

Decision Processes Colloquia

Monday, February 24, 2020

Where: 270 JMHH

When: 12:00 – 1:20 pm

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When Are Shared Experiences Less Enjoyable Than Solo Experiences? The Role of Clarity and Need for Coordination

ABSTRACT:

Individuals frequently engage in leisure activities with others, such as visiting an art gallery with a friend or going to a sports match with a family member, and they tend to assume that sharing experiences with another person will make them more enjoyable (Caprariello and Reis 2013; Ratner and Hamilton 2015). However, sharing experiences requires coordination with others, which can take the individual's attention away from the activity, potentially reducing their enjoyment of the activity compared to those who engage in the experience solo. In a series of studies in which individuals engage in real consumption experiences, we show that lack of clarity about a partner's interests can make it difficult for them to coordinate and focus on a shared activity. This lack of clarity can lead to individuals enjoying the experience less relative to solo experiences or shared experiences for which clarity is high. Notably, simple interventions can increase clarity of a partner's interests and individuals' enjoyment of shared activities, providing tools for service providers who want to retain customers and benefit from positive word-of-mouth.

