Shared Attention

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Memories, Emotions, Judgments

Successful Individual Action
Memories, Emotions, Judgments

Successful Collective Action

Memories, Emotions, Judgments
Imitative Learning

- Playing catch-up
- Focused on Individual Success
Maintain Mutual Knowledge
Learn Novel Knowledge
Shared Attention
A perception of where
I am attending

A perception of where
We are attending
Emotion

Participants saw a 32 second video of cute puppies

List 12 thoughts that you had during the video (2 minutes)

How happy did the video make you feel?
Emotion

% of video words used

- Shared attention
- Group Attention
- Post-attention
- Pre-attention
- Alone
GOALS

Participants given a prevention goal within a word recognition task:

...avoid being incorrect more than 20% of the time...

Shared w/ Similar Others

Shared w/ Different Others

...avoid being incorrect more than 20% of the time...

Unique goal

DV: False Alarm Rate
Goal Pursuit

F (2, 74) = 3.21, p < .05, d = .65

Shteynberg & Galinsky, *JESP*, 2011
Task: Write about ways in which a common shopping cart can be improved

Measure Prevalence of Chat vs. Paragraph Format in Writing (% of line breaks in total text)
Behavioral Learning

F (1, 310) = 5.56, p < .05

1.4%  1.6%  1.8%  2.0%

Rate of Line Breaks

Chat Format
Paragraph Format

Shared Attention  Others see it first  You see it first  Alone

Shteynberg & Apfelbaum, SPPS, 2013
Mass! Shared Attention
Study 1, 116 participants

- **Conditions:**
  a) Live 100
  b) Recorded 100
  c) Recorded

- **DV: Persuasion**
Study 1 Results

\[ t(113) = -2.00, p = .05 \]
Study 4, 118 participants

• **Conditions:**
  a) Live 100 (rec. stream)
  b) Recorded 100
  c) Recorded

• **DV: Persuasion**
Study 4 Results

<table>
<thead>
<tr>
<th>All items</th>
<th>Opinion of speech</th>
<th>Speech compelling</th>
<th>Trust what he says</th>
<th>Reliable statements</th>
<th>Speech convinced me</th>
<th>Like him</th>
<th>Agree with him</th>
</tr>
</thead>
</table>

Co-watching viewers: 
Past viewers: 
No viewership info:

\[
t(115) = 2.43, \ p = .02
\]

Shteynberg, Bramlett, Fles, Cameron, *JPSP*, 2016
Study 5, 280 participants

- **Conditions:**
  a) Live 100
  b) Live 10
  c) Live 3
  d) Live 0

- **DVs:**
  a) Recall Memory
  b) Persuasion
Study 5 Results

Persuasion: $t(276) = -2.43$, $p = .02$
Memory: $t(276) = -2.51$, $p = .01$

Shteynberg, Bramlett, Fles, Cameron, *JPSP*, 2016
The Pursuit of Shared Attention

- Do people **seek out** shared attention?

- Are people more likely to attend if others are **currently attending** vs. attended in the **near past**?

- How does the **number** of attending others moderate this relationship?
Please take this 5-minute survey so that we may learn about ways to improve your future experiences at the Theatre.

Thank you,
Tennessee Theatre

CONTINUE ➤

CONTINUE ➤

CONTINUE ➤
DATA SO FAR
A Better Online Class
A More Human Robot
Understanding Online Distraction

WEAPONS OF

MASS DISTRACTION
THANK YOU!