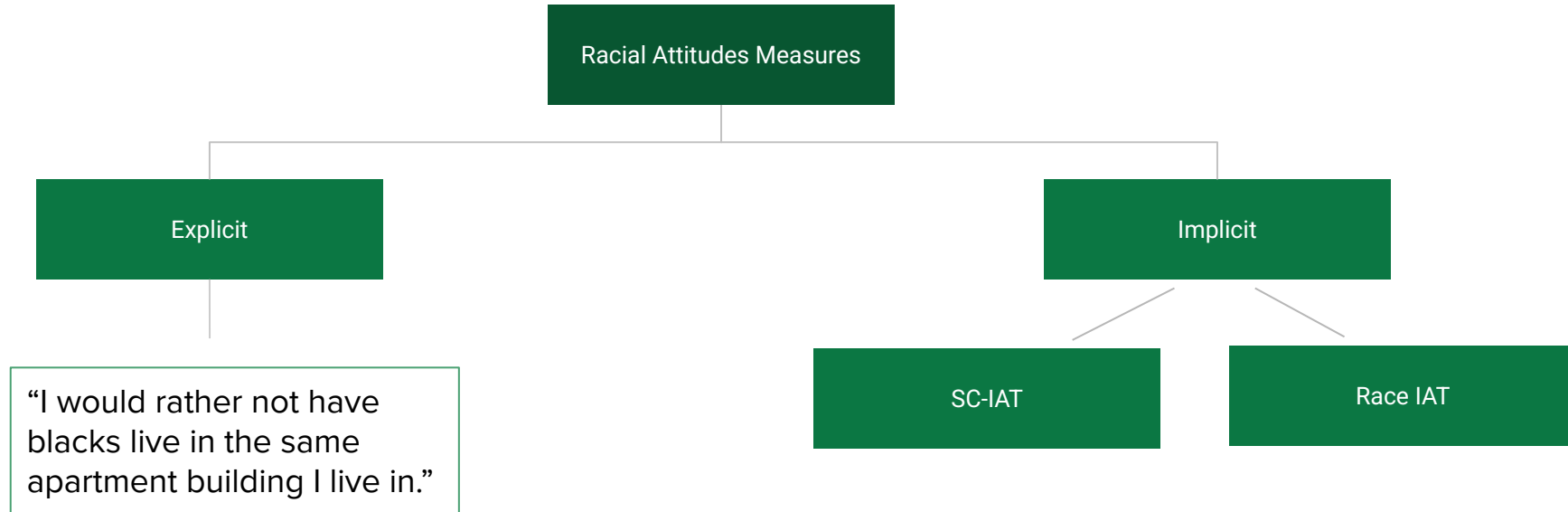
Experiment 2: Methodology



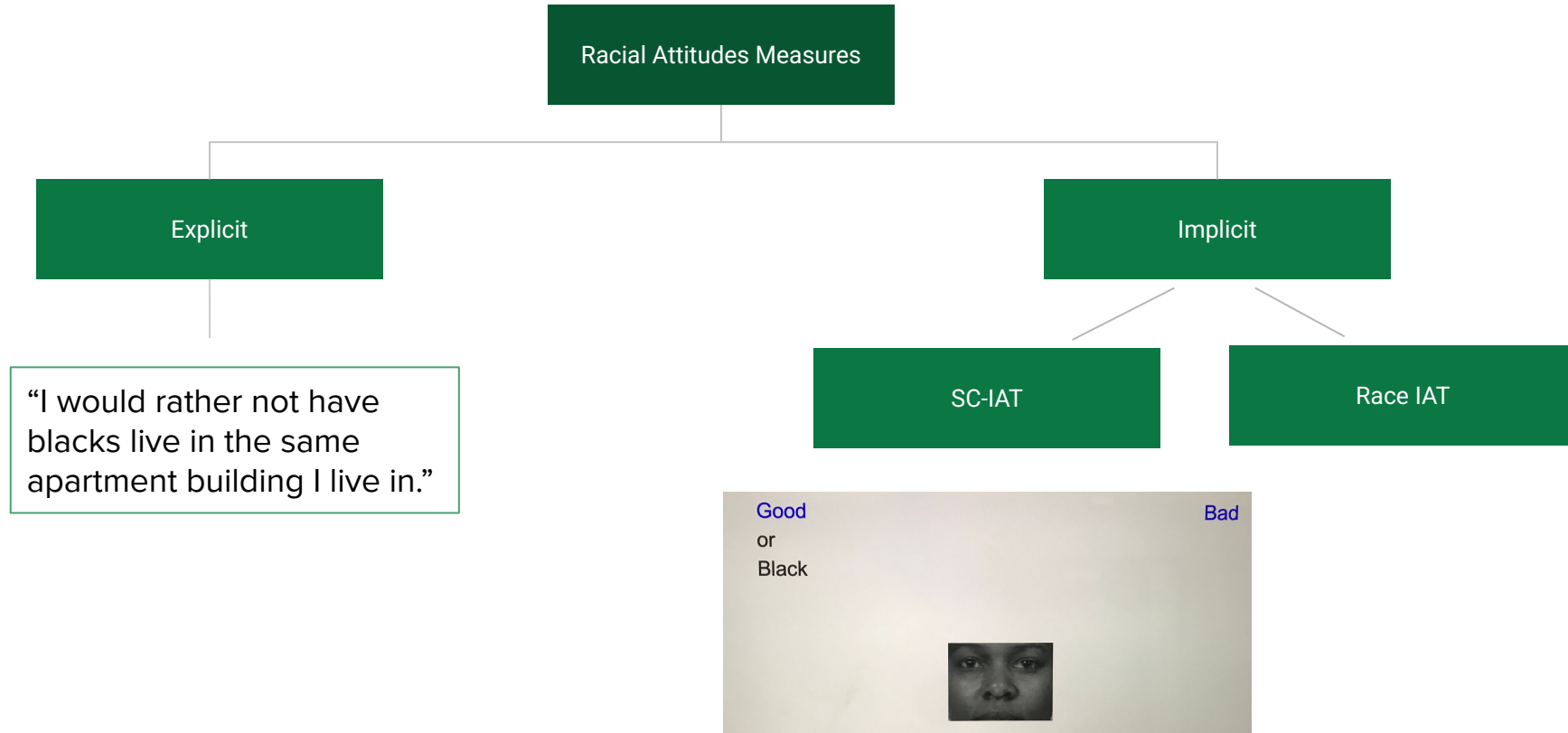
Experiment 2: Methodology



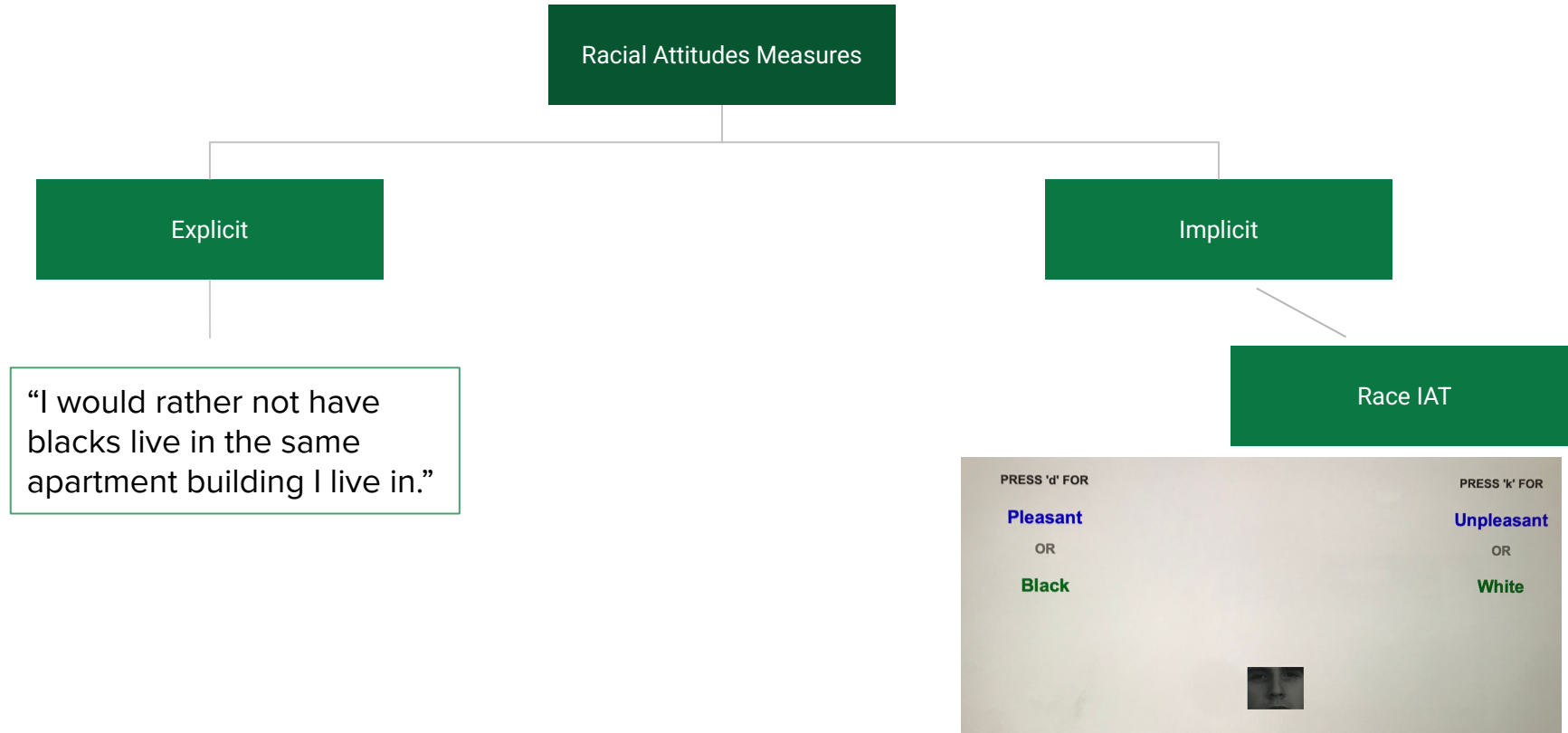
Experiment 2: Methodology



