The Human Face in Economics

May 19-20 2016

IAST

INSTITUTE for
ADVANCED
STUDY in
TOULOUSE

Confirmed invited speakers

Michele BELOT	Lisa DEBRUINE	Wim DE NEYS
Catherine ECKEL	Eva KRUMHUBER	Daniel KRUPP
Pedro REY BIEL	Nick RULE	Sigrid SUETENS
	Jeroen VAN DE VEN	

Organizers

Jean-François BONNEFON and Boris VAN LEEUWEN

Registration

http://www.iast.fr/conference/human-face-economics

Thursday, May 19

11:00 – 11:25	Welcome coffee
11:25 – 11:30	Opening words
11:30 – 12:30	**Catherine Eckel (Texas A&M University)** *Shopping for Trust*
12:30 – 14:00	Lunch
14:00 – 15:00	**Lisa DeBruine (University of Glasgow)** *Facial cues and prosocial versus sexual motivation*
15:00 – 16:00	**Sigrid Suetens (Tilburg University)** *The effect of similarity on preferences and beliefs*
16:00 – 16:30	Coffee break
16:30 – 17:30	**Jeroen van de Ven (University of Amsterdam)** *Lying in Your Face*
17:30 – 19:00	Poster session and drinks

Posters

Jeanne Bovet (IAST)
The Search for a Marital Partner in Yunnan, China

Andrei Ivanescu (CLLE – LTC)
Third-party kin recognition through facial cues of resemblance

Lina Koppel (Linköping University)
The Effect of Conscious and Nonconscious Affect on Economic Decision Making

Tim Lohse (Berlin School of Economics and Law)
Do Individuals Put Effort into Lying? Evidence From a Compliance Experiment

Tommaso Reggiani (LUMSA U. - Rome)
The Effect of Communication Channels on Promise-Making and Promise-Keeping: A Laboratory Experiment

Veronika Vejvodová and Miroslav Zajicek (University of Economics in Prague)
Dependence of political leaders´ official photos on the form of government in the western world (1821-2013)

20:00	Dinner (by invitation only)

Friday, May 20

8:30 – 9:00   Welcome coffee

9:00 – 10:00   **Nicholas Rule (University of Toronto)**
                     Accuracy and Consensus in Social Perception

10:00 – 11:00   **Wim De Neys (CNRS, Université Paris Descartes)**
                     Facial Trustworthiness Detection: Blink or Think?

11:00 – 11:30   Coffee break

11:30 – 12:30   **Pedro Rey Biel (Universitat Autònoma de Barcelona)**
                     *Utility and Willingness-to-Pay Through Emotion Measuring and Pay-
                     What-You-Want Pricing*

12:30 – 14:00   Lunch

14:00 – 15:00   **Michele Belot (University of Edinburgh)**
                     *Biases in the memory of faces: A possible mechanism for
                     discrimination?*

15:00 – 16:00   **Eva Krumhuber (University College London)**
                     Interpersonal Effects of Money on Perception and Behavior

16:00 – 16:30   Coffee break

16:30 – 17:30   **Daniel Krupp (One Earth Future, Queen's University)**
                     'Phenocentrism' and economic behaviour

Speakers

Michele Belot (University of Edinburgh)
Michele.Belot@ed.ac.uk
https://sites.google.com/site/mvkbelot/

Biases in the memory of faces: A possible mechanism for discrimination?
I present two studies on the ability to recall people's faces and socially relevant information attached to them. The first study is a laboratory experiment studying biases in the ability to remember people within or across ethnic groups. The second study is a field experiment evaluating people's ability to remember others in a real social context – an academic conference.

Lisa DeBruine (University of Glasgow)
lisa.debruine@glasgow.ac.uk
http://facelab.org/People/debruine

Facial cues and prosocial versus sexual motivation
One potential explanation for economic behaviour that does not maximise payoffs is that players are also considering noneconomic factors in their calculations. Here, I will discuss two examples that can be communicated by the human face: kinship and attractiveness. First, I will discuss how Inclusive Fitness Theory explains the circumstances under which benefits to others at a cost to self can result in net reproductive fitness gains. I will illustrate this with examples of how facial kinship cues influence behaviour in economic games. Second, I will discuss how mating and coalitional motivations may be achieved through economic losses, illustrated by studies exploring the effect of partner's and own facial attractiveness on behaviour in economic games.

Wim De Neys (CNRS, Université Paris Descartes)
wim.de-neys@parisdescartes.fr
http://www.wdeneys.org/

Facial Trustworthiness Detection: Blink or Think?
Available evidence suggests that that when making trust decisions in economic games, people can demonstrate some minimal but observable accuracy in detecting trustworthiness from the facial features of unknown partners. In my talk I will present an overview of our studies that have tried to pinpoint and characterize the cognitive nature of this detection process. I will conclude by discussing wider implications, limitations, and challenges of this work. (with Astrid Hopfensitz, & Jean-François Bonnefon)

Catherine Eckel (Texas A&M University)
ceckel@tamu.edu
https://sites.google.com/site/eckelcatherine/

Shopping for Trust

Individuals enter trust relationships voluntarily, and in many cases carefully screen their counterparts. In this study we set up an environment where subjects "shop" for a trustworthy partner, selecting a (real) partner from a set of photographs. First movers in the trust game rank second movers. Players are then matched based on rankings using an incentive-compatible mechanism, and complete a standard trust game with their matched counterpart. At the end of the study, subjects rate all the photos on a set of word pairs (including race, gender, ethnicity, attractiveness, etc.) We examine the ratings of the faces in the photos, and analyze the impact of individual characteristics on the likelihood of being highly ranked. Smiling and more attractive counterparts are ranked higher, but gender and ethnicity are not important determinants of ranking. In the trust game we show that choosing a partner substantially increases trust and reciprocity, but see little discrimination otherwise based on the characteristics of the counterparts. Trust pays, in the sense that reciprocity is more than adequate to compensate the initial trusting move.


