Abstract

The current study aimed to investigate systematically the behavioral influence of two universal factors, namely morality and competence, on member selections in a social dilemma scenario. In study 1, 303 students participated in groups between 13 and 24 people in 16 experimental sessions and played ten public good games. Before the start of each session, participants formed group with other participants. Both competence and morality information were found to be predictive in participant's popularity, with competence information exerted greater impact than morality information (competence importance hypothesis). Study 2 replicated the finding in a well-controlled experimental environment and showed that competence information was more influential in participant's actual choice of member while morality information was more dominant in global impression. Explanation and implication of the result were then discussed.