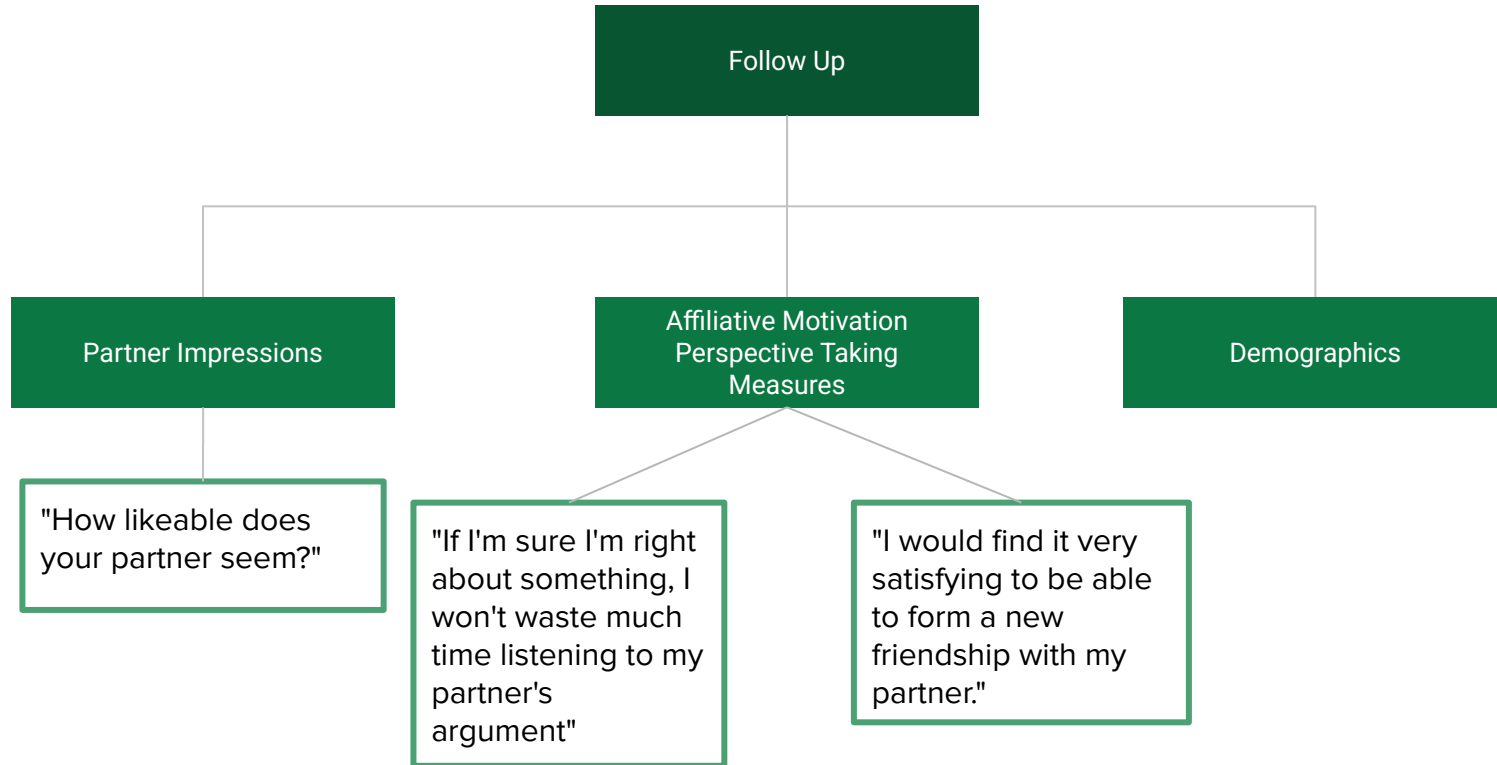
Experiment 2: Methodology



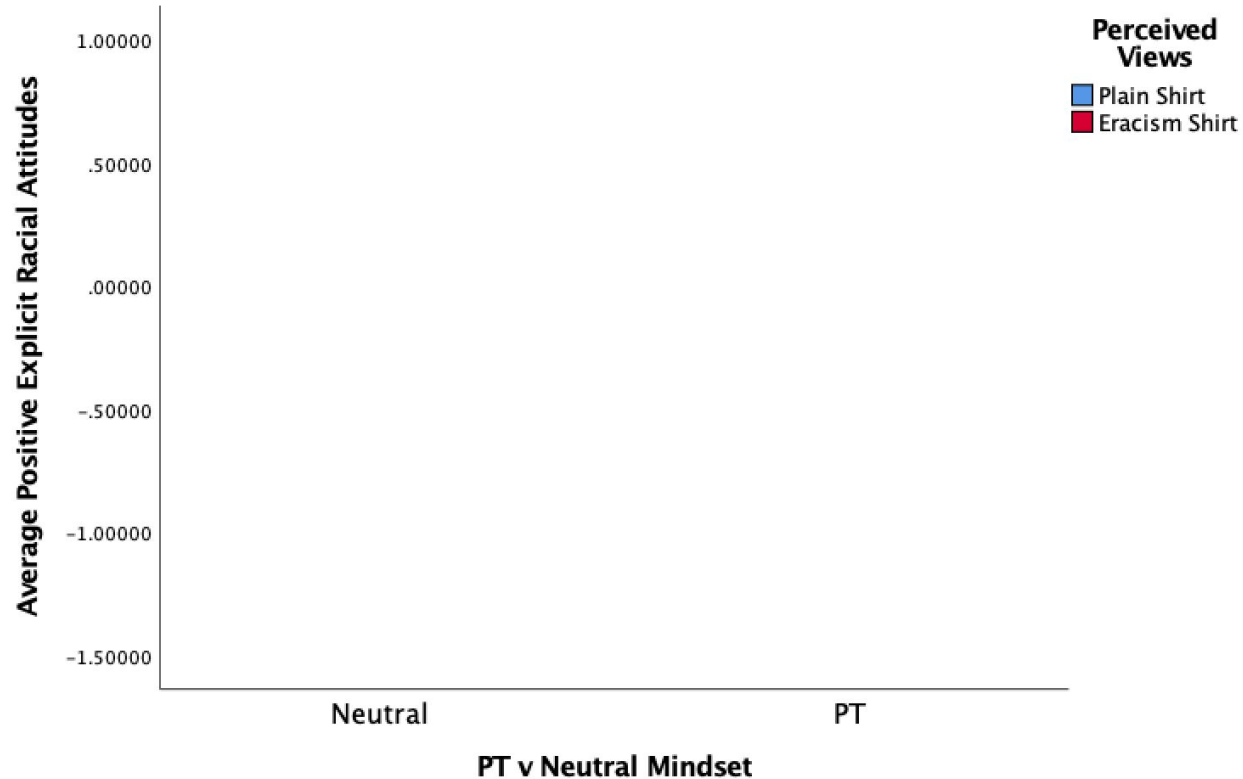
Experiment 2: Methodology



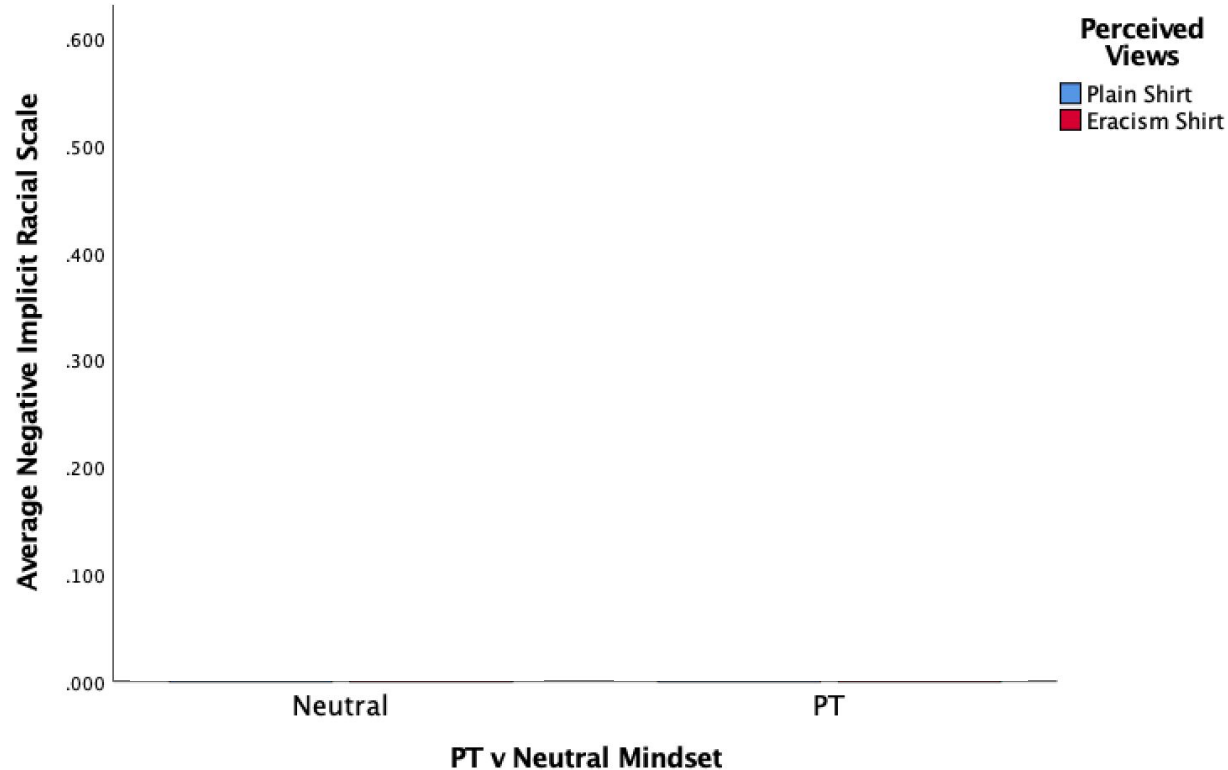
