
Hartmut Esser

Rational Choice oder Framing?

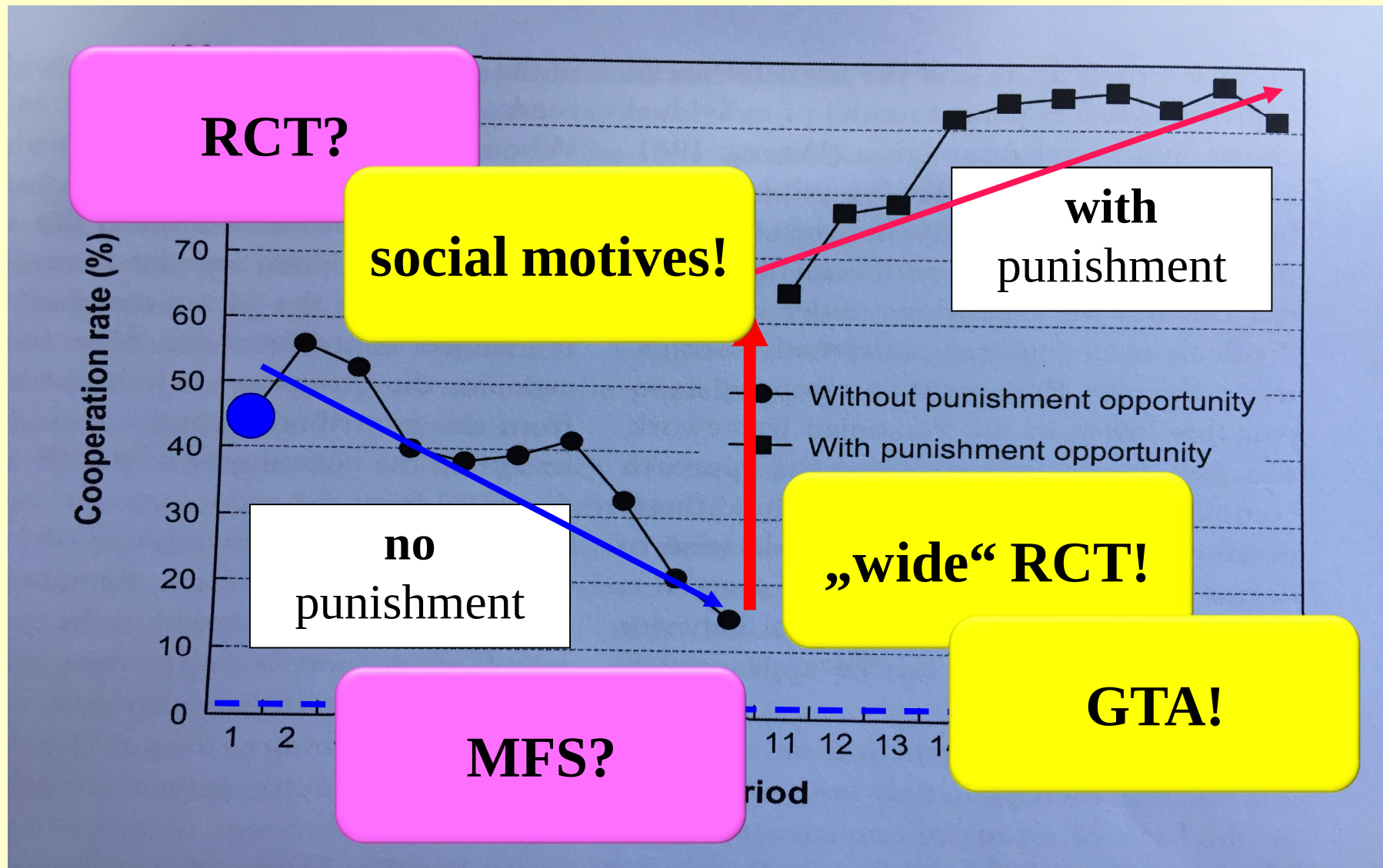
RCT und MFS als Ansätze zur Erklärung der Befunde
aus den Experimenten zu „Cooperation and Punishment in the Contribution to Public Goods“
von Ernst Fehr und Simon Gächter (1999)

University of Mannheim
Fakulty for Social Sciences
Mannheim Centre for European Social

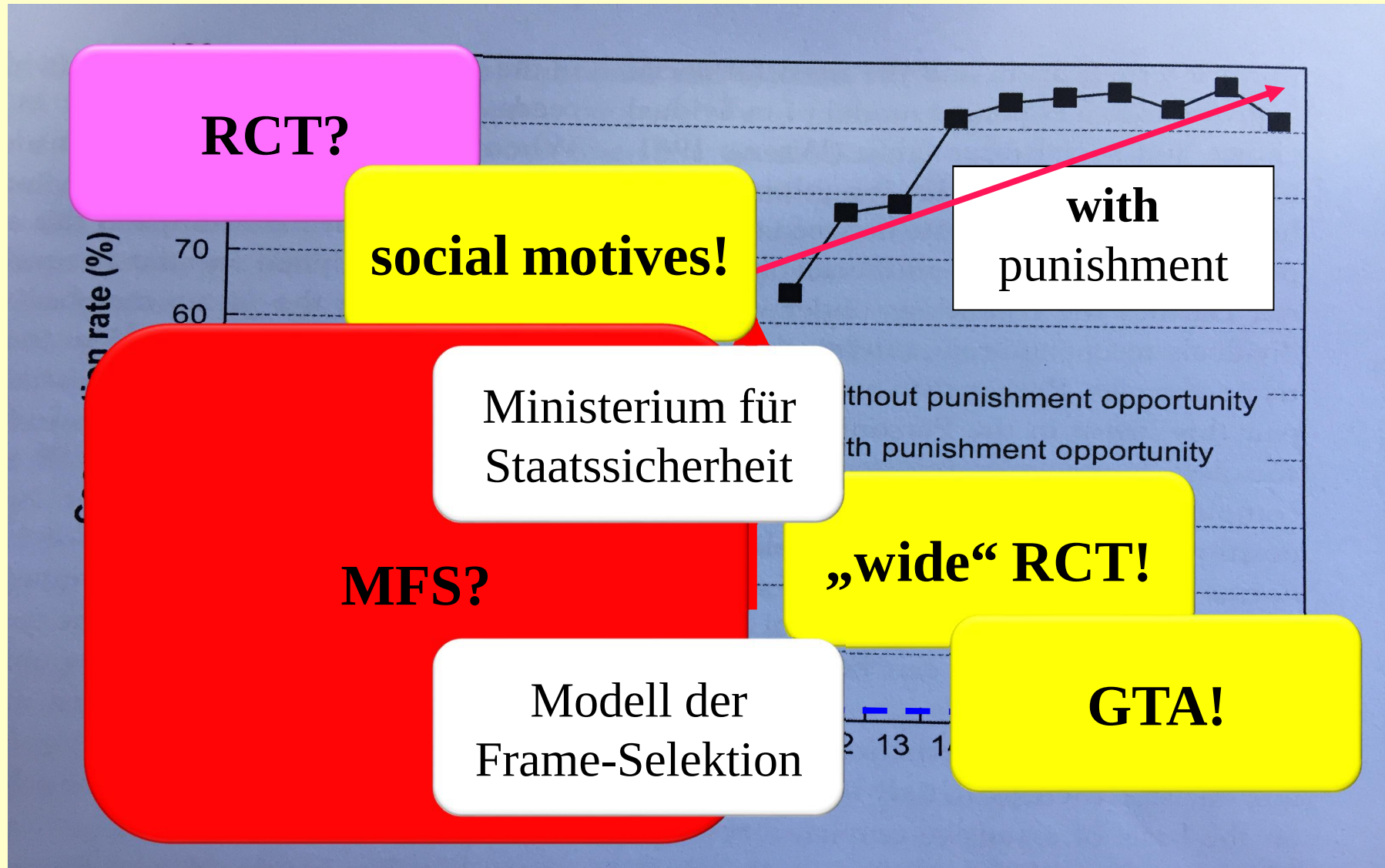
Konferenz
„Analytische Soziologie: Theorie und Empirische
Anwendungen“
Venice International University, San Servolo
20 -23 11 2017

... a *dèjà vu*!

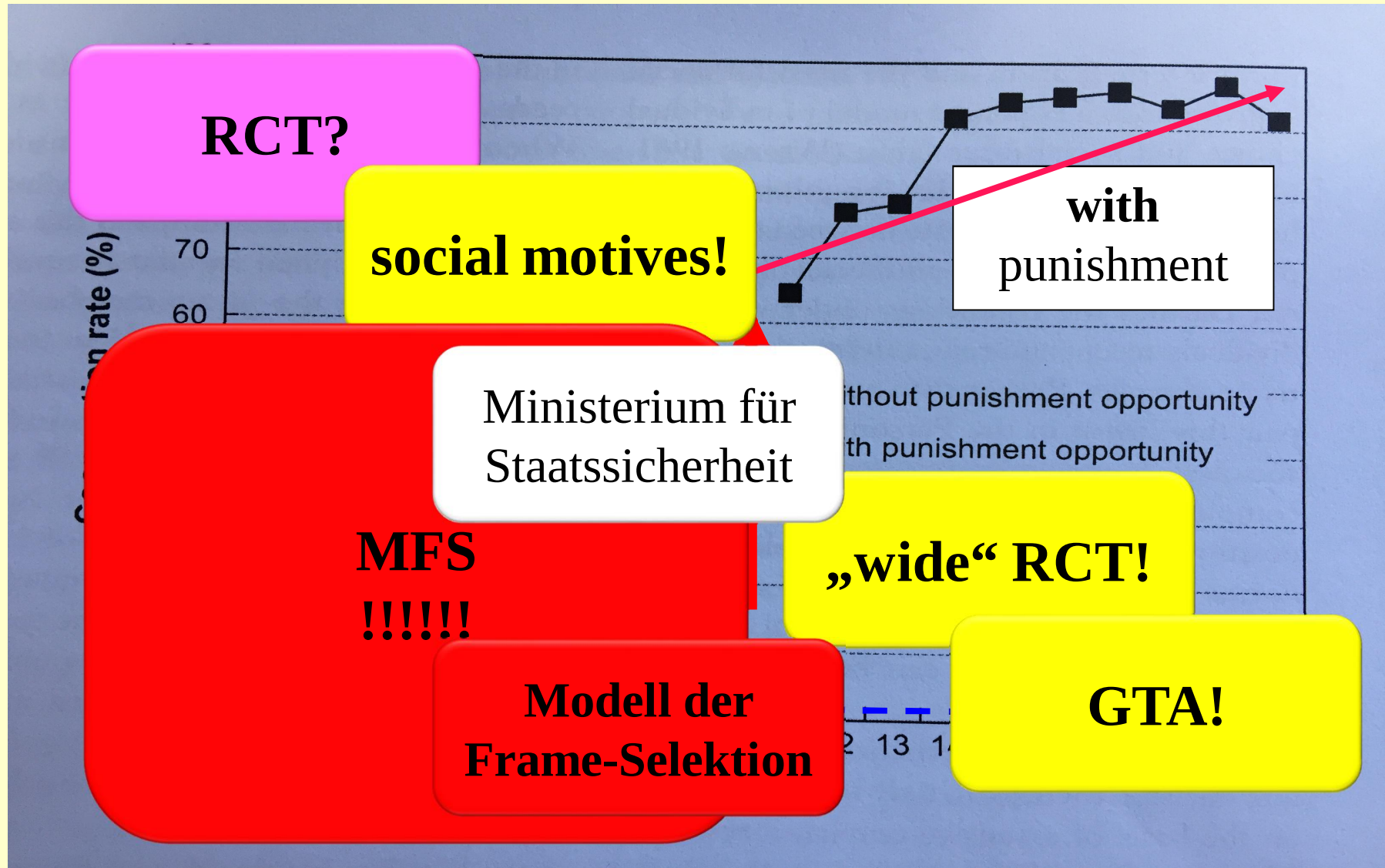
Fehr and Gintis 2007 (in: Annual Review of SOCIOLOGY)



Fehr and Gintis 2007 (in: Annual Review of SOCIOLOGY)



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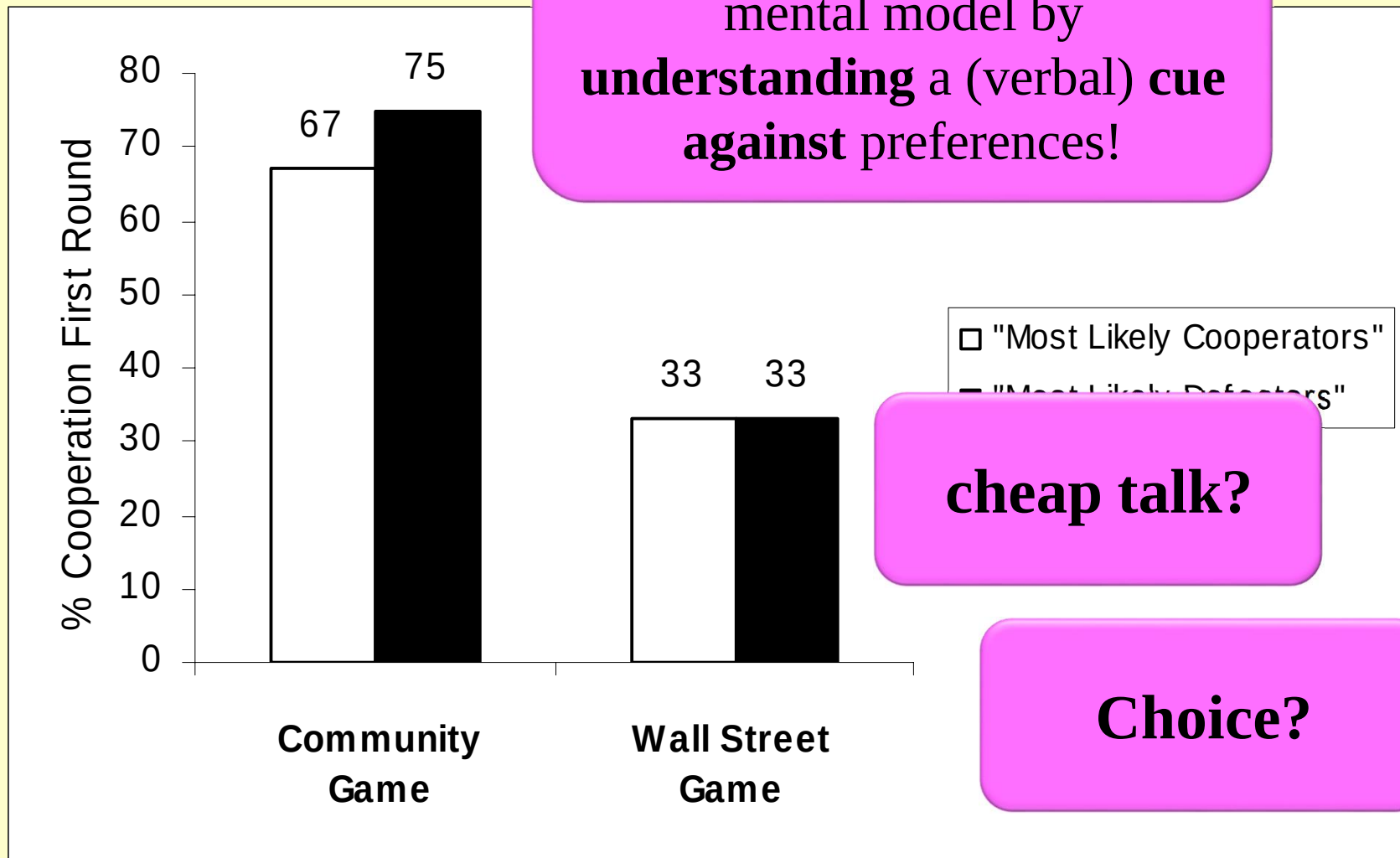