Eva Krumhuber
e.krumhuber@ucl.ac.uk
https://www.ucl.ac.uk/pals/research/experimental-psychology/person/eva-krumhuber/

Interpersonal Effects of Money on Perception and Behavior

As the most prevalent medium of economic exchange, money has brought profound changes and convenience to individuals and groups. Yet, when it comes to interpersonal relationships, money has been found to have a dark underbelly by increasing selfishness and breeding unethical behavior. In this talk, I will present evidence from our laboratory which suggests that objectification as a social cognitive process helps to explain the unethical and undesirable outcomes brought about by money. Furthermore, I will discuss how interindividual differences moderate the effects of money on emotion perception and cooperation in an economic game context. (with Xijing Wang)
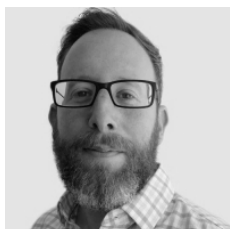
Daniel Krupp (One Earth Future, Queen's University)
dbkrupp@oneearthfuture.org
http://oneearthfuture.org/about/bios/daniel-brian-krupp

'Phenocentrism' and economic behaviour

Racism, ethnocentrism, and xenophobia are instances of a phenomenon seen throughout the natural world: discrimination based on judgements of similarity to one's own phenotype. Using recent advances in social evolution theory, I will show how natural selection readily produces such 'phenocentric' behaviour. I will then survey the literature on phenocentrism in humans and other species. Finally, I will use social evolution theory to generate a series of hypotheses about the effect of facial similarity on economic behaviour.

Pedro Rey Biel (Universitat Autònoma de Barcelona)
pedro.rey@uab.es
http://pareto.uab.es/prey/

Utility and Willingness-to-Pay Through Emotion Measuring and Pay-What-You-Want Pricing

We show that, after controlling for individual characteristics, willingness to pay for an experience good depends on subjective quality relative to expectations, and not on expectations or subjective quality alone. In our experiment, we sell tickets for a theatre play using a pay-what-you-want mechanism in which the audience first watches the show, and then decides how much to pay for it. Based on before and after questionnaires and emotion measuring through video recordings of the audience, we find that among individuals declaring the same expectations or enjoyment those with a larger gap between expected and effective enjoyment pay significantly more. Once the satisfaction gap is accounted for, the level of expected enjoyment or ex post subjective enjoyment has no significant effect in predicting payments. (with A. Gneezy, U. Gneezy and J. Llull)

Nicholas Rule (University of Toronto)
rule@psych.utoronto.ca
http://psych.utoronto.ca/users/rule/people.html

Accuracy and Consensus in Social Perception

Despite the proscription to not judge a book by its cover, people show a surprising capacity to predict information about others' thoughts, traits, and behaviours from minimal nonverbal cues. Using a variety of methods across multiple levels of analysis, I will present data illustrating how judgments of faces can provide information informing people's decisions about who you are, how you are, and how you do. Specifically, I will show how social category membership can be accurately and automatically inferred from faces and even individual facial features; how the face can reliably signal a person's health and longevity; and how information about professional success is expressed in facial cues. Finally, I will discuss some of the boundaries, limitations, and consequences of perceptions of social information from the face.

Sigrid Suetens (Tilburg University)
s.suetens@uvt.nl
http://sigridsuetens.weebly.com/

The effect of similarity on preferences and beliefs

We investigate under which circumstances people discriminate on the basis of facial similarity. In a series of laboratory experiments, we separate three possible channels through which similarity could affect decisions: (i) preferences, (ii) beliefs about average behavior or (iii) predictability of individual behavior. Participants play positive and negative reciprocity games where they see a picture of whom they are playing with. We find little evidence of discrimination based on preferences or beliefs, but find evidence that people believe that the behavior of similar others is more predictable. (with Elena Cettolin and Boris van Leeuwen)

Jeroen van de Ven (University of Amsterdam)
J.vandeven@uva.nl
https://sites.google.com/site/jeroenvandevensite/

Lying in Your Face
The existing literature on lie detection suggests that laymen observers are not very accurate in spotting deception. In most of those studies, people are instructed to tell the truth or a lie, and typically there is no interaction with the observers. We discuss evidence from several studies in which people have incentives to deceive others, but are not instructed to lie, and in which they can chat or interact face-to-face. We examine if such interactions help people to spot deception and how this depends on the incentives. We also examine if people perceive traits of honesty in the face, and whether observers are able to predict how people respond to different incentives to lie.

Poster presenters

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