

**Psychology**



**UNIVERSITY OF  
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SCHOOL OF  
NATURAL SCIENCES

**Research Seminar  
Programme**



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**16 February 2012**

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School of Psychology  
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**University of Stirling Seminar Programme**  
Host: Lee Shephard

Taking pride in being fair:  
The role of anticipated emotions in fair and unfair social decisions

### **Abstract**

The project aims to shed light on the conditions that promote or hinder fairness, trust, and cooperation in social behaviour. We argue that anticipated emotions play a key role in this behaviour, and seek to understand how a decision maker's anticipated emotions are influenced by emotions of others about this behaviour.

I will report the results of three studies. The results of Study 1 showed that others' expressions of pride about fair behaviour increased levels of fairness, and that other's regret about fair behaviour decreased levels of fairness. Study 2 replicated this pattern of findings and showed that others' emotions influence fair behaviour through self-reported anticipation of these emotions. In Study 3 we found evidence that other's admiration and contempt about fair behaviour similarly influenced levels of fairness, through self-reported anticipated emotions. The results further showed that self-reported anticipated pride and regret can both increase and decrease levels of fairness, depending on the displayed fairness of an exemplar. In addition, individual differences in preferences for equal and competitive patterns outcomes as measured by Social Value Orientation can be explained by differential patterns in self-reported anticipated emotions.

The findings show that fairness in social and economic decision making is better understood when anticipated emotions are taken into account.

**Seminars are free of charge and held on**

**Thursdays @ 4:00 pm Room 3A94**

**Refreshments are served upon arrival \* All are welcome**

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