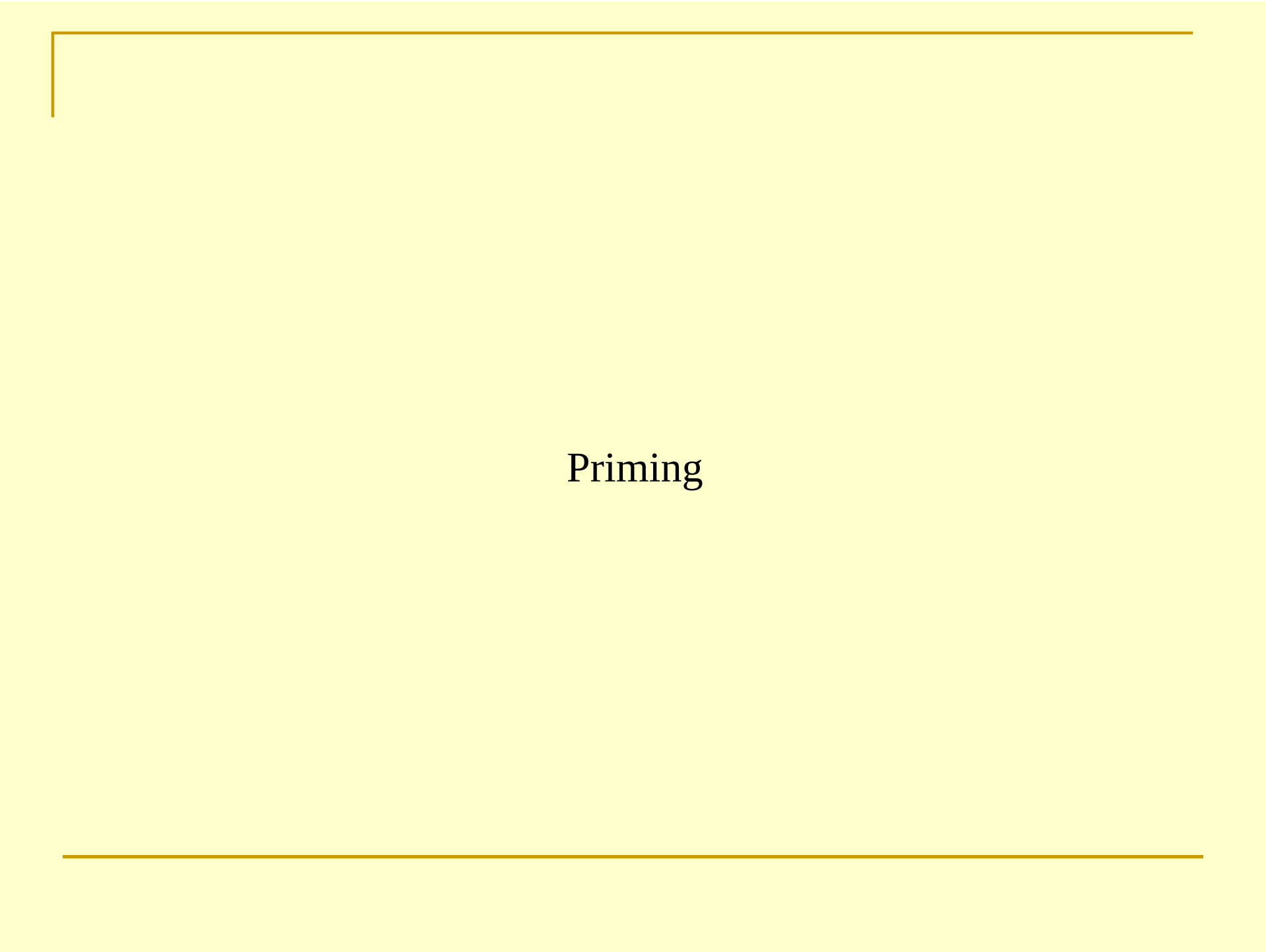
Framing and Priming



Framing

The „Wallstreet-Game“ (Liberman, Samuels, & Ross, 2004)





Priming

Keizer, Lindenberg and Linda Steg. 2013

person
sweeping the street

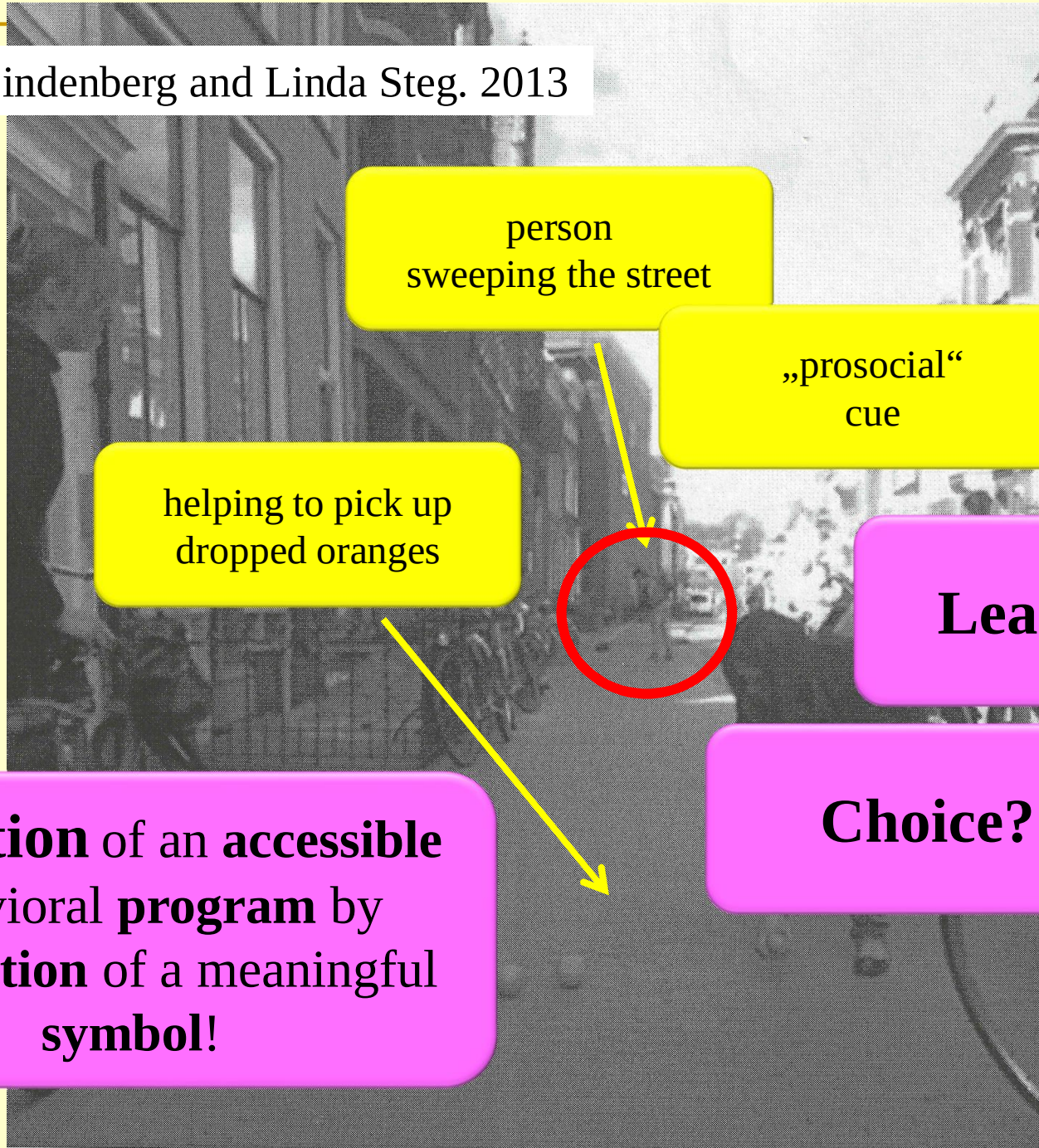
„prosocial“
cue

helping to pick up
dropped oranges

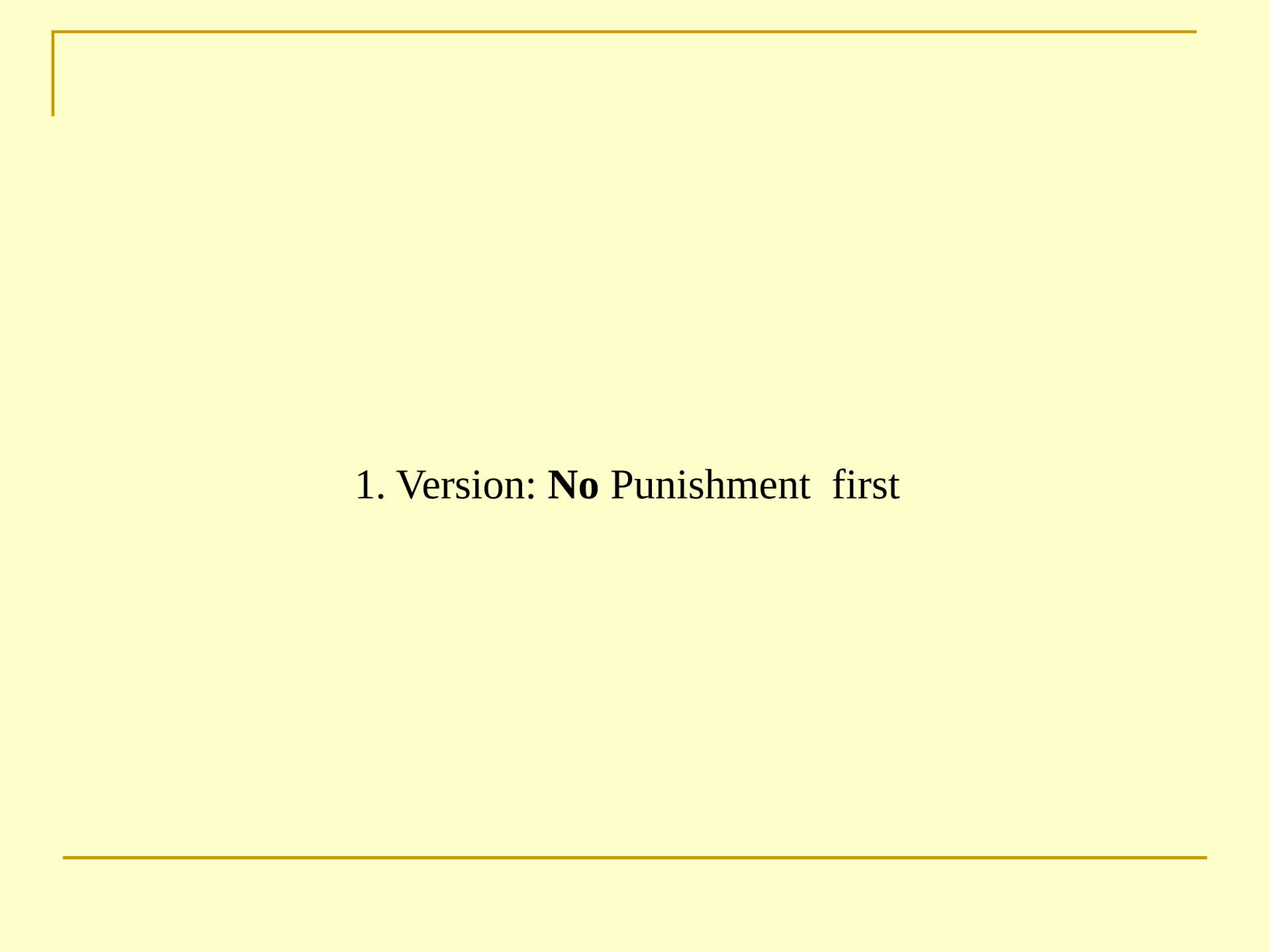
Learning?

Choice?

Activation of an accessible
behavioral **program** by
observation of a meaningful
symbol!

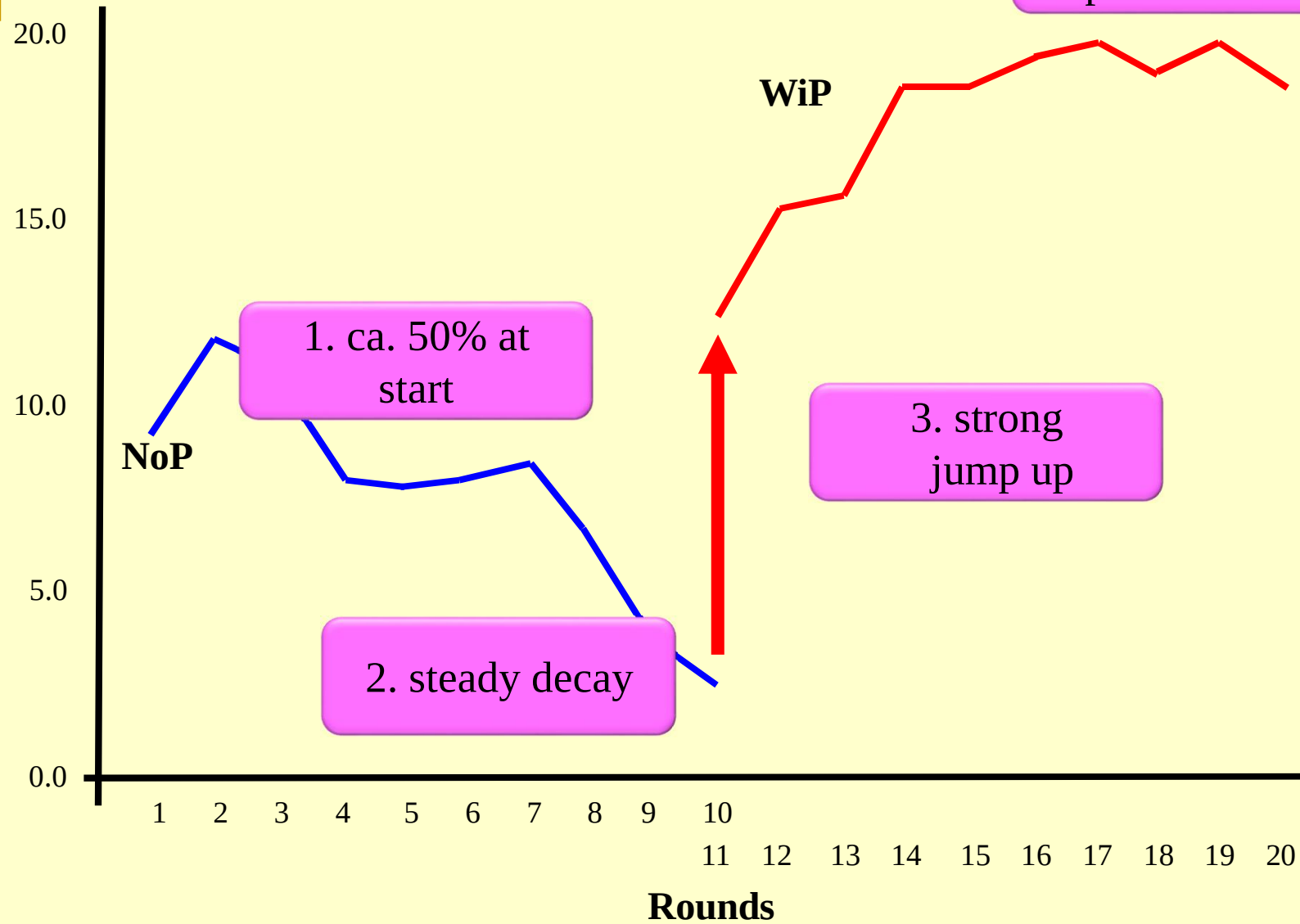


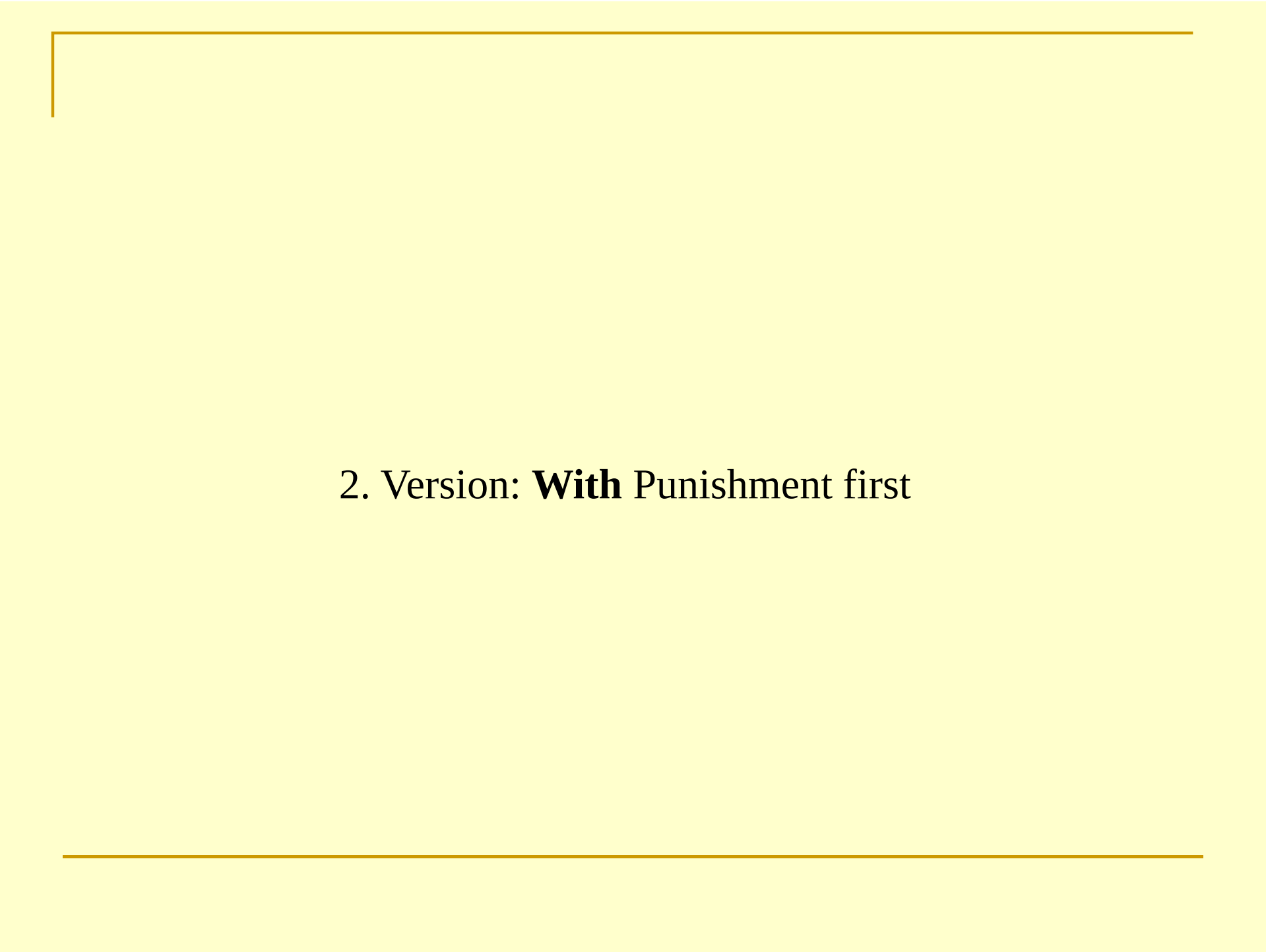
The full (and true) story
by
Fehr&Gächter 1999



