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Social Learning and Decisional Constraints in Uncertain Environments

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Abstract

The ability to learn from others is central to our species. At the same time, we are more than able to independently learn from our own experience. Investigating how these pathways function in concert, past research has looked at how we integrate what can be learned from others with our own observations. To do so, social information is typically operationalized as observed behavior. However, social information often comes in the form of normative advice. Humans have been shown to value decisional freedom and reject constraints to it. Some forms of social information, such as normative advice, plausibly comprise potential for both social learning and perceived constraint. Past research on decisional constraints posed by social information has been of limited granularity. We present an experimental framework to study behavior in the face of normative social information and explore data from two experiments using computational modeling.