

Uloga zajedničke stvarnosti u prilagođavanju stava o objektu pažnje prema pretpostavljenom mišljenju publike

Prilagođavanje stava o objektu pažnje na osnovu mišljenja publike povezano je sa promjenom sjećanja na dati objekat. U ovom eksperimentu je testirano koliko dobro teorija o stvaranju zajedničke stvarnosti objašnjava ovu pojavu. Stvaranje zajedničke stvarnosti kod ljudi uključuje dijeljenje unutrašnjih stanja a ne samo otvorenog ponašanja, objekat evaluacije, motivaciju za stvaranje zajedničke stvarnosti, kao i samo iskustvo povezivanja sa nečijim unutrašnjim stanjem (Echterhoff *et al.* 2009).

Učesnici u eksperimentu su bili 26 mladih saradnika i polaznika (12 muškaraca i 14 žena) programa Istraživačke stanice Petnica. Njima je rečeno da se radi o eksperimentu o percepciji, i dat im je zadatak da pročitaju paragraf o Marku i da ga opišu Nikoli, koji poznaje Marka od ranije, i ima pozitivan ili negativan stav prema njemu. Posle kratkog distrakcionog zadatka, od učesnika je traženo da se prisjete originalnog opisa Marka. Dodatna manipulacija u ovom eksperimentu je to što je učesnicima bilo rečeno (u toku distrakcionog zadatka) da je eksperimentator pogriješio, i da Nikola zapravo ima suprotan stav o Marku u odnosu na ono što im je rečeno u početku. Nadali smo se da će ova manipulacija voditi do osjećaja neuspjeha u kreiranju zajedničke stvarnosti. Odgovori učesnika su bili ocijenjeni od strane dva kodera, nesvjesna eksperimentalnog uslova, na bipolarnoj skali sa 11 poena. Srednja vrijednost ovih ocjena je izračunata, i ona je predstavljala ukupnu obojenost odgovora učesnika. Ukupna obojenost odgovora je upoređena između dva eksperimentalna uslova: jedan sa uspješnim kreiranjem zajedničke stvarnosti, i jedan sa neuspjehom u stvaranju zajedničke stvarnosti.

Pronađeno je da postoji značajan efekat prilagođavanja poruke na osnovu pretpostavljenog mišljenja publike: učesnici su prilagođavali svoju poruku o objektu pažnje na pozitivan način ako njihova publika takođe ima pozitivan stav prema tom objektu. Isti efekat je pronađen i u negativnim uslovima. U grupi u kojoj nije stvorena zajednička stvarnost nije bilo uticaja prilagođavanja poruke na osnovu pret-

postavljenog mišljenja publike na memoriju, što je bilo i predviđeno. Ipak, u grupi u kojoj se uspješno stvorila zajednička stvarnost takođe nije bilo uticaja ovog efekta, što nije u skladu sa našom hipotezom.

Buduća istraživanja bi trebalo da koriste veći i reprezentativniji uzorak, jer je naš sadašnji uzorak bio relativno mali i sastavljen od talentovanih srednjoškolaca i studenata. Bilo bi korisno uključiti ljude različitih godina i nivoa obrazovanja u uzorak.

Literatura

Echterhoff G., Higgins E., Levine J. 2009. Shared Reality: Experiencing commonality with others' inner states about the world. *Perspective on psychological science*, 4: 496.

The Role of Shared Reality in Audience-Tuning Effects on Memory

Audience-tuning effect is usually accompanied with later recall bias. In this experiment, the shared reality explanation of this phenomenon was tested. Creation of shared reality in people involves the sharing of inner states and not only overt behavior, the same object of evaluation, the motivation to do so, and the actual experience about connecting to someone else's inner state (Echterhoff *et al.* 2009).

Participants were 26 junior assistants and participants (12 males and 14 females) in Petnica Science Centre seminars. They were lead to believe that this was an experiment on perception, and were asked to read a paragraph about Marko and then describe him to Nikola, who already knows Marko from before and has either a positive or a negative attitude towards him. After a filler task, participants were asked to recall the initial description of Marko. Another manipulation added to this experiment is that the participants were told (in the middle of the filler

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task) that the experimenter made a mistake, and that Nikola actually had the opposite attitude towards Marko than what was said previously. This manipulation was expected to lead to a feeling of failure to create shared reality. Participants' answers were rated by 2 coders blind to the condition, on a bipolar 11-point scale. The mean value of the rating was calculated, and it counted for the overall message valence. The overall message valence was compared between two conditions: one with successful creation of shared reality, and one with failure to create shared reality.

We have found that there is significant audience-tuning effect: the participants were more likely to tune their message about the target in a positive way

if their audience held positive attitudes towards the same target as well. The same effect was observed in negative condition. Furthermore, in the condition in which shared reality was not created, there was also no audience-tuning effect on memory, which goes in line with our predictions. However, in the condition in which shared reality was successfully created there was no audience-tuning effect on memory, which was not in line with our predictions.

Further research should be conducted with a larger and less biased sample, since our current sample was relatively small and consisted of talented high school and university students. It would be useful to extend our sample across age-range and education level.