1. Version: **No** Punishment first

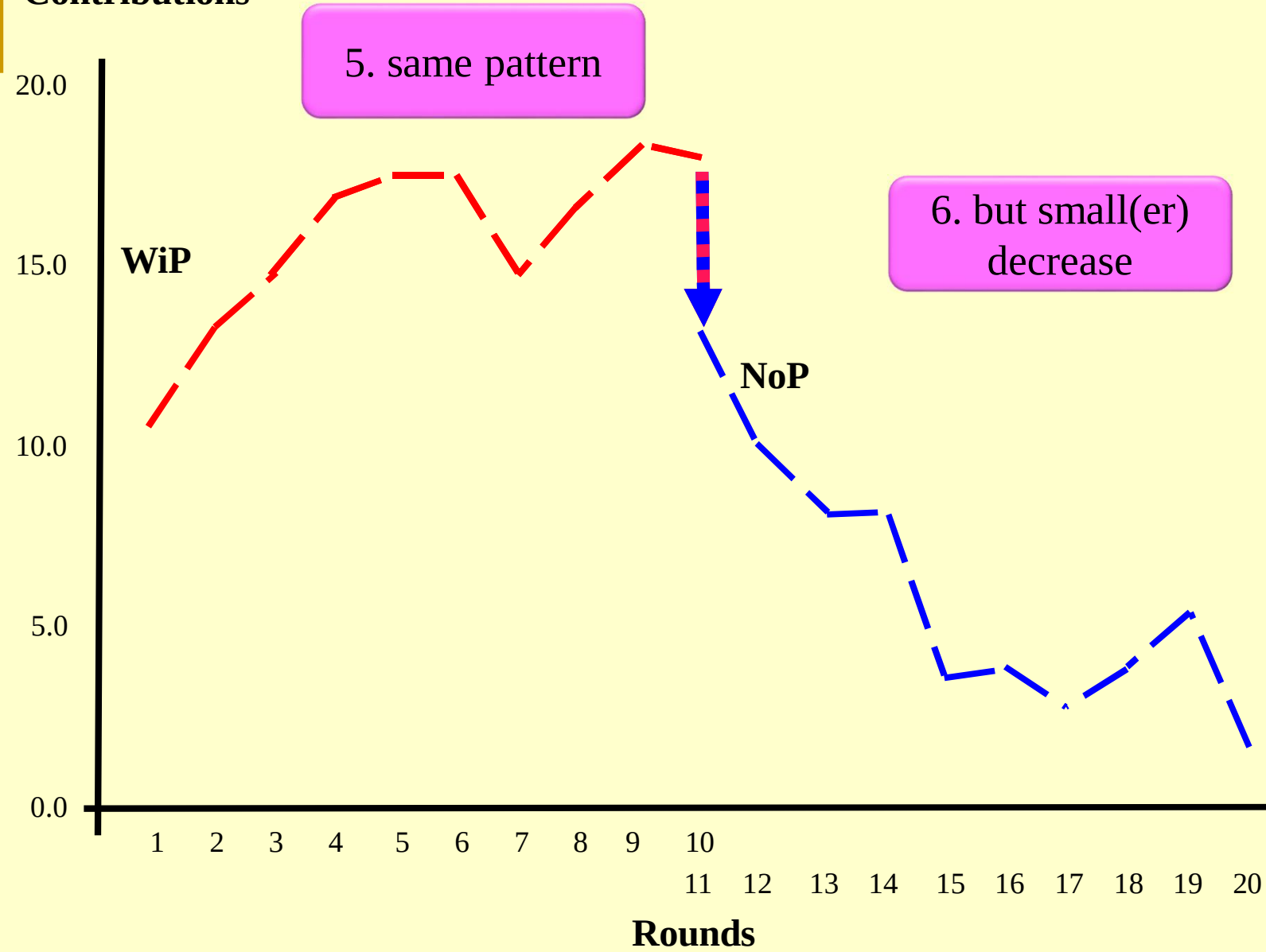
Contributions



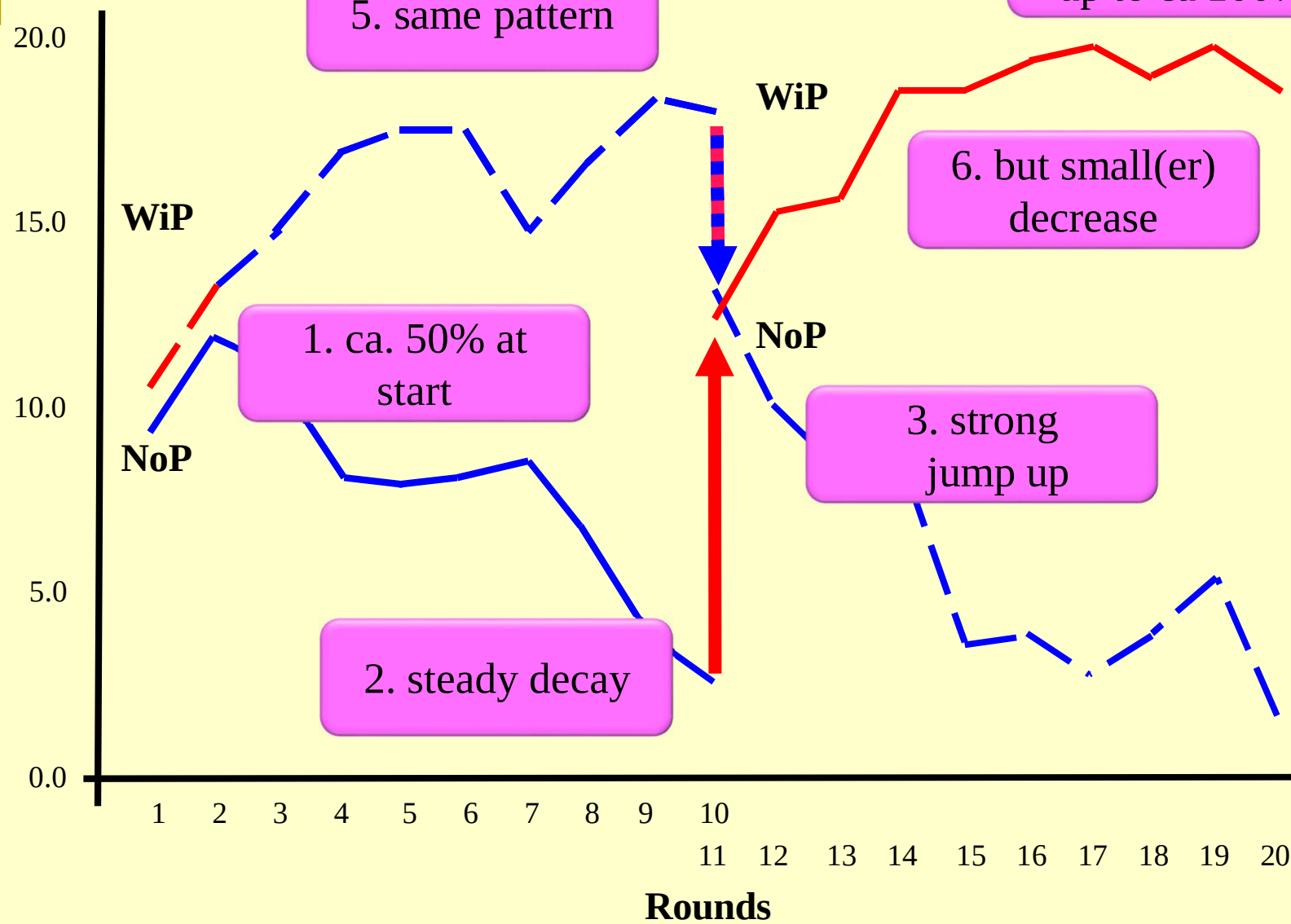


2. Version: **With** Punishment first

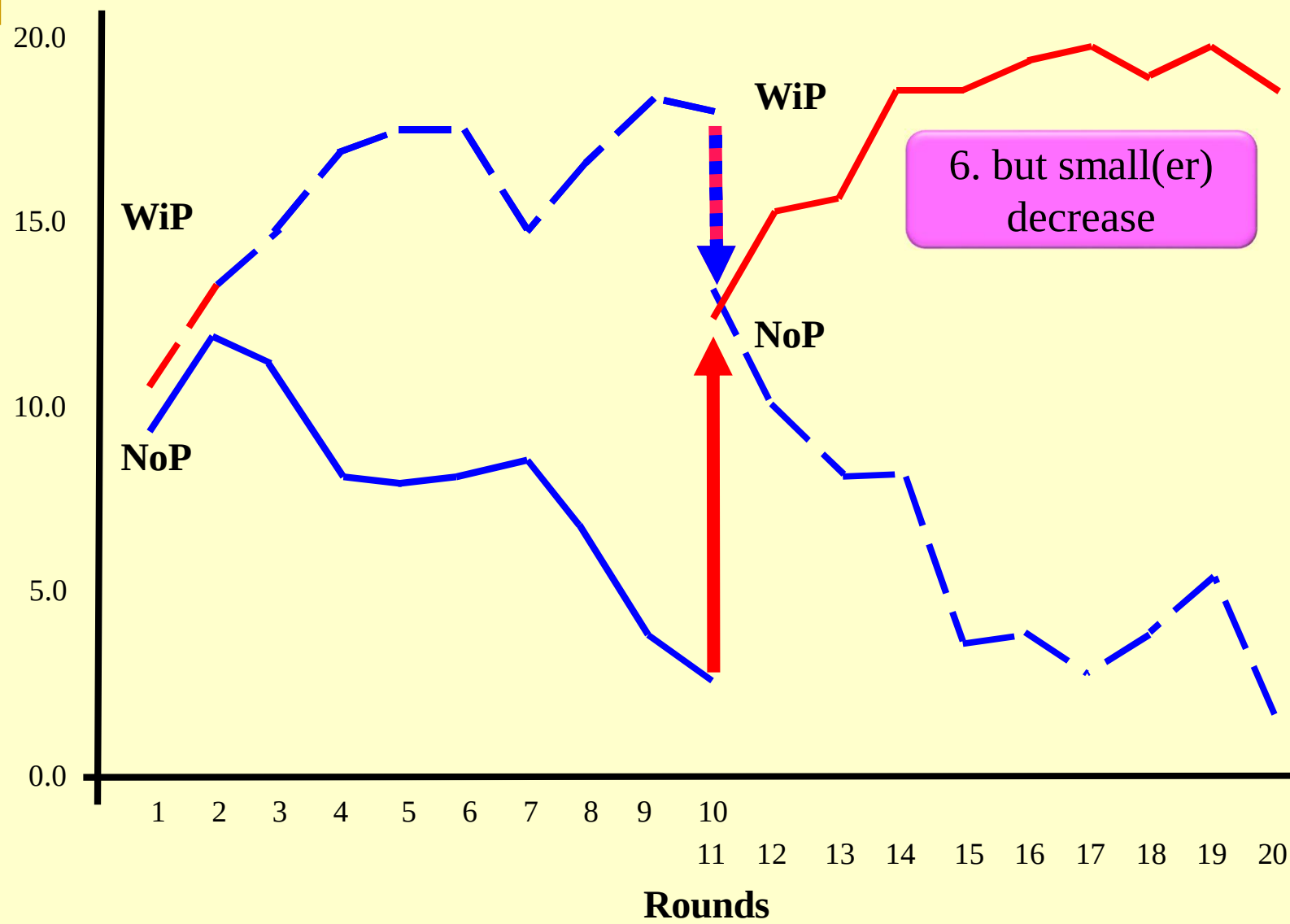
Contributions



Contributions



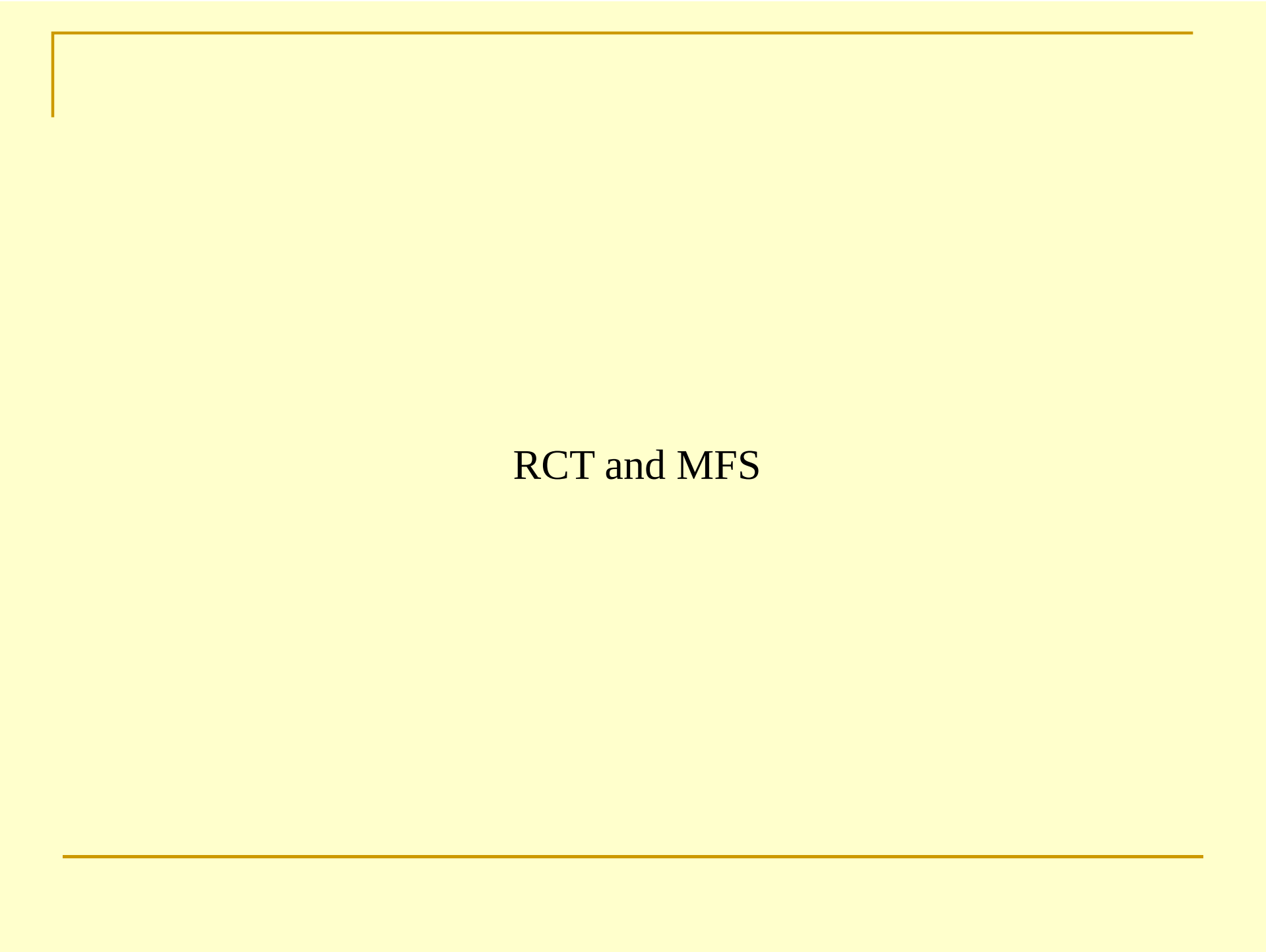
Contributions





Summary

Findings	Explanation RCT	Explanation MFS
1. ca. 50% contribution at start		
2. steady decay of contribution		
3. strong jump up after announcement P		
4. steady rise up to ca. 100%		
5. general pattern for sequences similar		
6. smaller decrease than increase		



