Abstract

The present study explored how the manipulation of sequence of decision making based on efficacy could induce cooperation in public good dilemmas. To achieve this, two kinds of decision-making sequences arranging different levels of efficacy in a repeated-trial public goods dilemma were examined. Results showed that in a sequence which assigned low-investment value people to make decisions first, overall contribution rate was lower than random assignment condition or assigning high-investment value people to go first. On the other hand, placing high-investment value people in early positions did not induce cooperativeness of subsequent people. This study found that the impact of defective norm is larger than that of cooperative norm. The mechanism of defective normative influence was discussed in detail.