Experiment 2: Methodology



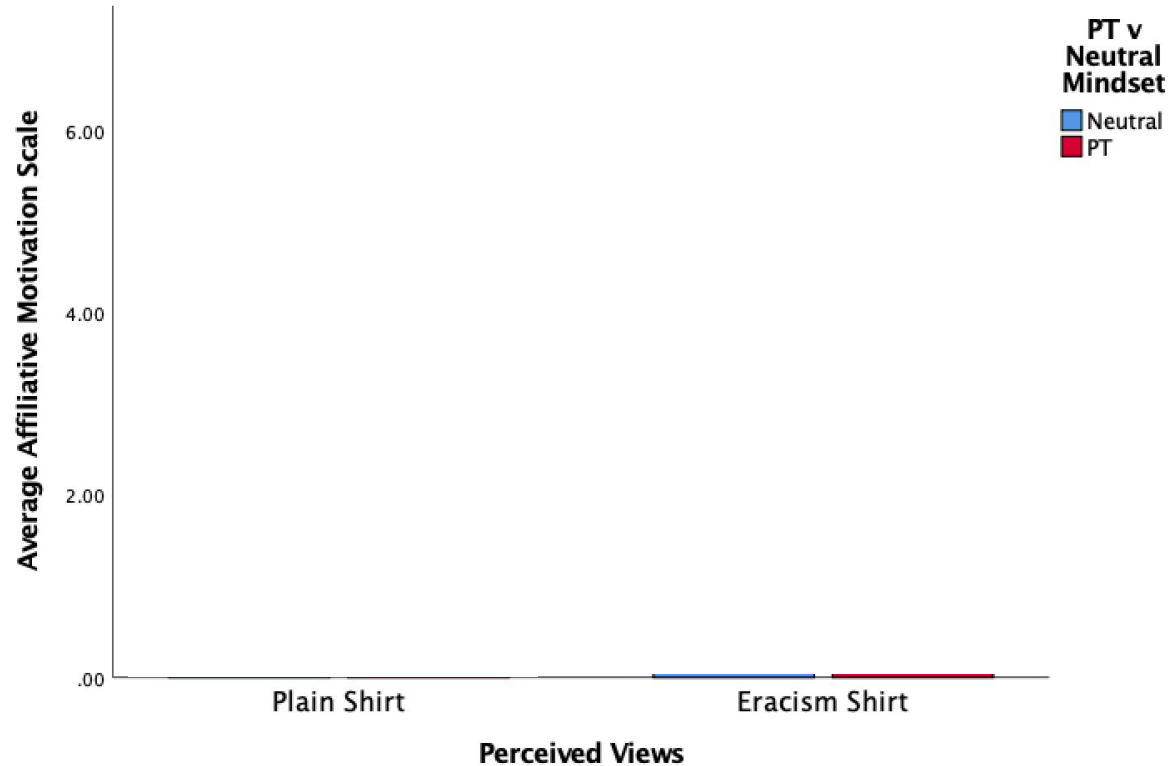
Experiment 2: Explicit PT Result



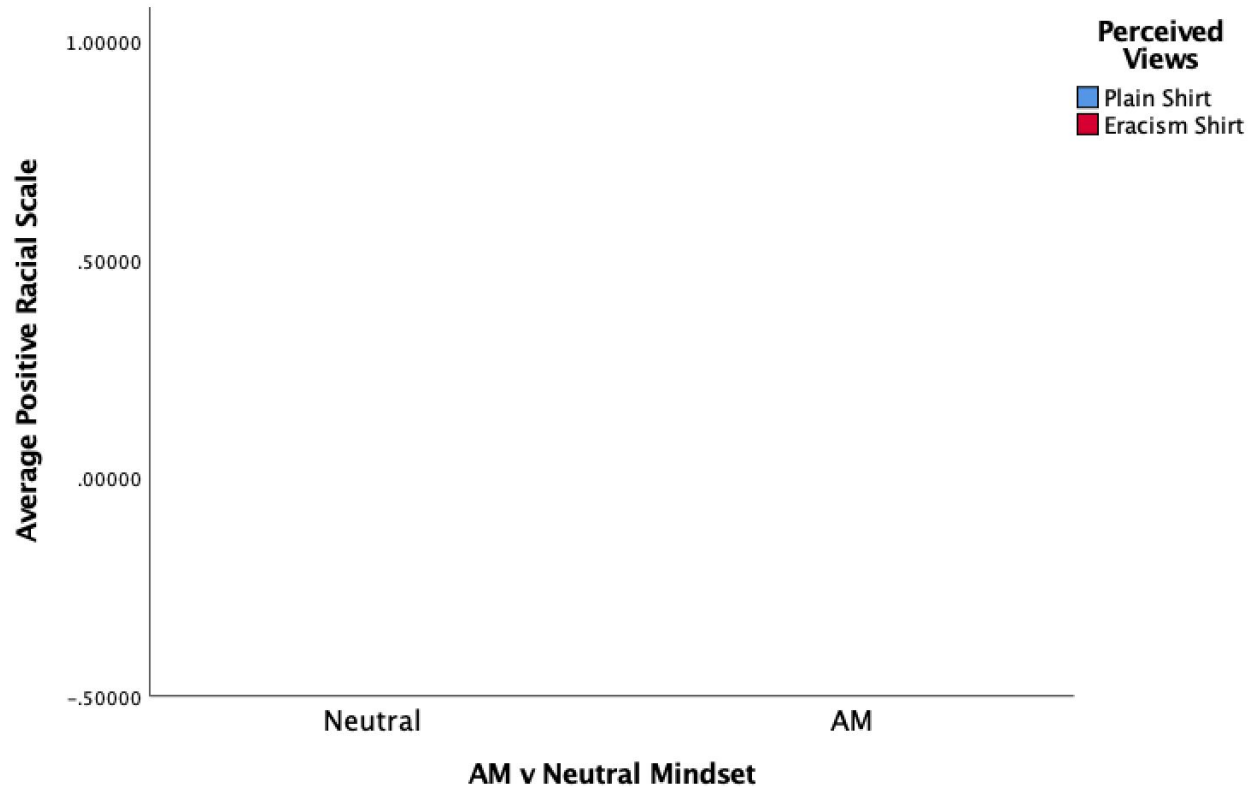
Experiment 2: Implicit PT Result



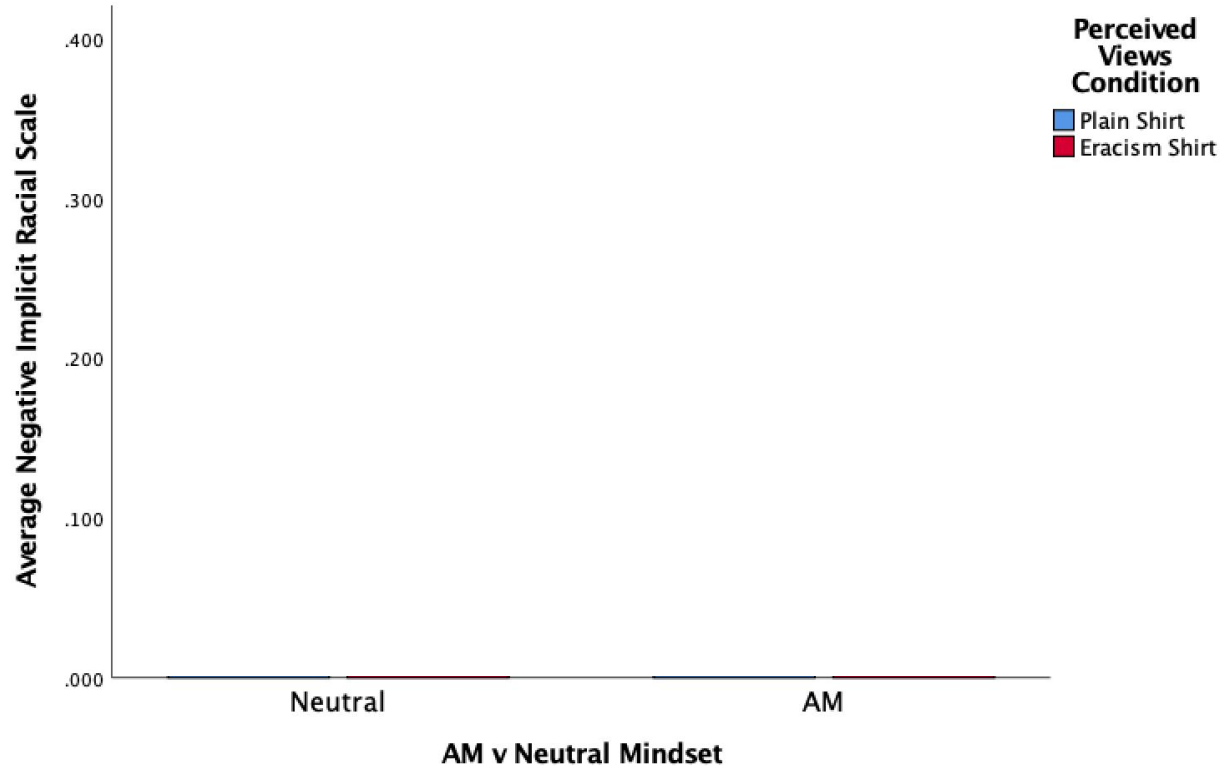