RCT and MFS

Aspects	RCT	MFS	
Mechanism			
formal axioms			
empirical interpretation			
Opportunities			
Beliefs (p)			
Preferences (U)			
Emotions			
Symbols/cues			
Effect on:			
Utility-function			
Type of Rationality			
Unconditionality			
social situation			
Processes			
Changes: short-term long-term			

Aspects	RCT	MFS	
		as-Modus (PBB)	rc-Modus (RCT*)
Mechanism	Choice $p*U$	Categorization $M = f(O*A*L*C)$	
	future	past	
formal axioms	necessary	desirable	
empirical interpretation	by axioms	by measurement	
Opportunities	yes	yes	
Beliefs (p)	yes	yes	
Preferences (U)	yes	yes	
Emotions	(no)	yes	
Symbols/cues	“cheap talk”	„Definition“	
Effect on:	beliefs	beliefs&preferences	
Utility-function	one for all	situation-dependent	
Type of Rationality	fixed	variable	
Unconditionality	no	yes	
social situation	strategic interaction	symbolic interaction	
Processes	Sequences	Sequences	
Changes: short-term	(Bayesian) Learning	Priming/Re-Framing	
long-term	Internalisation	Internalisation	

Aspects	RCT	MFS	
		as-Modus (PBB)	rc-Modus (RCT*)
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Processes	Sequences	Sequences	
Changes: short-term	(Bayesian) Learning	Priming/Re-Framing	
long-term	Internalisation	Internalisation	

Aspects	RCT	MES	
		as-Modus (PBB)	rc-Modus (RCT*)
Mechanism	CHOICE p*U	MATCH M = f(O*A*L*C)	
	future	past	
formal axioms	necessary	desirable	Object Accessibility Link Clarity
empirical interpretation	by axioms	by measureme	
Opportunities	yes	yes	
Beliefs (p)	yes	yes	
Preferences (U)	yes	yes	
Emotions	(no)	yes	
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Beliefs (p)	yes	yes	
Preferences (U)	yes	yes	
Emotions	(no)	yes	
Symbols/cues	“cheap talk”	„Definition“	deliberated
Effect on:	beliefs	beliefs&preferences	„Definition“
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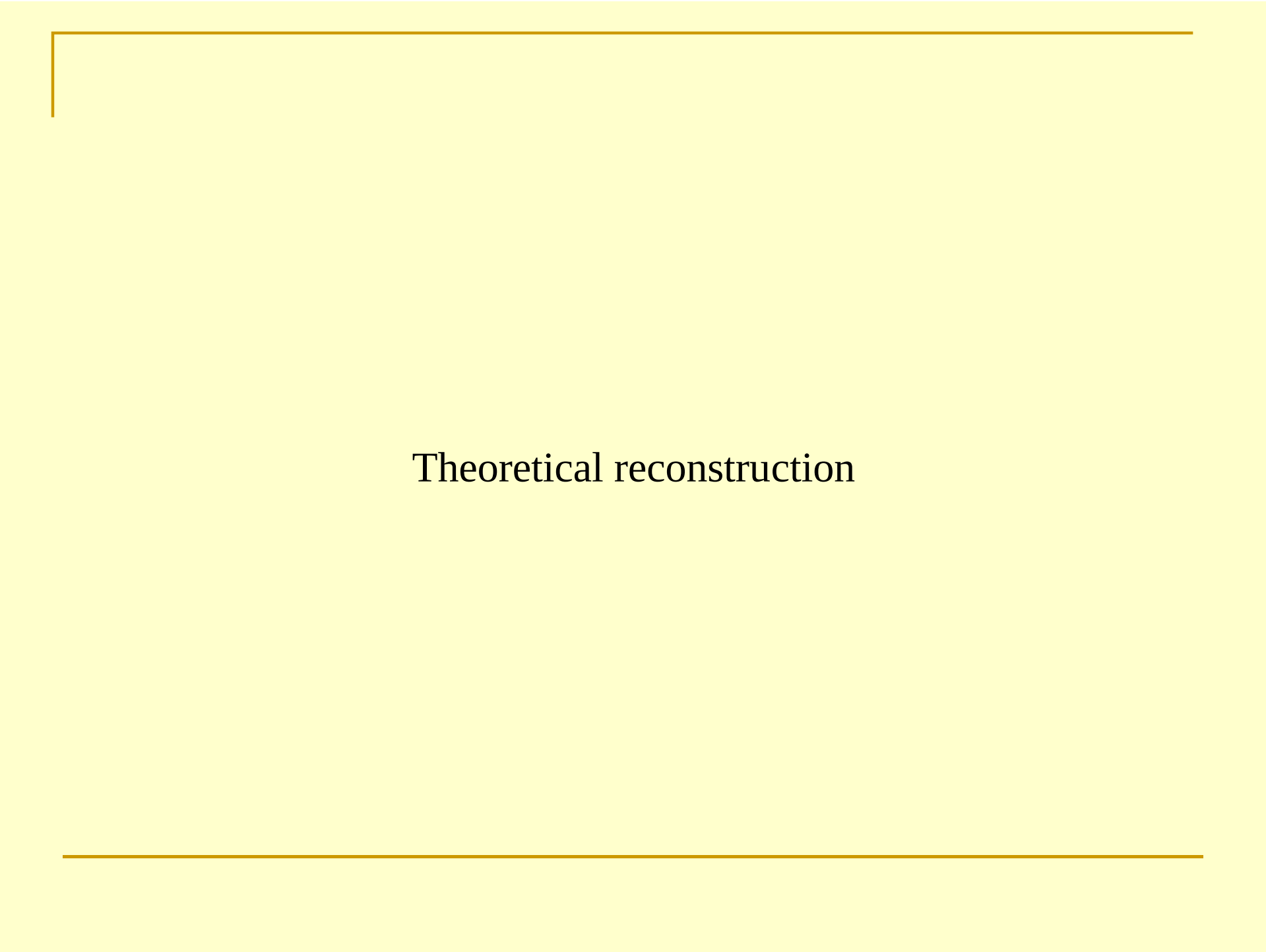
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Type of Rationality	fixed	variable	
Unconditionality	no	yes	
social situation	strategic interaction	symbolic interaction	
Processes	Sequences	Sequences	
Changes: short-term	Updating beliefs	Activation frames	
long-term	Internalisation	Internalisation	

