

Abstract

Research on the psychological consequences of collective failure in step-level public good dilemmas has remained scant. The present research addressed how counterfactual thinking influenced group members' emotions and subsequent cooperation after collective failure. In study 1, we identified two types of counterfactuals which significantly increased post-failure cooperation: self-focused upward counterfactuals that concerned about (1) personal outcome and (2) group outcome. Furthermore, guilt mediated the effects of counterfactual thinking on cooperation. In study 2, we demonstrated that self-focused counterfactuals predicted increase or decrease in cooperation, depending on its outcome orientation and structure (additive vs. subtractive). Guilt, regret of inaction and regret of action mediated these effects. Our findings pointed to the need of studying counterfactual thinking and specific emotions in social dilemma.

Keywords: public good, counterfactual thinking, cooperation, guilt, regret

摘要

有關在台階形的公共物品兩難(Step-level public good dilemma)中集體失敗的心理影響的研究一直很少。本研究探討在集體失敗後反事實思維 (counterfactual thinking) 對群體成員情緒和隨後合作行為的影響。研究 1 確定了兩種會顯著增加失敗後合作行為的反事實思維：關注(1) 個人的成果 或 (2) 群體的成果，並以自我為中心的向上反事實思維 (self-focused upward counterfactual thinking)。此外，內疚 (guilt) 中介了反事實思維對合作行為的影響。我們在研究 2 中發現以自我為中心的向上反事實思維是否會增加或減少，取決於反事實思維中的結果導向 (outcome orientation) 及其結構是否為加法式 (additive)，還是減法式(subtractive)。另外，內疚，不行動引起的後悔 (regret of inaction)和行動引起的後悔 (regret of action) 中介了這些反事實思維對合作行為的影響。我們的研究結果指出反事實思維和個別情緒在研究社會困境的重要性。

關鍵詞：公共物品困境，反事實思維，合作行為，內疚，後悔