Choice but not facial mimicry induces liking: an online study of art preferences.
Paula Wicher, Eva Krumhuber, & Antonia Hamilton
University College of London

BACKGROUND
Chartrand and Bargh (1999) showed that when someone copies you, you will like that person more. Is this also true for copying choices? Here, we used an online interactive art preference task to examine how participants respond to confederates who do or do not copy their art choices.

OBJECTIVES
• Do participants like partners who copy their art preferences more than partners who have dissimilar preferences?
• Does agreeing or disagreeing on art preferences influence participants’ mood?
• Do participants express more emotions when being copied in art preferences than when not being copied?

METHODS
N = 40 female participants had a live Zoom call with 2 confederates about paintings:
• confederate who agreed picked the same picture as the participant on 75% of trials,
• confederate who disagreed picked the same picture as the participant on 25% of trials.

Afterwards, participants filled questionnaires (e.g., on liking, study goal awareness) and played Maze Game in Gorilla.

QuickTime Player was used to capture sessions for face analysis.

RESULTS – LIKING
Analysis 1: Logistic regression on 5 binary choice questions

<table>
<thead>
<tr>
<th>Warmth Questions</th>
<th>Confidnet agrees</th>
<th>Confidnet disagrees</th>
<th>p</th>
</tr>
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<tbody>
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<td>Who would you go for a long walk with?*</td>
<td>79 %</td>
<td>21 %</td>
<td>&lt; 0.001 **</td>
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<td>Who would you like to go with to the art gallery?*</td>
<td>74 %</td>
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<td>Who would you talk to about a family issue?*</td>
<td>69 %</td>
<td>32 %</td>
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On average participants chose the mimicking confederate 74 % of the time (based on warmth questions).

Analysis 2: Maze game
Participants were told that their task is to leave the maze as soon as possible. Before making the decision which door to open, they were asked which confederate they want to approach to ask for an advice. Then, we observed if they followed confederates’ advice or not.

RESULTS – FACIAL EXPRESSIONS
OpenFace analysis was conducted on participants to find facial action units (FAUs).

Analysis 1: Logistic regression on 5 binary choice questions

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On average participants chose the mimicking confederate 74 % of the time, but followed advice from both confederates equally.

RESULTS – MOOD
Copying art preferences does not influence participant’s mood (p > 0.05).

DISCUSSION
• Participants liked the confederates who mimicked their art preferences more than the ones who had dissimilar choices.
• Warmth measures (e.g., going for a walk, having drinks in a pub, being friendly, approaching in the maze game) have positive effects.
• Competence measures (e.g., art knowledge, following advice in the maze game) do not have positive effects.
• No agreeing effect on mood or facial expressions.
• This is a starting point for future studies on choice mimicry. The online aesthetic choice task with two confederates works as a manipulation and the consequences are comparable to the physical form of mimicry (e.g., motor and verbal mimicry).

CONTACT: Paula Wicher, paula.wicher.20@ucl.ac.uk