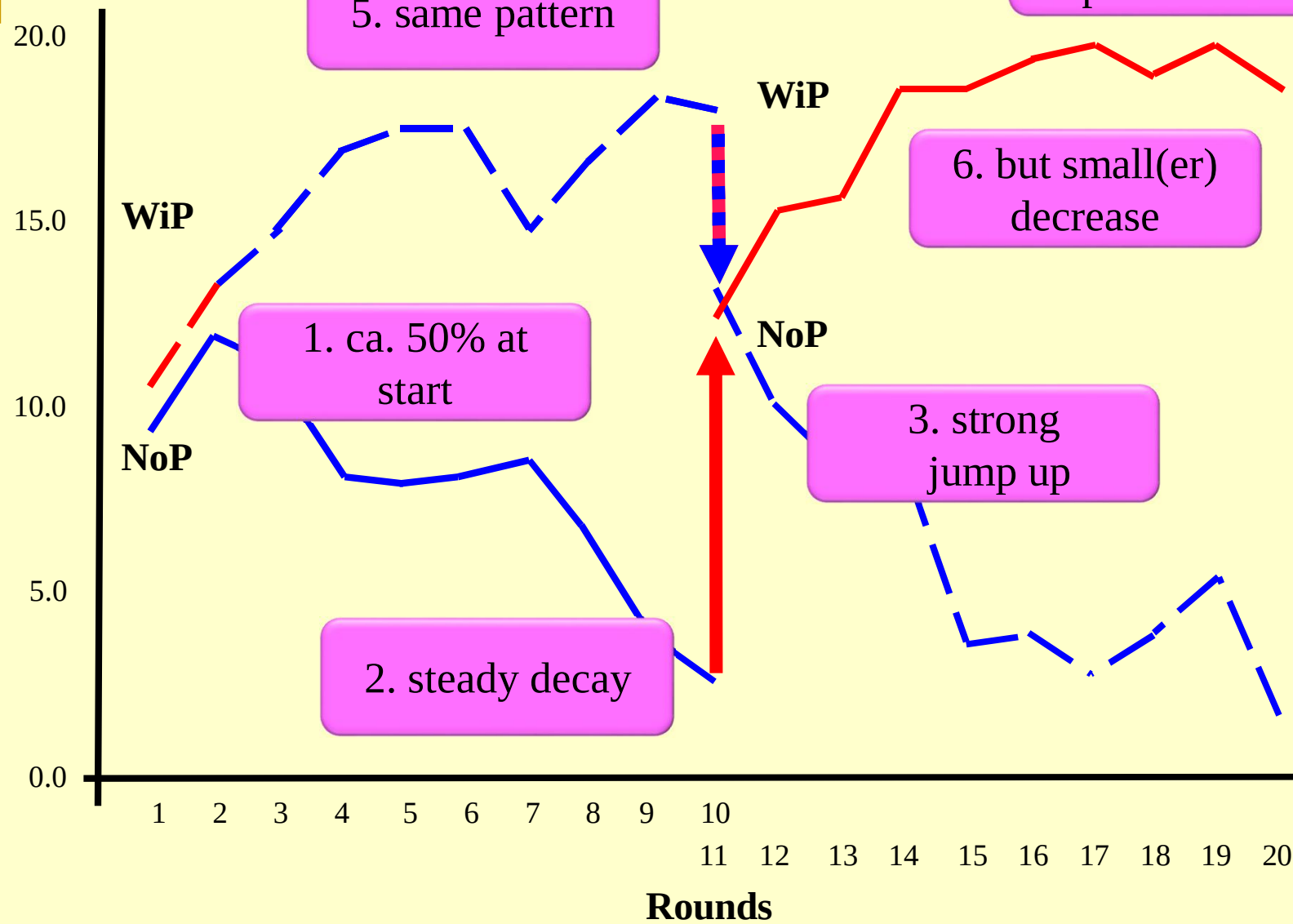


Theoretical reconstruction

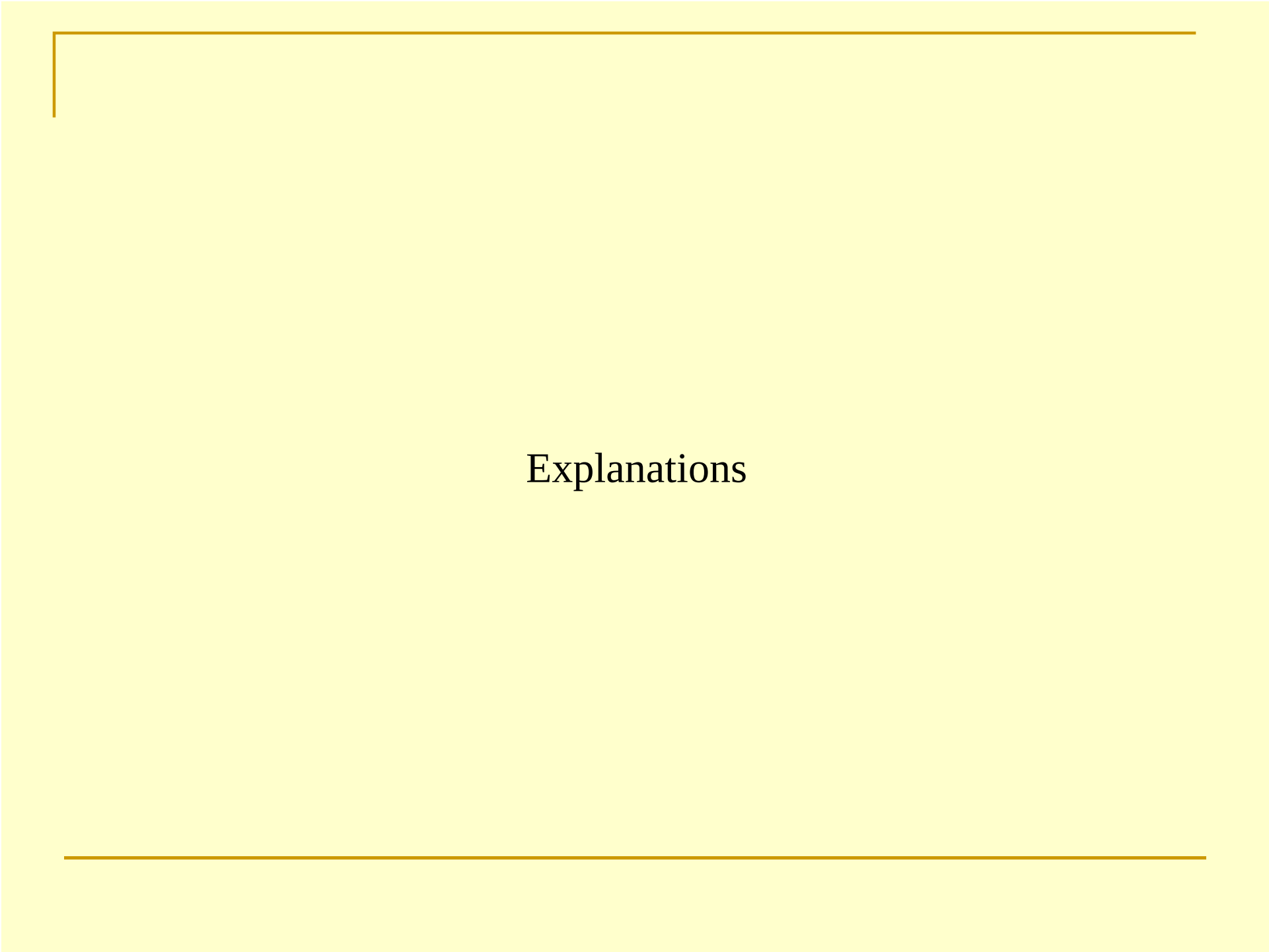


... remember

Contributions

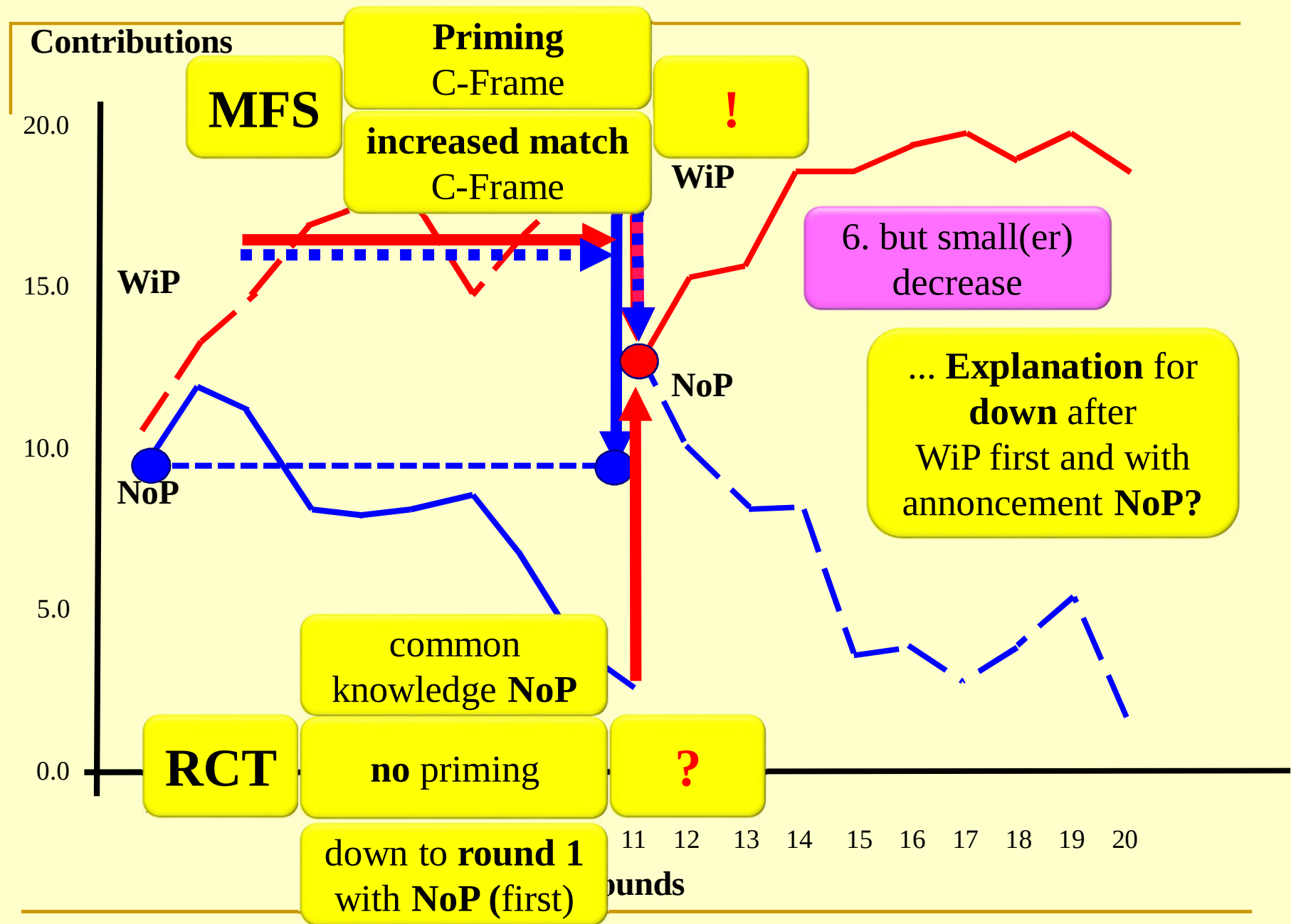


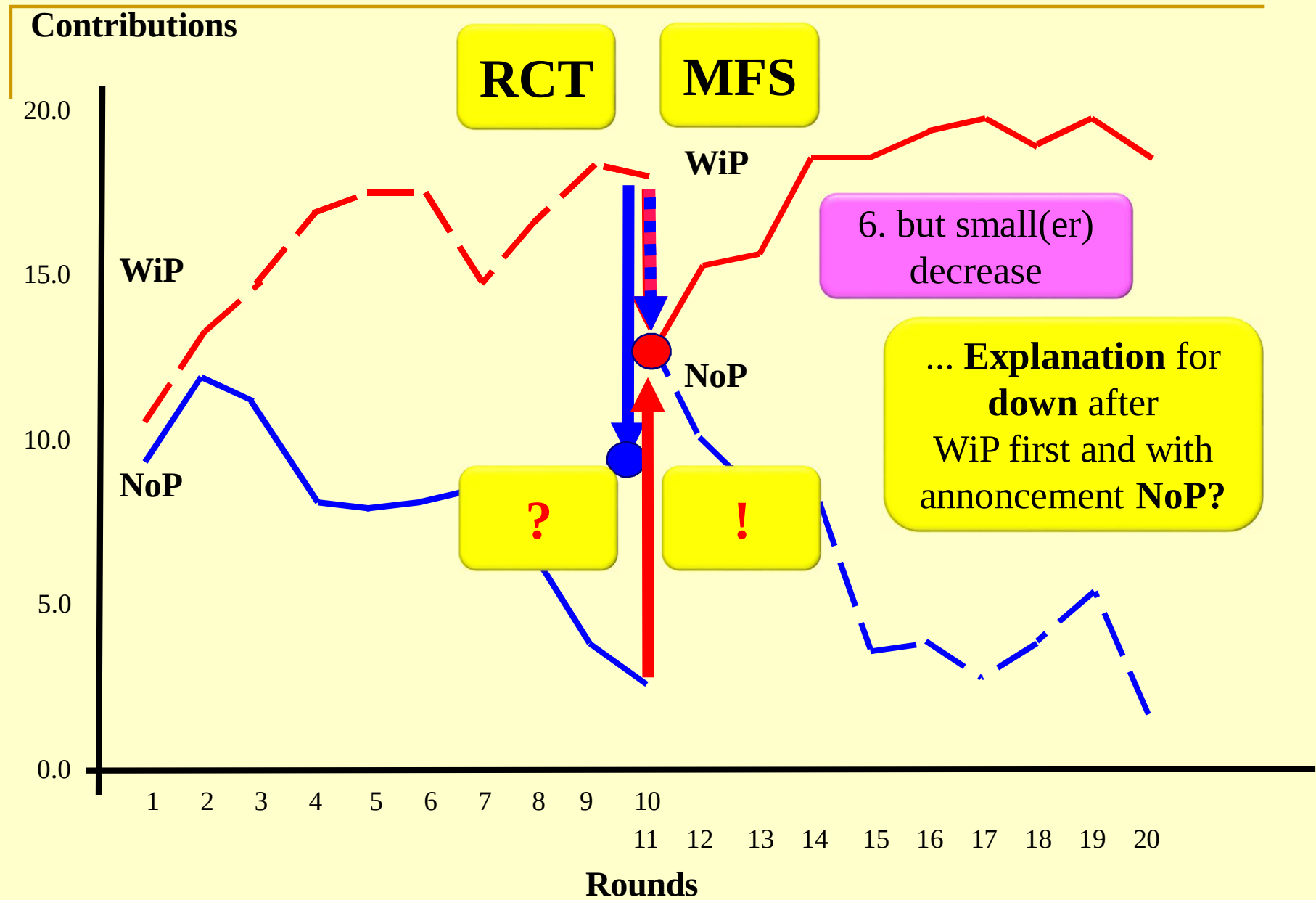
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5. general pattern for sequences similar		
6. smaller decrease than increase		



Explanations

Finding	Explanation RCT	Explanation MFS
1. ca. 50% contribution at start	EP- and AP -Types	situation not defined and EF-/ AF -Types
2. steady decay of contribution	conditional cooperation: updating beliefs (only)	Mis-Match of A -Frame for AF-Types
3. strong jump up after announcement PUN	common knowledge of P with WiP-Option	Activation of R -Frame with announcement of WiP-Option
4. steady rise up to ca. 100%	common knowledge of P with WiP-Option	Increase of match for R -Frame
5. general pattern for sequences similar	same (RCT-)effects in both versions	strong match of R -Frame in both cases
6. smaller decrease than increase		

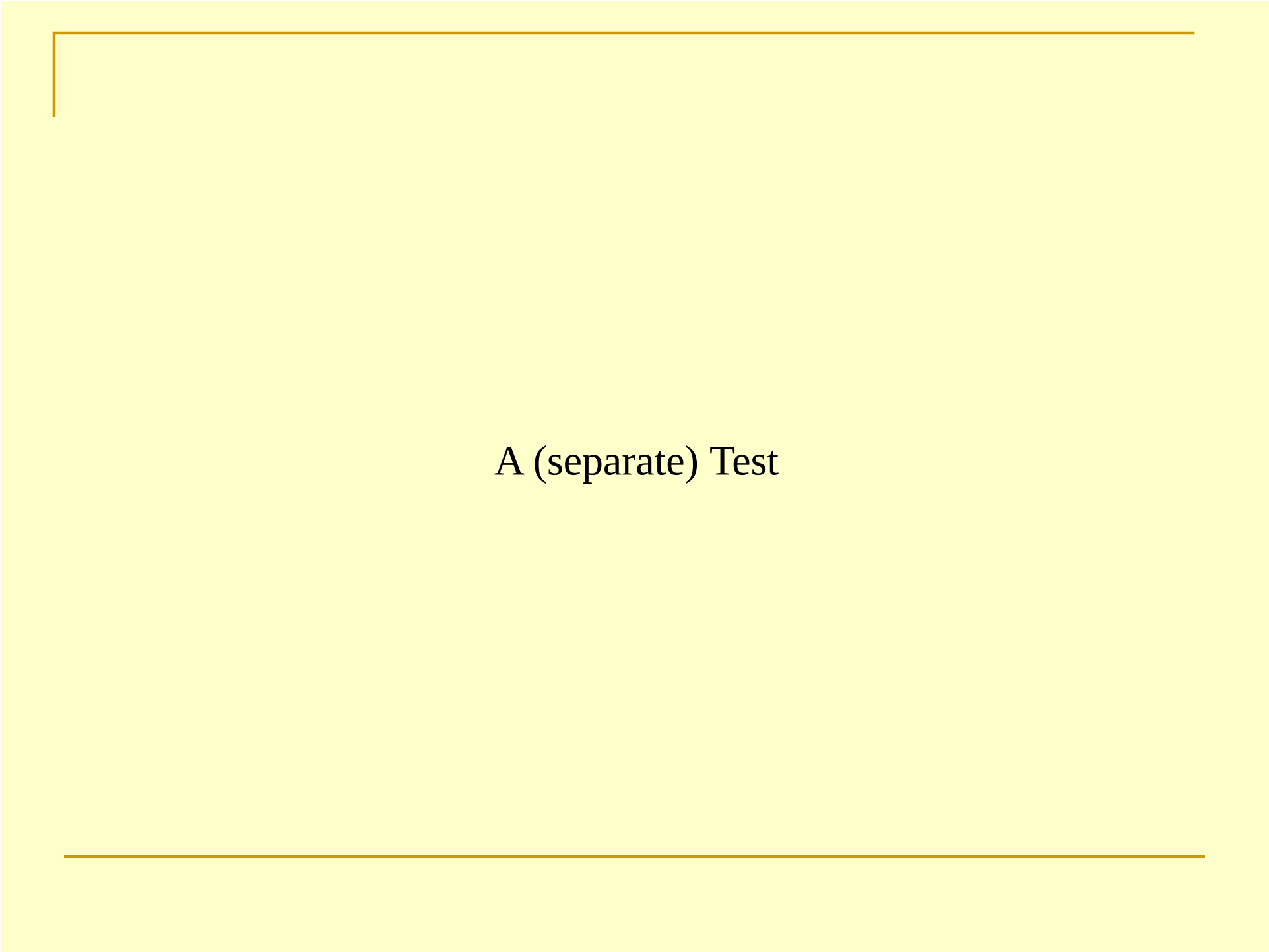




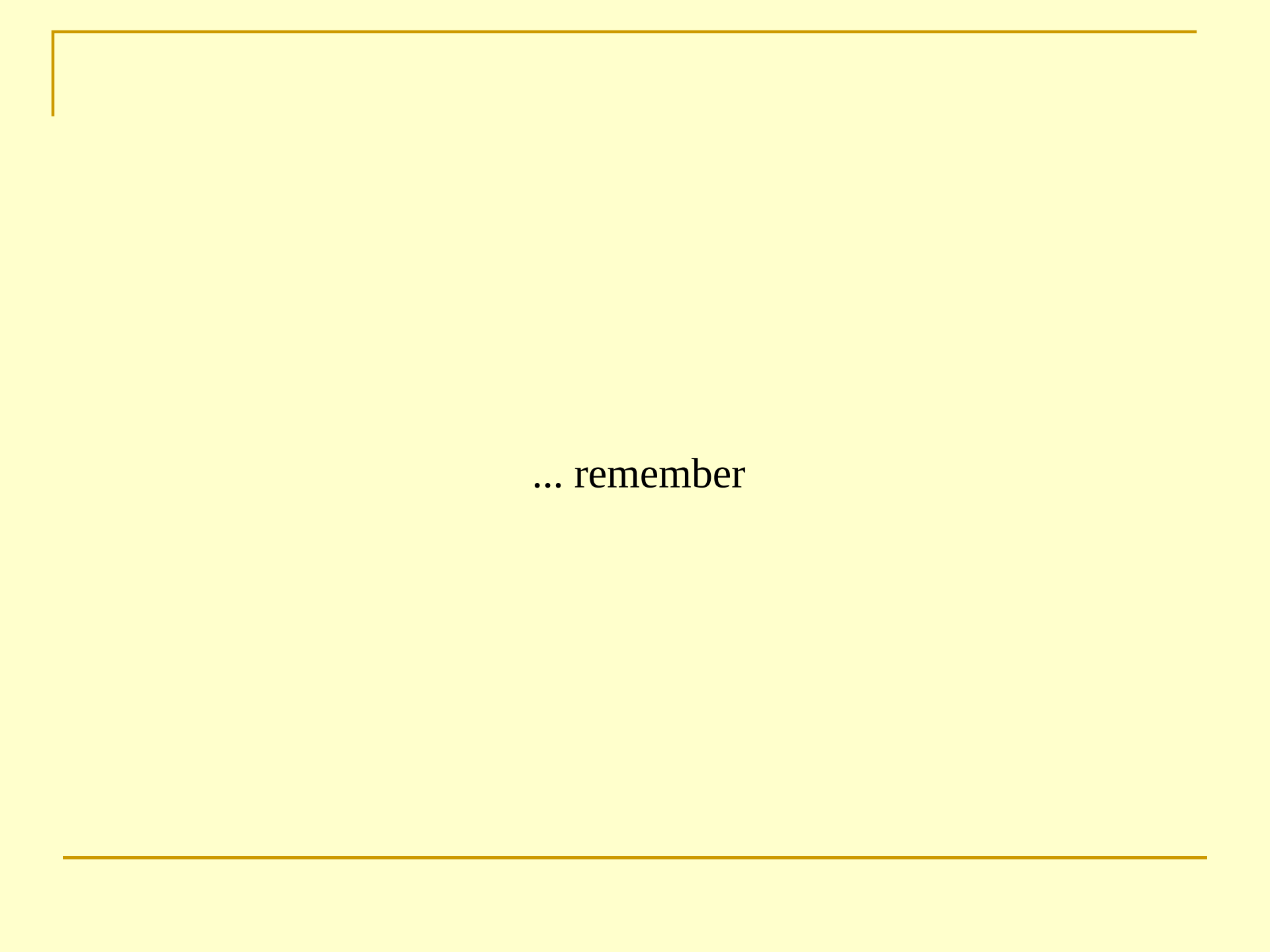
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5. general pattern for sequences similar	same (RCT-)effects in both versions	strong match of R -Frame in both cases
6. smaller decrease than increase	no explanation	Priming of R -Frame with sequence of cooperation before

Finding	Explanation RCT	Explanation MFS
1. ca. 50% contribution at start	EP- and AP -Types	situation not defined and EF-/ AF -Types
2. steady decay of contribution	conditional cooperation: updating beliefs (only)	Mis-Match of A -Frame for AF -Types
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6. smaller decrease than increase	?	!

