

社会距离与社会参照对风险决策的影响

The Influence of Social Distance And Social
Reference on Risky Decision-making

摘 要

该研究采用经典的金钱博弈任务范式，自编实验材料，以大学生为被试，通过三个行为实验来检验社会距离与社会参照对风险决策的影响。在实验一中，我们发现被试为朋友和陌生人决策时比为自己决策更偏好风险，而为朋友和陌生人决策时则无显著差异。实验二发现在对社会距离的进一步划分下，被试为自己决策时风险偏好最低，为他人及预期他人为他人决策时其次，预期他人为自己决策时风险偏好最高。在实验三中我们发现，当被试为自己与他人决策时，上行参照下会出现风险寻求现象，下行参照下出现风险规避；被试在预期他人为他人与预期他人为自己决策时，上行参照下出现风险规避，下行参照下出现风险寻求。此外，本研究还发现在社会距离较近的时候，风险概率越高，被试的风险偏好越高；在社会距离较远的时候，风险概率越高，风险偏好越低。无论社会距离的远近，获益金额越高被试的风险偏好越低，但社会参照的出现会削弱获益金额对风险偏好的影响。

关键词：风险决策，心理距离，社会距离，社会参照，风险概率

Abstract

With the experimental materials developed by ourselves and college students as the subjects, this study used the classic gambling task paradigm to examine the influence of social distance and social reference on risky decision-making through three experiments.

In Experiment 1, we found that people who made decisions for friends and strangers preferred risks more than those who made decisions for themselves, but there was no significant difference between those who made decisions for friends and for strangers. In Experiment 2, under further classification of social distance, we found that the subjects had the lowest risk preference when making decisions for themselves, the medium risk preference when making decisions for others and expecting others to make decisions for others, and the highest risk preference when expecting others to make decisions for themselves. In Experiment 3, we found that when the subjects made decisions for themselves and others, there was risk seeking under the upward reference and risk aversion under the downward reference; while when they expected others to make decisions for themselves and others, there was risk aversion under the upward reference and risk seeking under the downward reference.

In addition, this study also found that when the social distance was relatively close, the higher the risky probability was, the higher the risk preference was; when the social distance was relatively far, the higher the risky probability was, the lower the risk preference was. No matter how close the social distance is, the higher the money amount, the lower the risk preference. But the emergence of

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