

## **“Thinking About Money Changes Personal and Interpersonal Behavior”**

**Nicole Mead**

Doctoral Candidate in Psychology  
Florida State University

Although the direct, pragmatic effects of money are well studied, relatively less is known about the indirect, subtle effects that may stem from having money on the mind. Can the mere thought of money change the way that people interact with and treat others? Money is a social resource that enables people to get what they want and need from the social system without having to be liked, so money may substitute for popularity and social acceptance. The present work examined whether subtle reminders of money would reduce the amount of effort that people put into being socially accepted. Across a series of studies, participants reminded of money exerted less effort than others on interpersonal strategies that facilitate interpersonal harmony. Reminders of money heightened egocentrism, which then impaired social coordination, and they reduced the extent to which people engaged in effective self-presentational strategies. The motivational and cognitive changes that accompanied money reminders in turn harmed participants' interpersonal appeal. In sum, our work suggests that although reminders of money automatically activate motivational and cognitive processes that facilitate personal goal pursuit, they have negative consequences for interpersonal harmony.