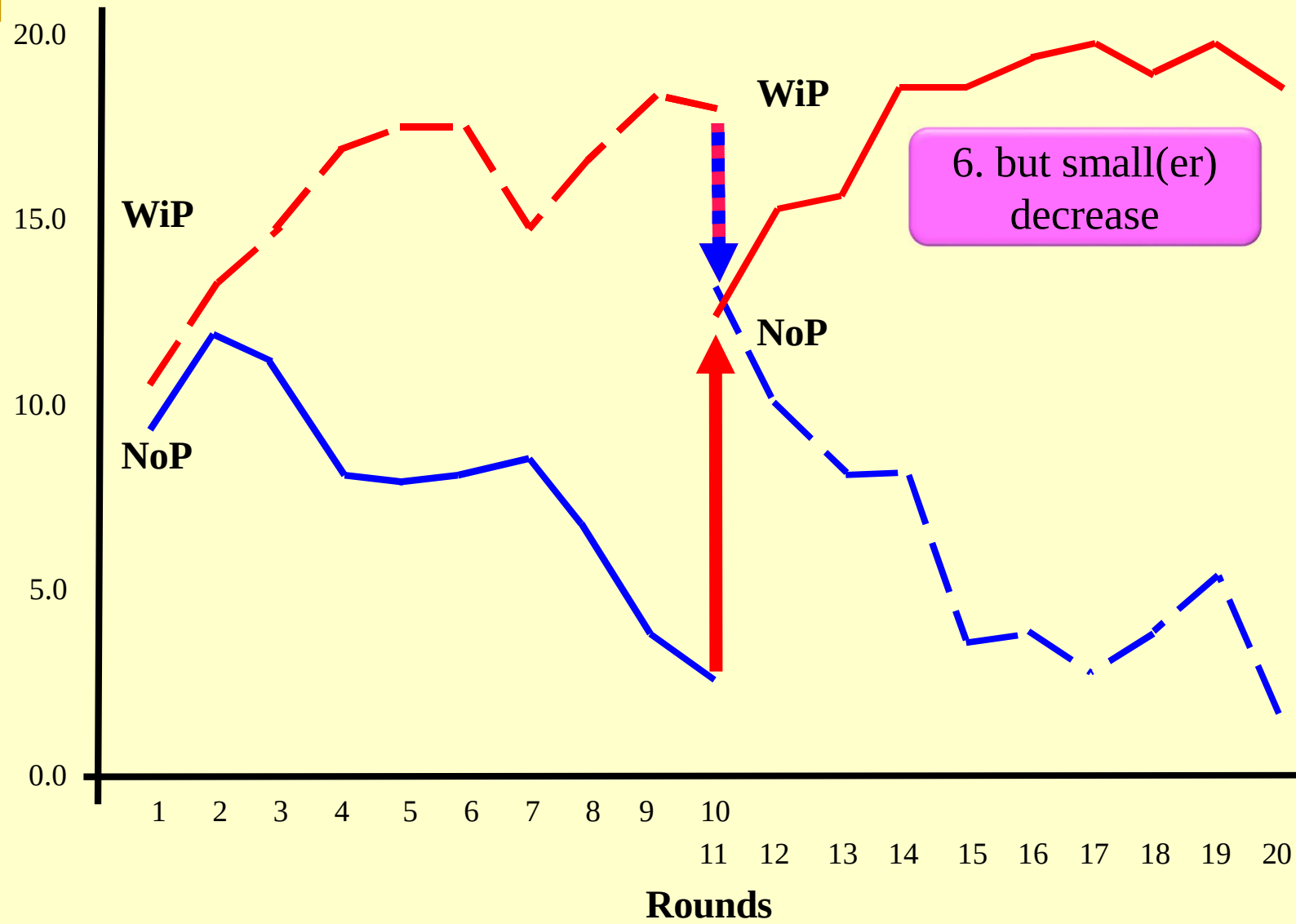
A yellow rectangular slide with a thin gold border. The border consists of a horizontal line at the top, a horizontal line at the bottom, and a vertical line on the left side. The text "A (separate) Test" is centered in the middle of the slide.

A (separate) Test



... remember

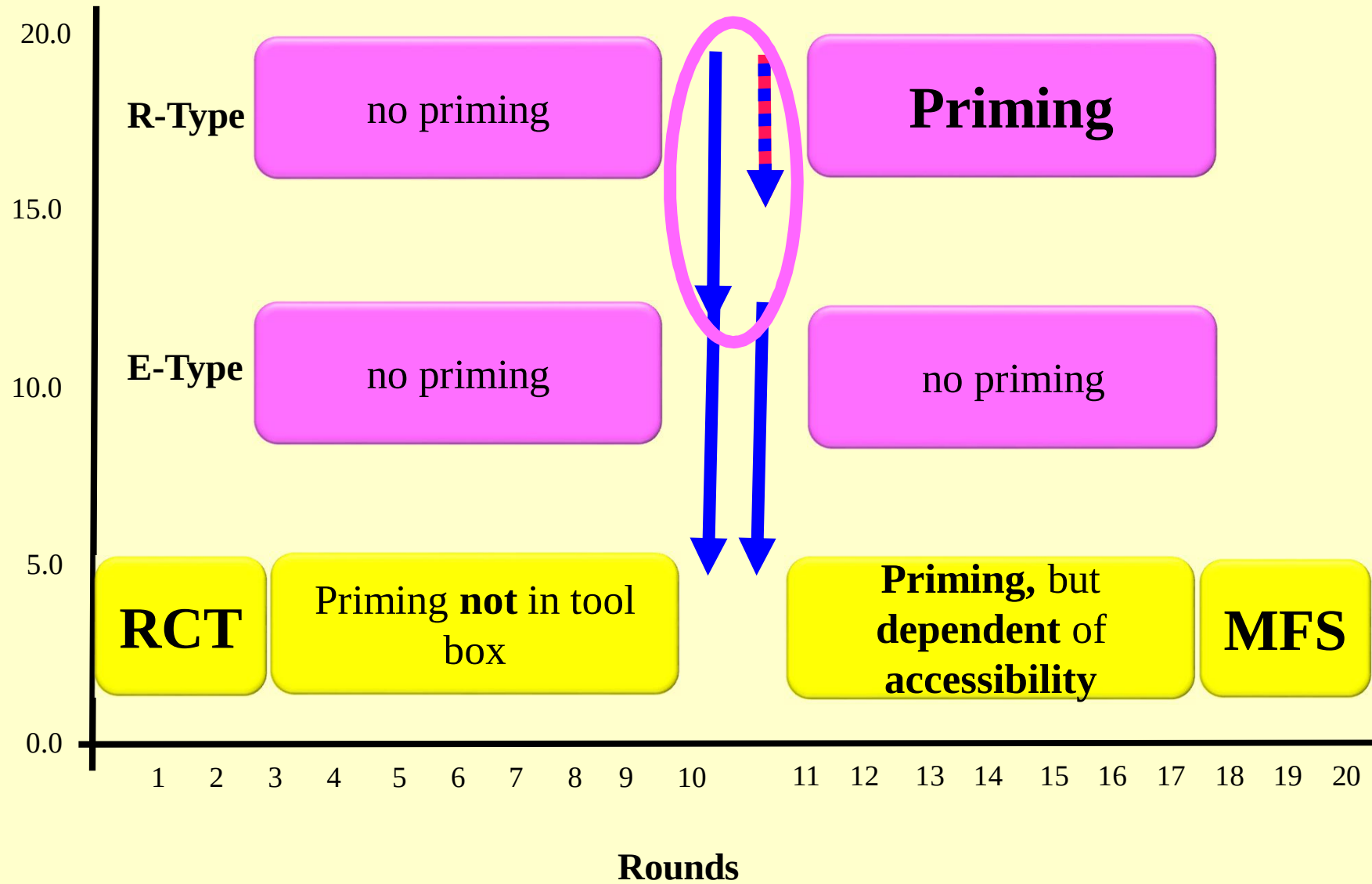
Contributions



Hypotheses RCT and MFS
for
changes WiP to NoP
for
E- and **R**-Types

Contributions

RCT MFS



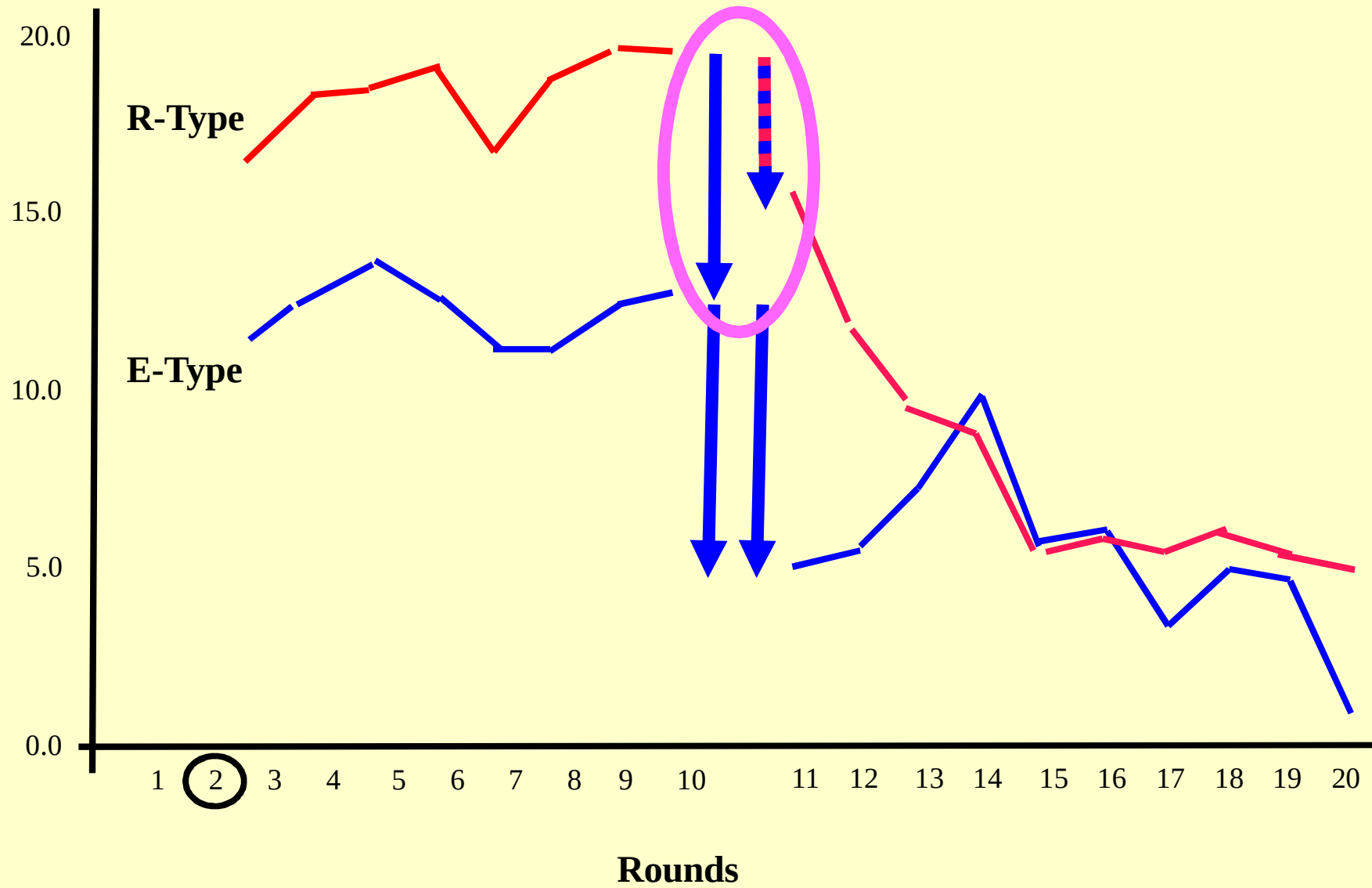
Measurement of Types:
Contribution in **first** round!



Findings

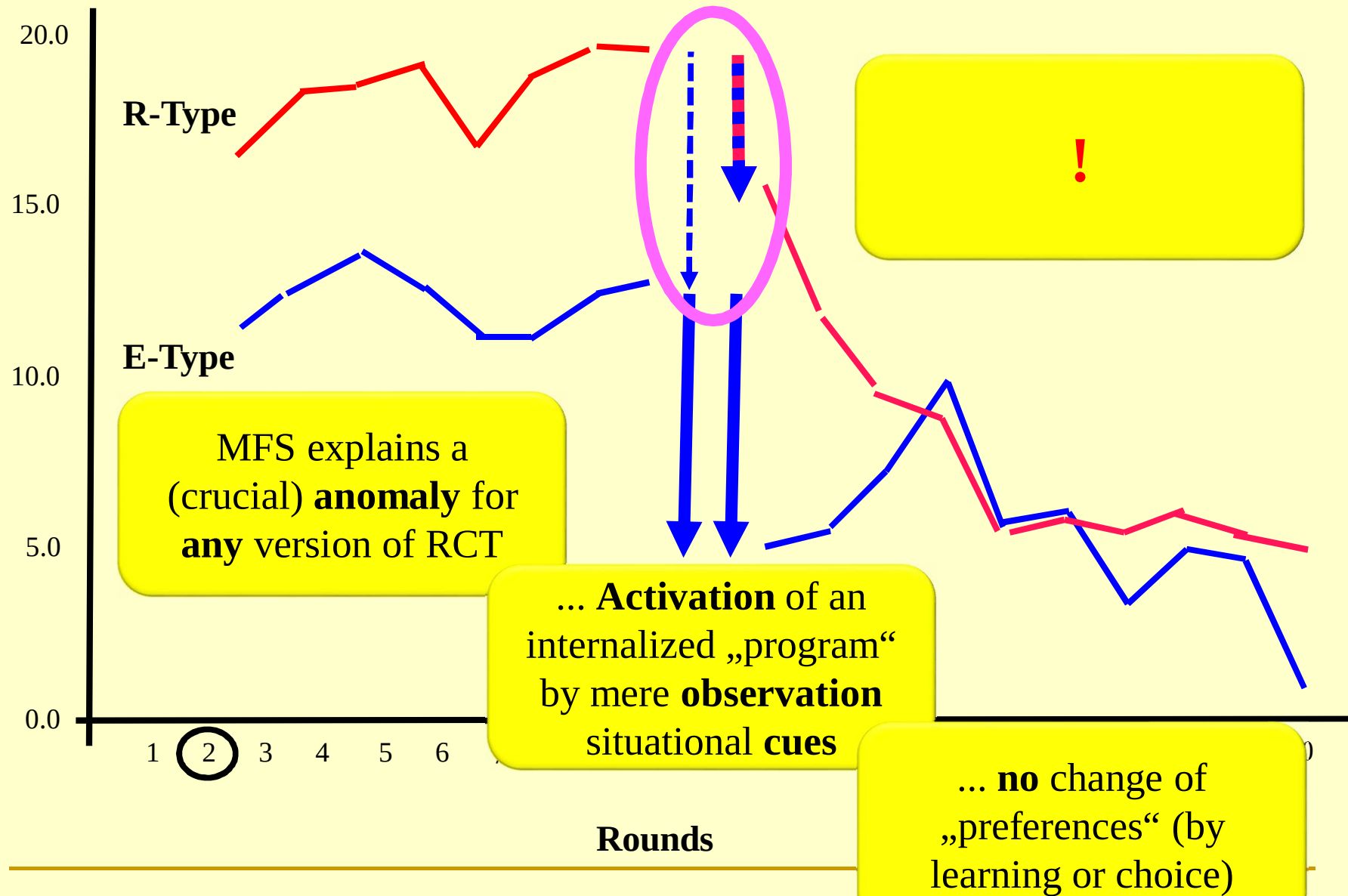
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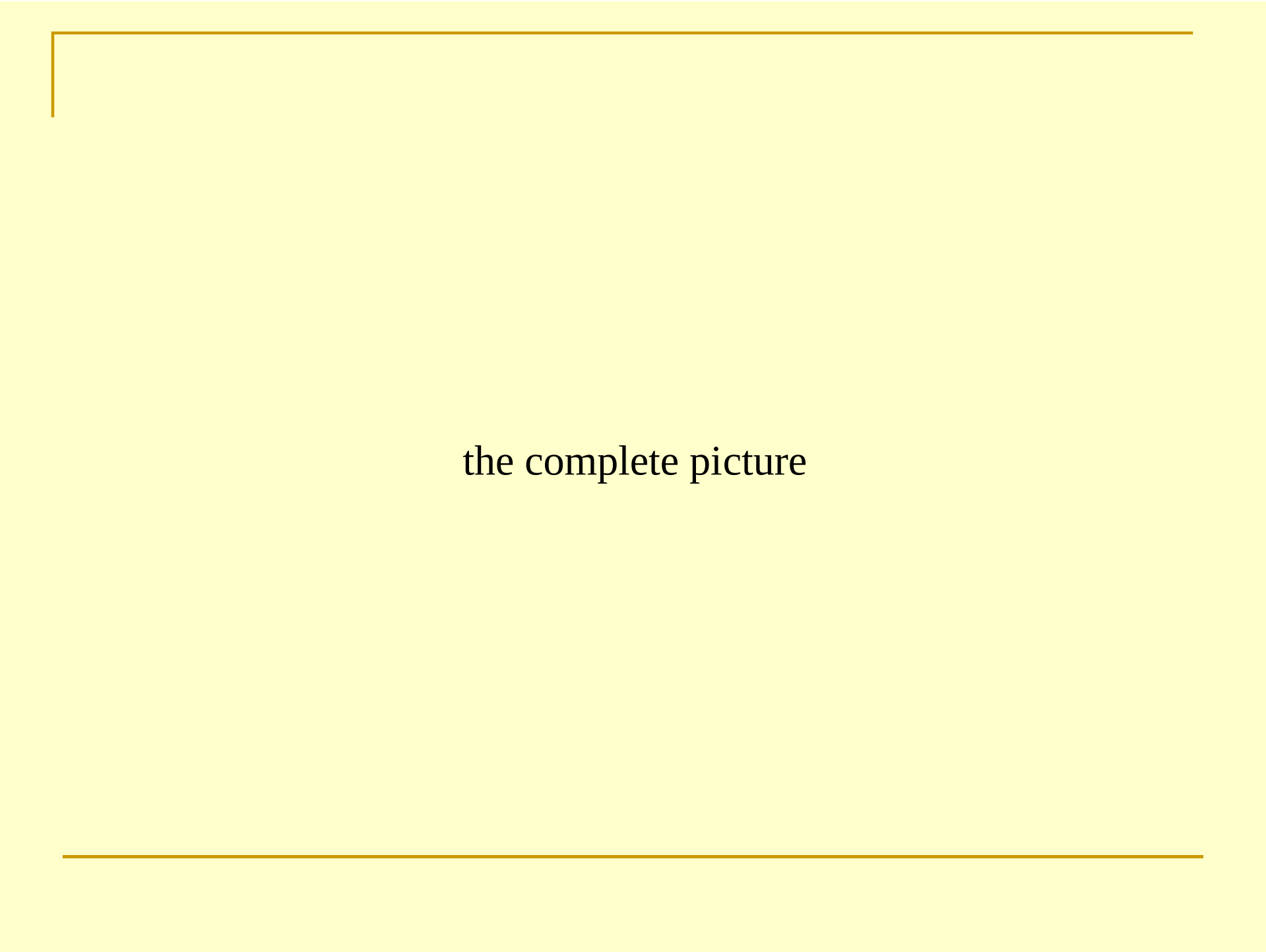
RCT MFS