Experiment 2: PT AM Scale Result



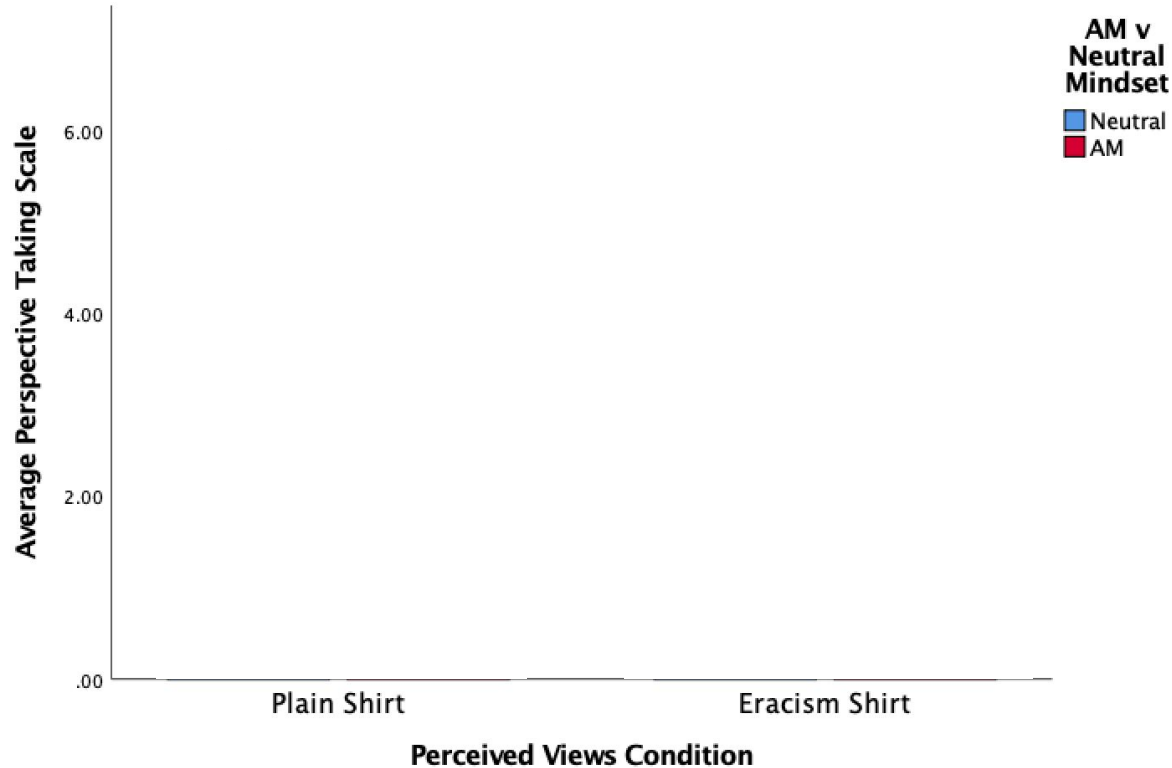
Experiment 2: AM Explicit Result



Experiment 2: AM Implicit Result



Experiment 2: AM PT Scale Result



Experiment 2 Summary

- ❖ No significant results from Experiment 2
- ❖ However, the data suggests perspective taking may lead to affiliative motivation

Avenues for Future Work

- ❖ One limitation is that this only looks at race. Does it replicate for other groups?
 - sexual orientation, gender, body figure, etc.
- ❖ Past research shows social tuning lasts for up to a week (Weisbuch, Sinclair, Skorinko, & Eccleston, 2009)
 - How long does social tuning last when perspective taking?
- ❖ Does an interaction partner's group identity influence social tuning?
 - E.g. Experimenter's race and wearing Eracism T-shirt

Conclusion

Perspective taking



Social Tuning

Perspective Taking



Affiliative Motivation

Thank You!

Questions?

References

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