

# MARKETING COLLOQUIA

FALL 2018

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**Date:** Thursday, August 30, 2018

**Where:** 741 JMHH

**When:** 12:00 PM to 1:20 PM

## **DO PEOPLE INHERENTLY DISLIKE UNCERTAIN ADVICE?**

**ABSTRACT:** Research suggests that people prefer confident to uncertain advisors. But do people dislike uncertain advice itself? In 11 studies (N = 4,806), participants forecasted an uncertain event after receiving advice and then rated the quality of the advice (Studies 1–7, S1, and S2) or chose between two advisors (Studies 8–9). Replicating previous research, our results showed that confident advisors were judged more favorably than advisors who were “not sure.” Importantly, however, participants were not more likely to prefer certain advice: They did not dislike advisors who expressed uncertainty by providing ranges of outcomes, giving numerical probabilities, or saying that one event is “more likely” than another. Additionally, when faced with an explicit choice, participants were more likely to choose an advisor who provided uncertain advice over an advisor who provided certain advice. Our findings suggest that people do not inherently dislike uncertain advice. Advisors benefit from expressing themselves with confidence, but not from communicating false certainty.