Contributions

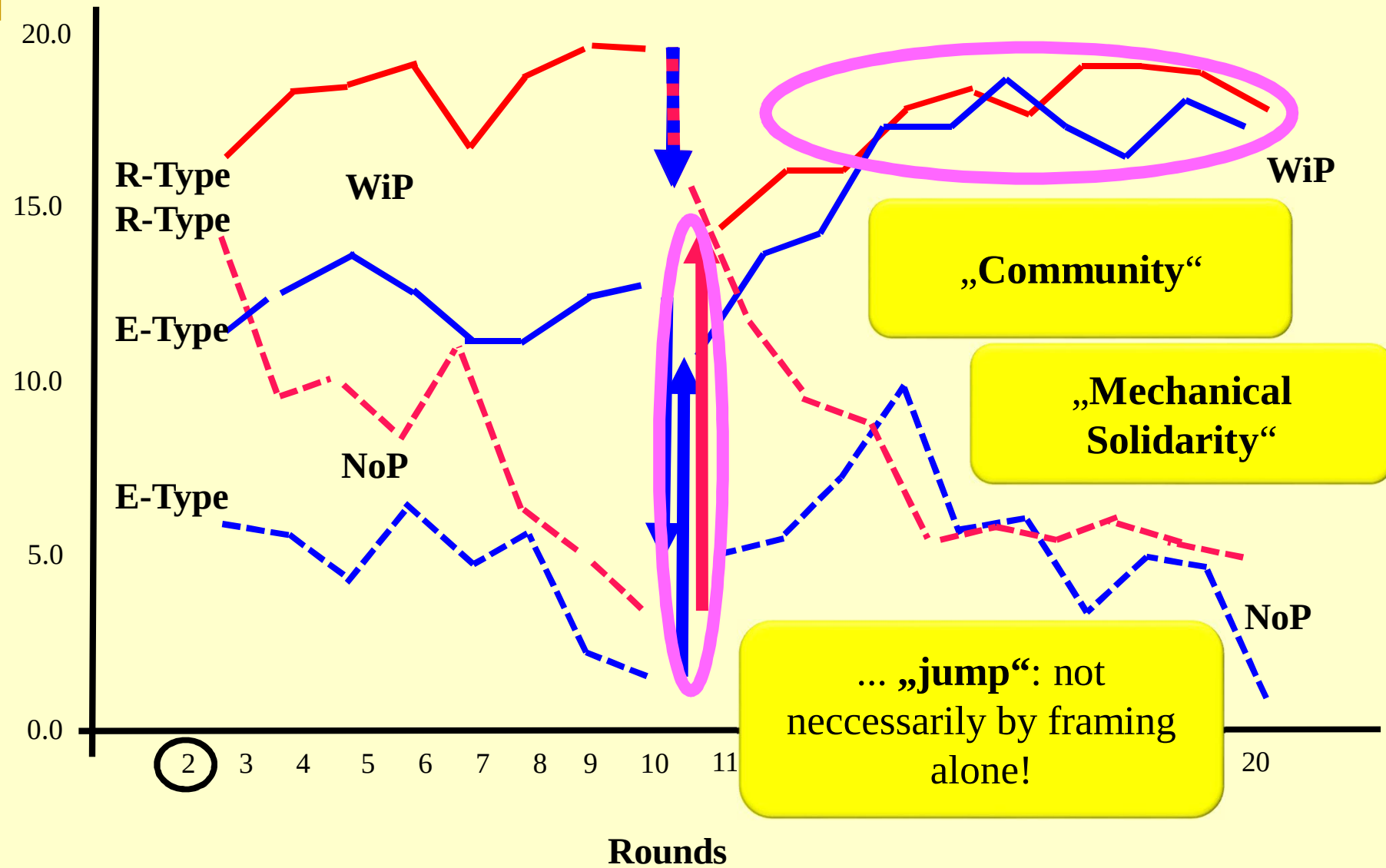
RCT MFS

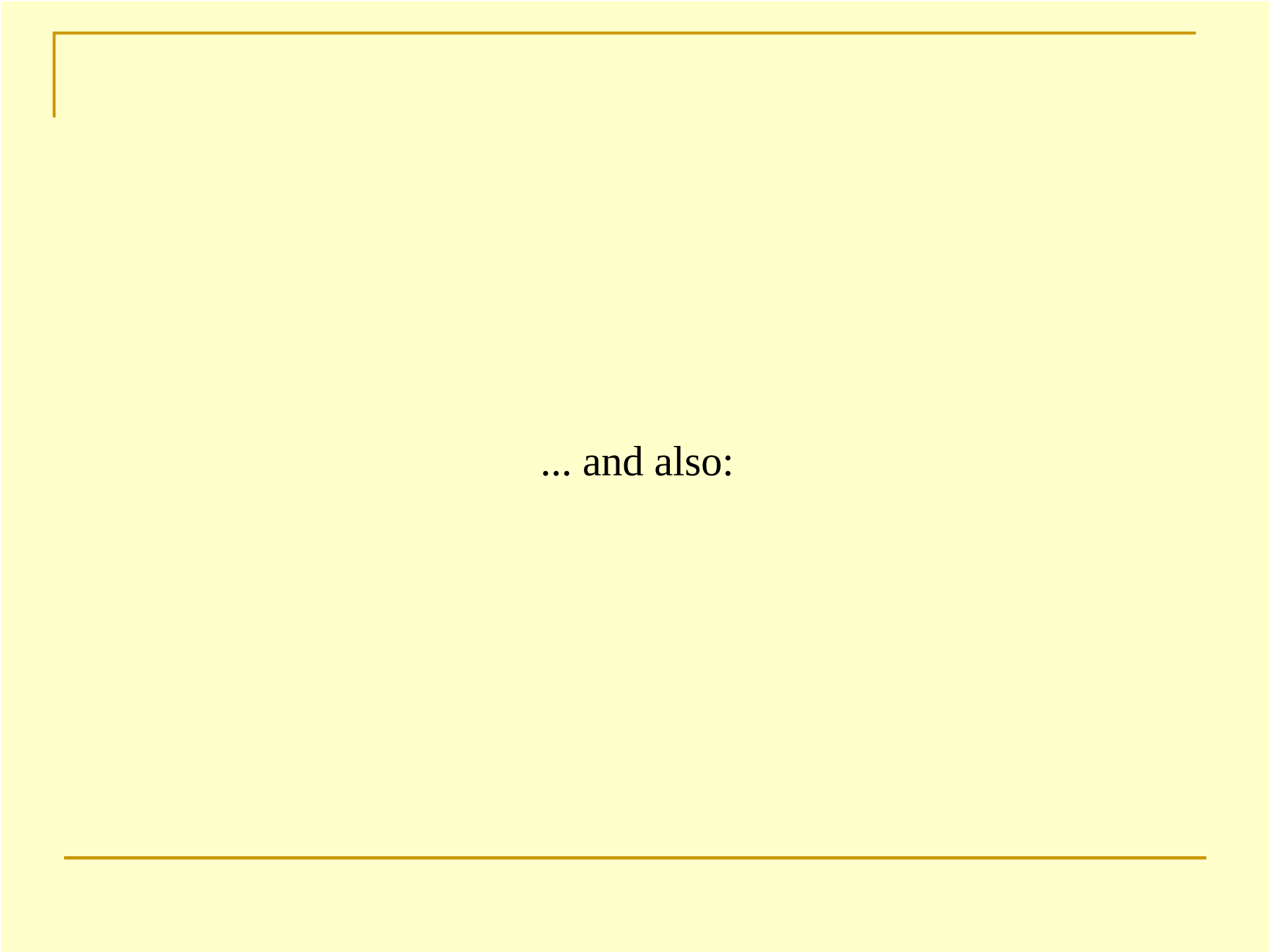




the complete picture

Contributions

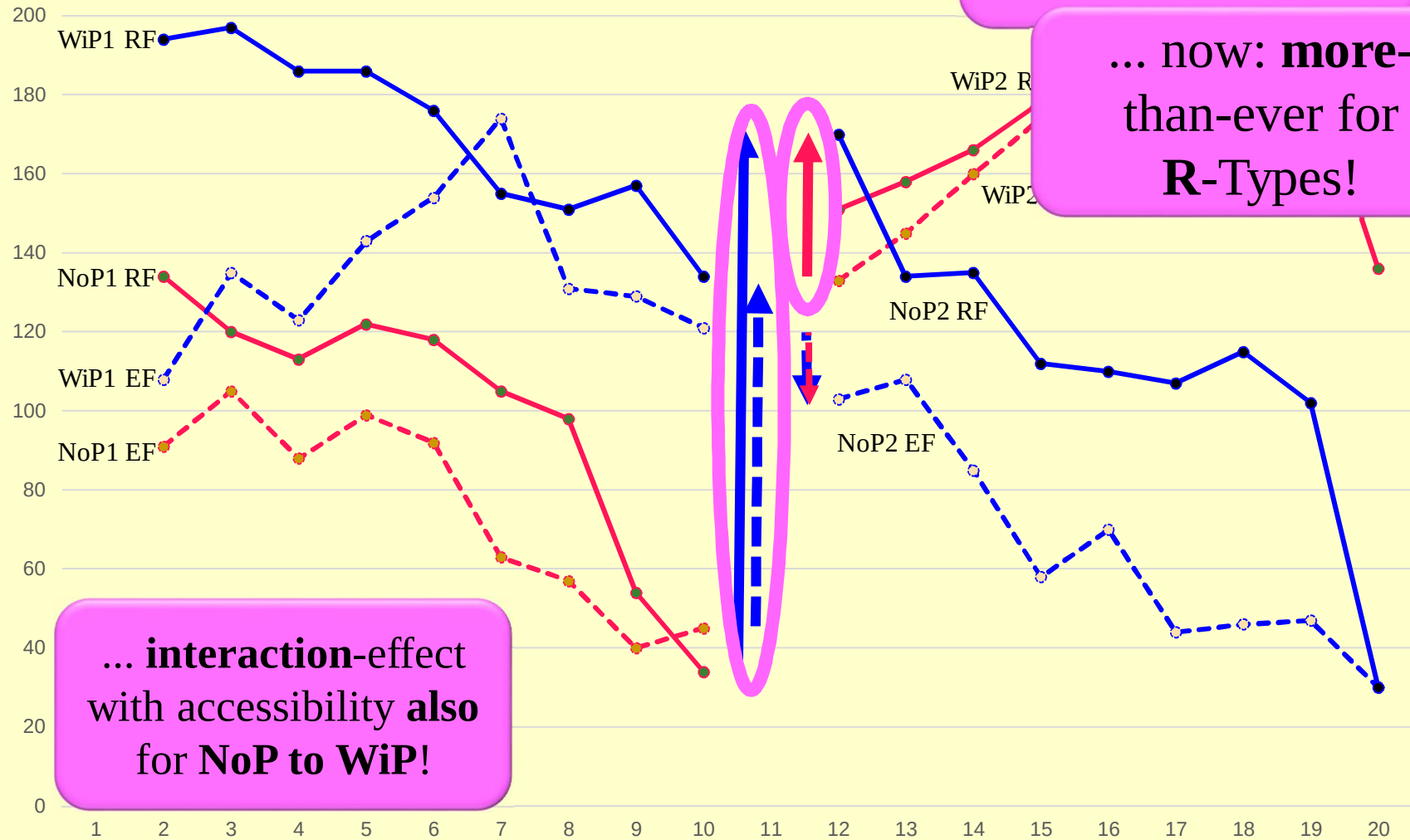




... and also:

Zürich&St.Gallen pooled
(Fehr&Gächter 1999 plus Hermann, Thöny and Gächter 2008)

EF- und RF-Typen Zürich&St. Gallen



... and for **WiP to NoP**
even **stronger**

... now: **more-**
than-ever for
R-Types!

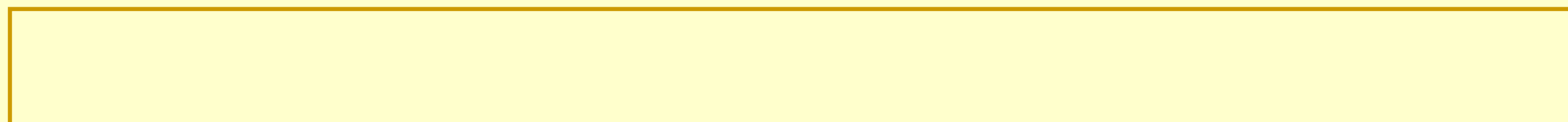
... **interaction-effect**
with accessibility **also**
for **NoP to WiP!**

Why important?

