



موسسه عالی آموزش و پژوهش مدیریت و برنامه ریزی

Predicting Cooperativeness: A Media Naturalness Experiment

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ABSTRACT:

Gauging cooperativeness of others is an enduring problem for members of groups. Evolutionary psychologists believe our hominid ancestors survived in face-to-face groups because they solved this (adaptive) problem by evolving the cognitive capacity to assess the cooperative intentions of others. Media naturalness theory posits face-to-face as the most 'natural' communication medium, and that less natural media attenuate our ability to solve adaptive problems. This research reports results from a laboratory experiment examining the ability of individuals to predict actual cooperative behavior, the generosity of a counter-party with whom they interacted under one of two media conditions: Face-to-Face (FtF), the more natural condition; or high quality Video-to-Video (VtV), the less natural, technology-mediated condition. Consistent with media naturalness theory, and prior empirical research, FtF subjects predicted generosity/cooperativeness at greater than chance frequency. Predictions by those in the VtV condition were not significantly different from chance. Analysis indicated media conditions did not affect the information being sent, but rather how it was received. This research suggests the choice of communication media affects the inferences individuals make about significant behaviors, such as the cooperativeness and generosity of other team members. It is also supportive of, and extends media naturalness theory. Implications and future research opportunities are discussed.