... last point:

**A really
„General“ Theory
of (Inter-)Action!**

**Integrated
AS!**



Appendix 1:

F&G and Variants of RCT

		theoretical predictions and empirical fit				
		RCT			MFS	
	Finding	RCT 1.0 (E only)				
1	ca. 50% contribution at start					
2	steady decay of contribution					
3	strong jump up for WiP (2)					
4	steady rise up to ca. 100%					
5	similar for WiP(1) and WiP(2)					
6	small(er) decrease for NoP(2)					

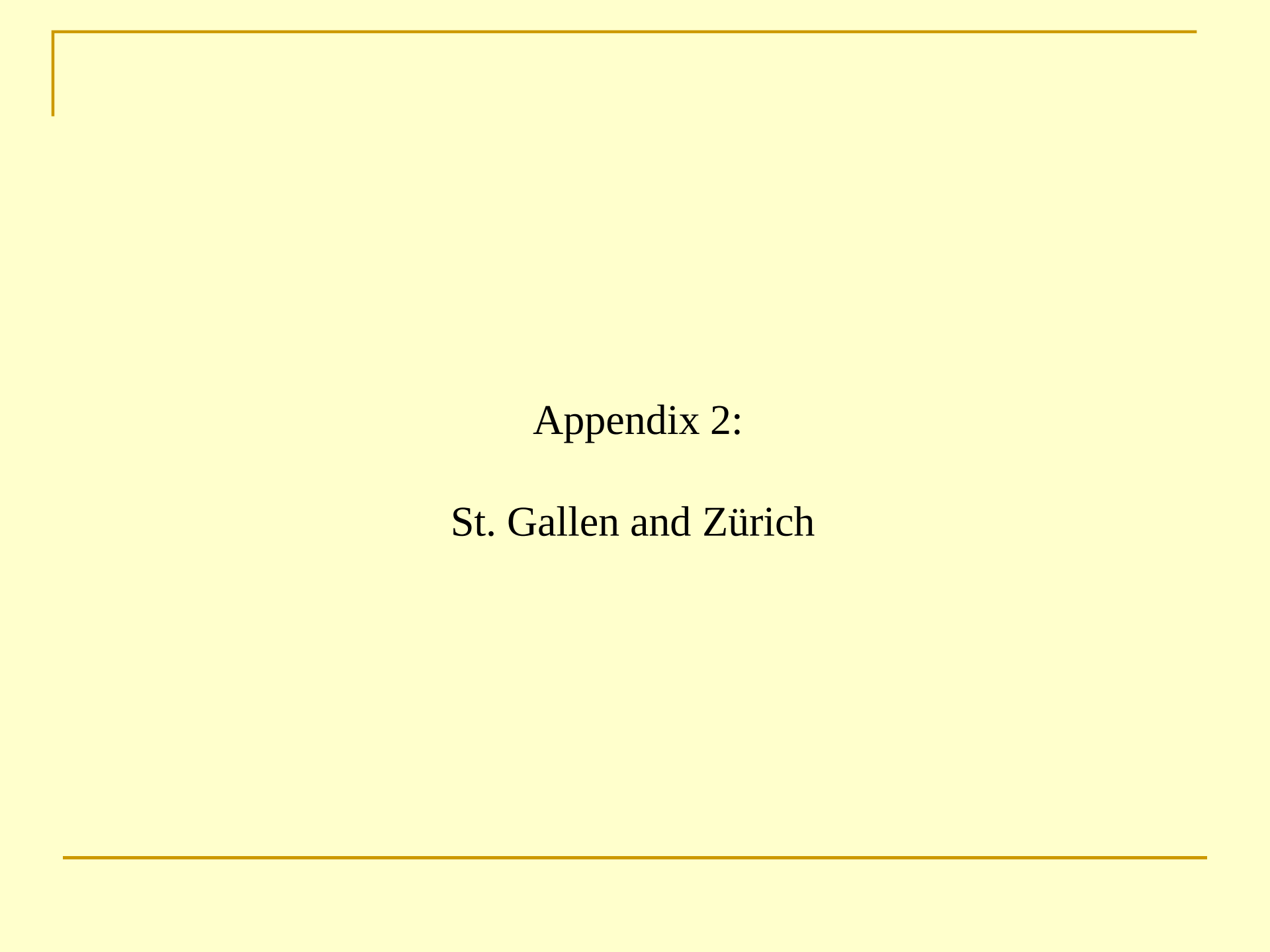
		theoretical predictions and empirical fit				
		RCT			MFS	
	Finding	RCT 1.0 (E only)				
1	ca. 50% contribution at start	refuted				
2	steady decay of contribution	refuted				
3	strong jump up for WiP (2)	refuted				
4	steady rise up to ca. 100%	refuted				
5	similar for WiP(1) and WiP(2)	refuted				
6	small(er) decrease for NoP(2)	refuted				

		theoretical predictions and empirical fit				
		RCT			MFS	
	Finding	RCT 1.0 (E only)	RCT 2.0 (E and A)			
1	ca. 50% contribution at start	refuted	1			
2	steady decay of contribution	refuted	2			
3	strong jump up for WiP (2)	refuted	refuted			
4	steady rise up to ca. 100%	refuted	refuted			
5	similar for WiP(1) and WiP(2)	refuted	5			
6	small(er) decrease for NoP(2)	refuted	refuted			

		theoretical predictions and empirical fit				
		RCT			MFS	
	Finding	RCT 1.0 (E only)	RCT 2.0 (E and A)	RCT 3.0 (E and R)		
1	ca. 50% contribution at start	refuted	1	1		
2	steady decay of contribution	refuted	2	2		
3	strong jump up for WiP (2)	refuted	refuted	3		
4	steady rise up to ca. 100%	refuted	refuted	4		
5	similar for WiP(1) and WiP(2)	refuted	5	5		
6	small(er) decrease for NoP(2)	refuted	refuted	refuted		

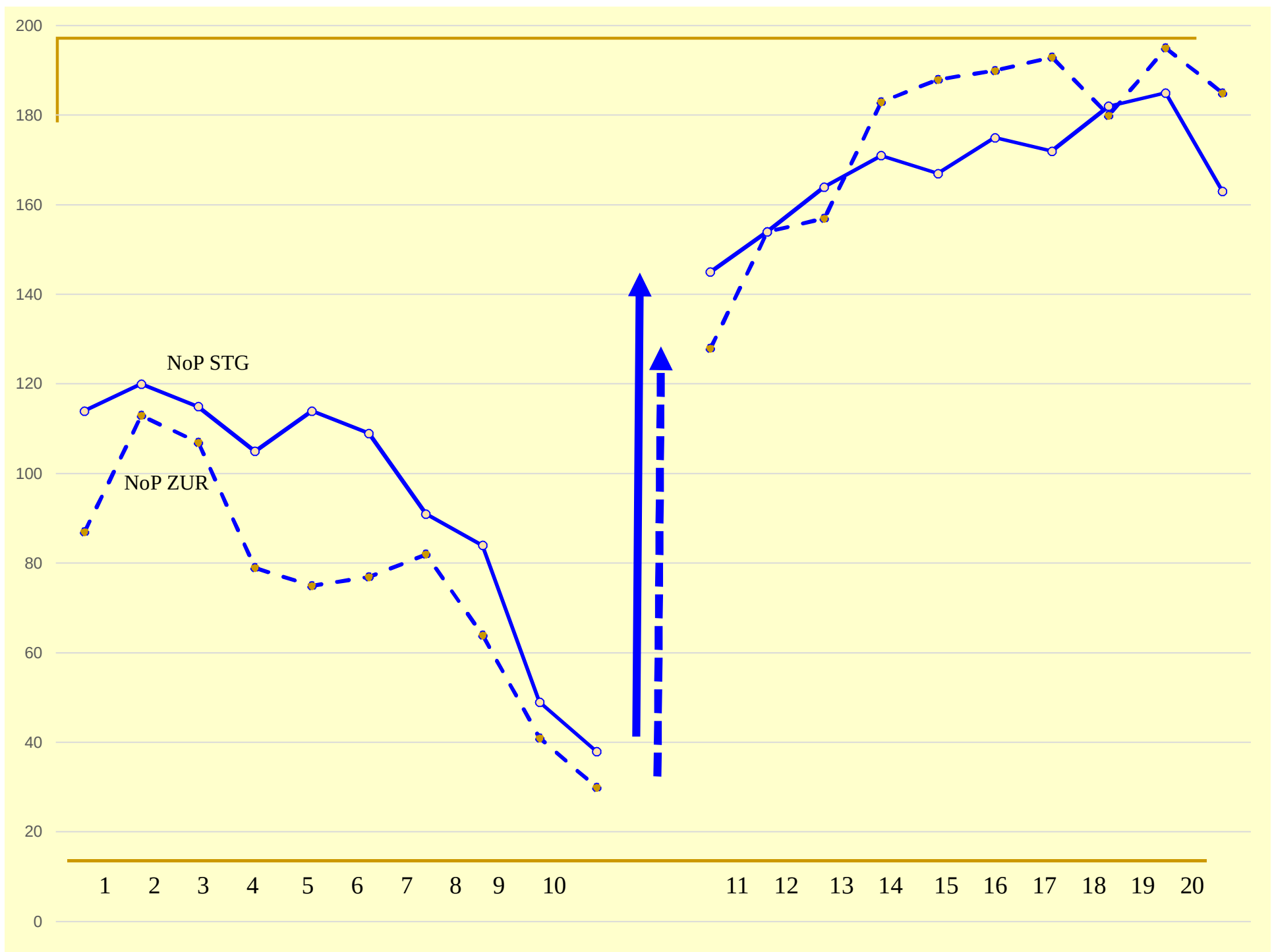
		theoretical predictions and empirical fit				
		RCT			MFS	
	Finding	RCT 1.0 (E only)	RCT 2.0 (E and A)	RCT 3.0 (E and R)	as-Modus (PPB)	
1	ca. 50% contribution at start	refuted	1	1	1	
2	steady decay of contribution	refuted	2	2	2	
3	strong jump up for WiP (2)	refuted	refuted	3	3	
4	steady rise up to ca. 100%	refuted	refuted	4	4	
5	similar for WiP(1) and WiP(2)	refuted	5	5	5	
6	small(er) decrease for NoP(2)	refuted	refuted	refuted	6	

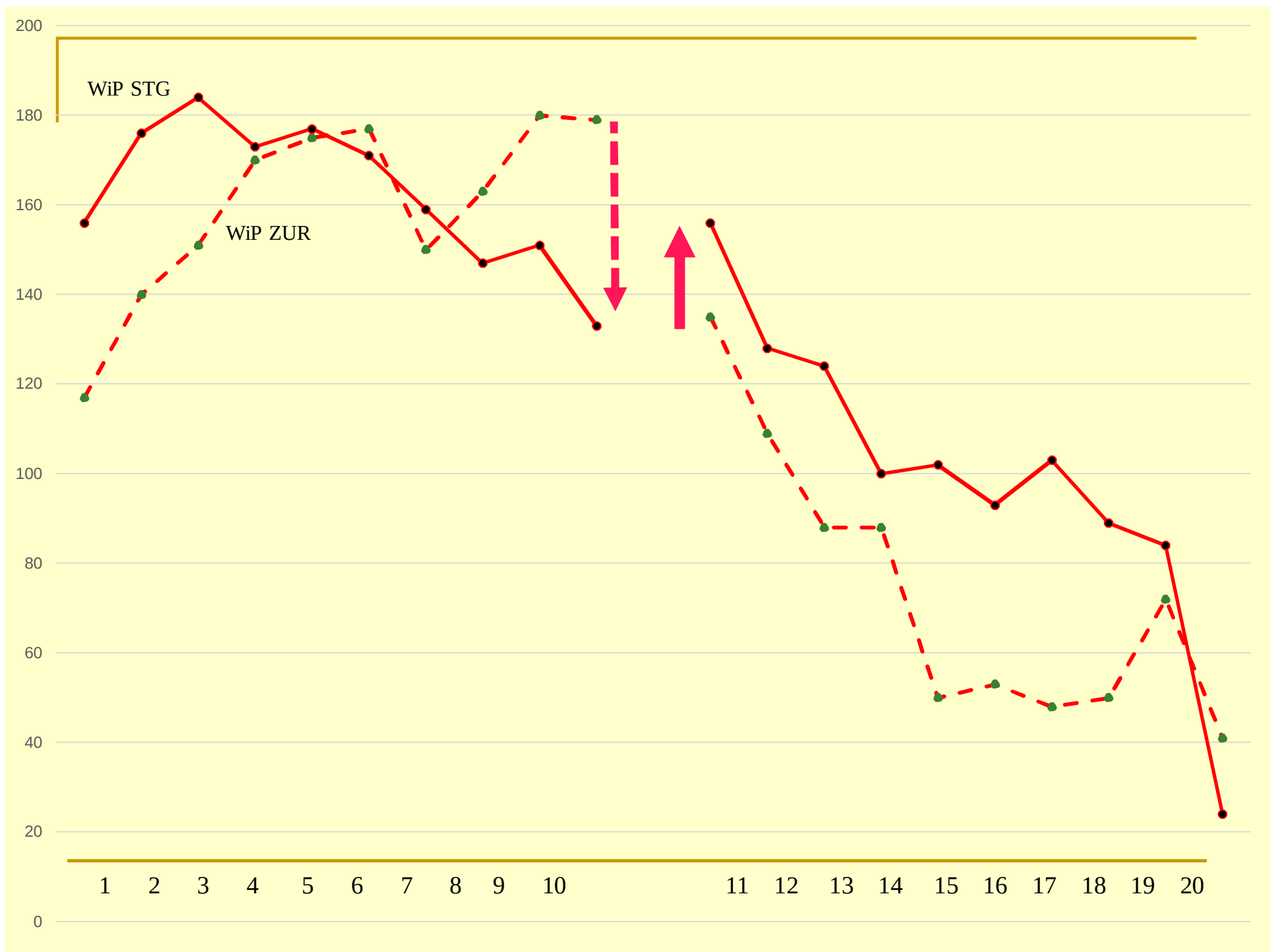
		theoretical predictions and empirical fit				
		RCT			MFS	
	Finding	RCT 1.0 (E only)	RCT 2.0 (E and A)	RCT 3.0 (E and R)	as-Modus (PPB)	rc-Modus (RCT*)
1	ca. 50% contribution at start	refuted	1	1	1	(1)
2	steady decay of contribution	refuted	2	2	2	(2)
3	strong jump up for WiP (2)	refuted	refuted	3	3	(3)
4	steady rise up to ca. 100%	refuted	refuted	4	4	(4)
5	similar for WiP(1) and WiP(2)	refuted	5	5	5	(5)
6	small(er) decrease for NoP(2)	refuted	refuted	refuted	6	(6)

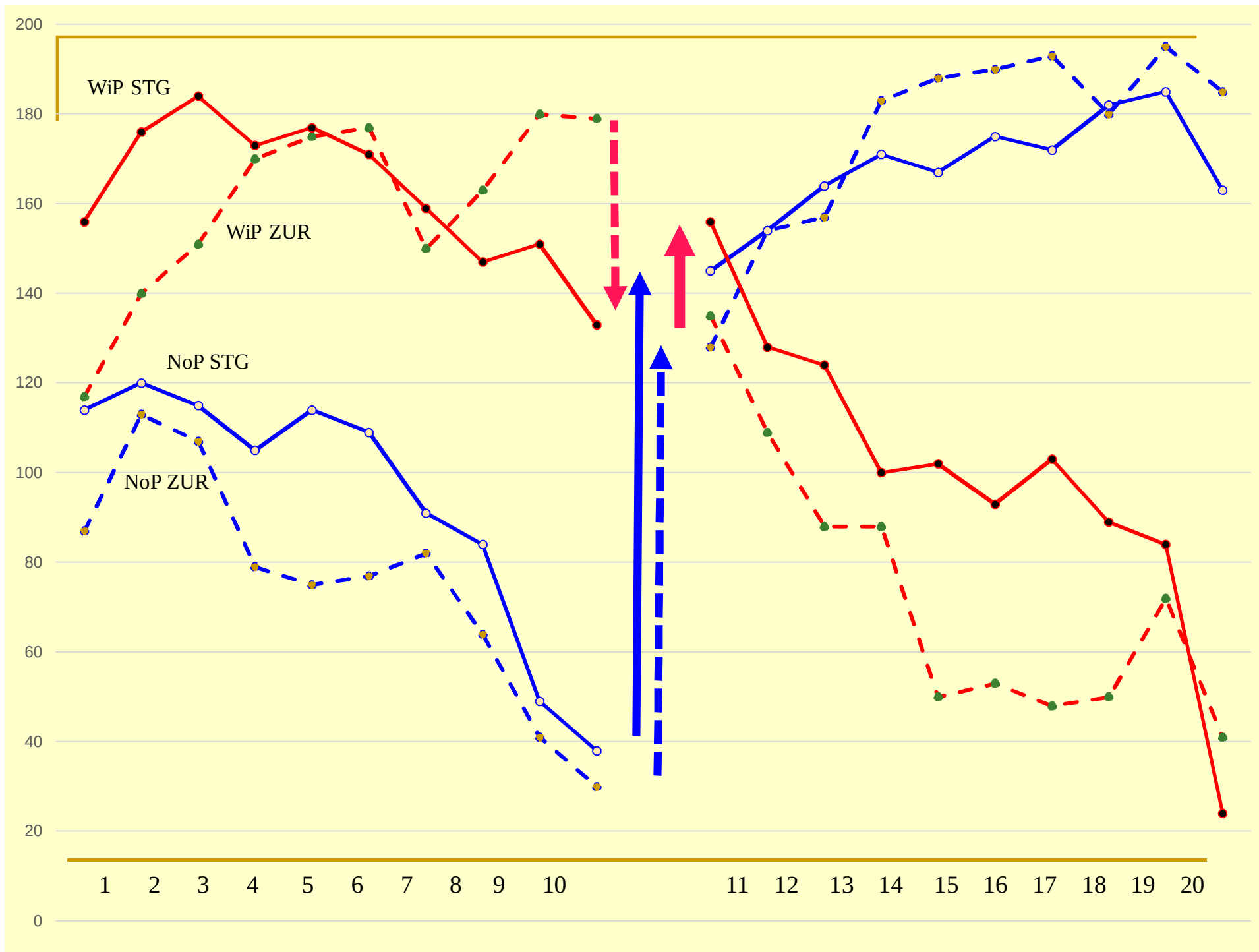


Appendix 2:

St. Gallen and Zürich







Appendix 3:

EF- vs. AF-Types
Zürich&St.Gallen pooled

EF- und RF-Typen Zürich&St. Gallen

