

Abstract. The effects of money priming on interpersonal trust were investigated in five experiments. Results suggest that exposition to money might increase business (transaction) oriented trust, as it is related to market-pricing mode and one's desire to maximize own outcomes (Clarks & Mills, 2011; Fiske, 1992), but decrease the communal trust, related to communal mode and thus conflicting with exchange relationships.

Experiment 1. Money and generalized trust

In Experiment 1, we tested whether reminding participants of money would lower their general level of trust towards others relative to the control group.

Method

68 students of Business Management (48 women; ages = 20 - 37, $M = 24.82$, $SD = 3.73$) participated in an online experiment.

IV: Money priming (money vs. fish; Figure 1)

DV: Level of generalized social trust (three items; ESS, 2012; e.g. "Generally speaking, would you say that most people can be trusted, or that you can't be too careful in dealing with people?").

Results

Participants in the **money condition** reported **lower level of generalized social trust** than did participants in the neutral condition.

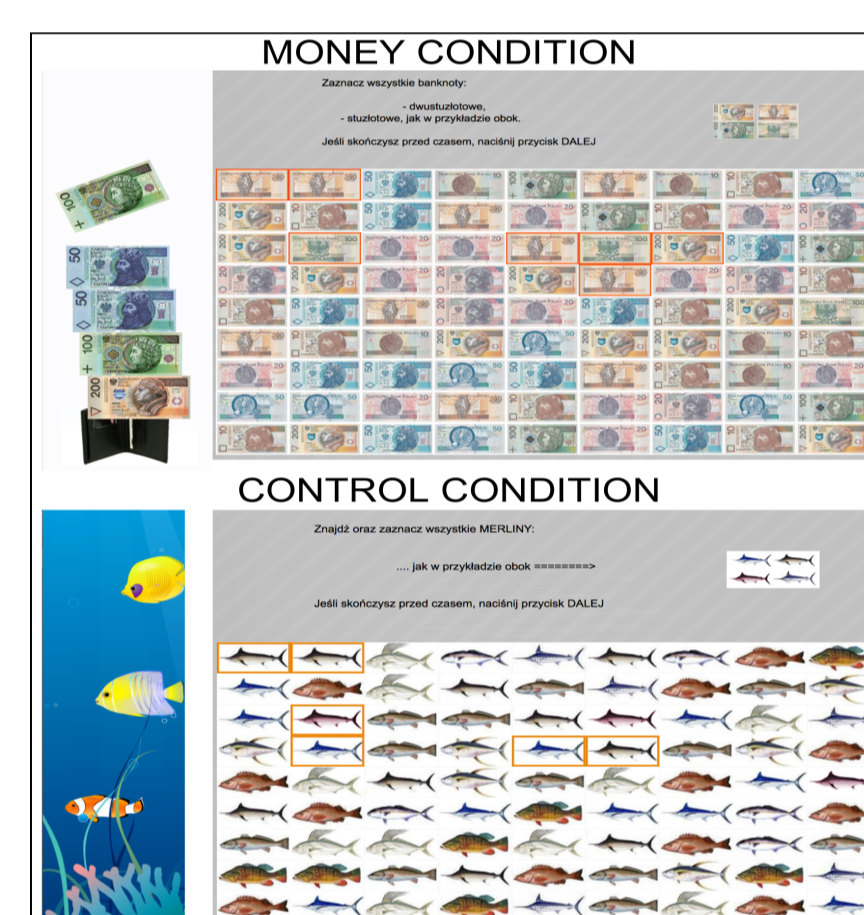
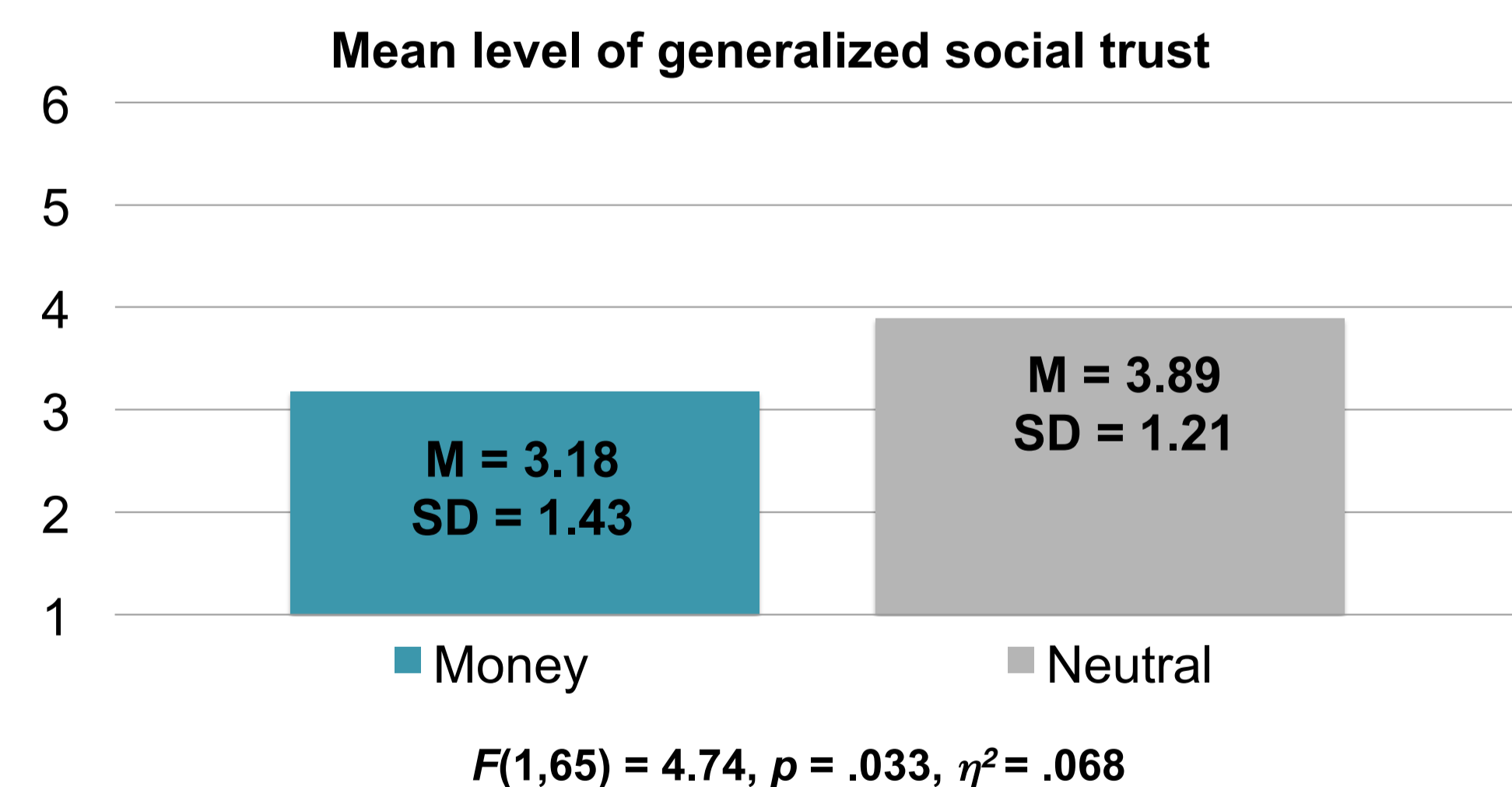


Figure 1. Money and neutral primes used in the experimental manipulation (modified D2 test of attention, Brickenkamp & Zillmer, 1996)



Experiment 2. Money and trust towards an interaction partner

Experiment 2 aimed at finding out whether reminding people of money would affect their trust towards the person they've actually interacted with.

Method

73 undergraduate students of Business Management (60 women; ages = 17 - 25, $M = 19.79$, $SD = 0.13$) participated in the laboratory experiment.

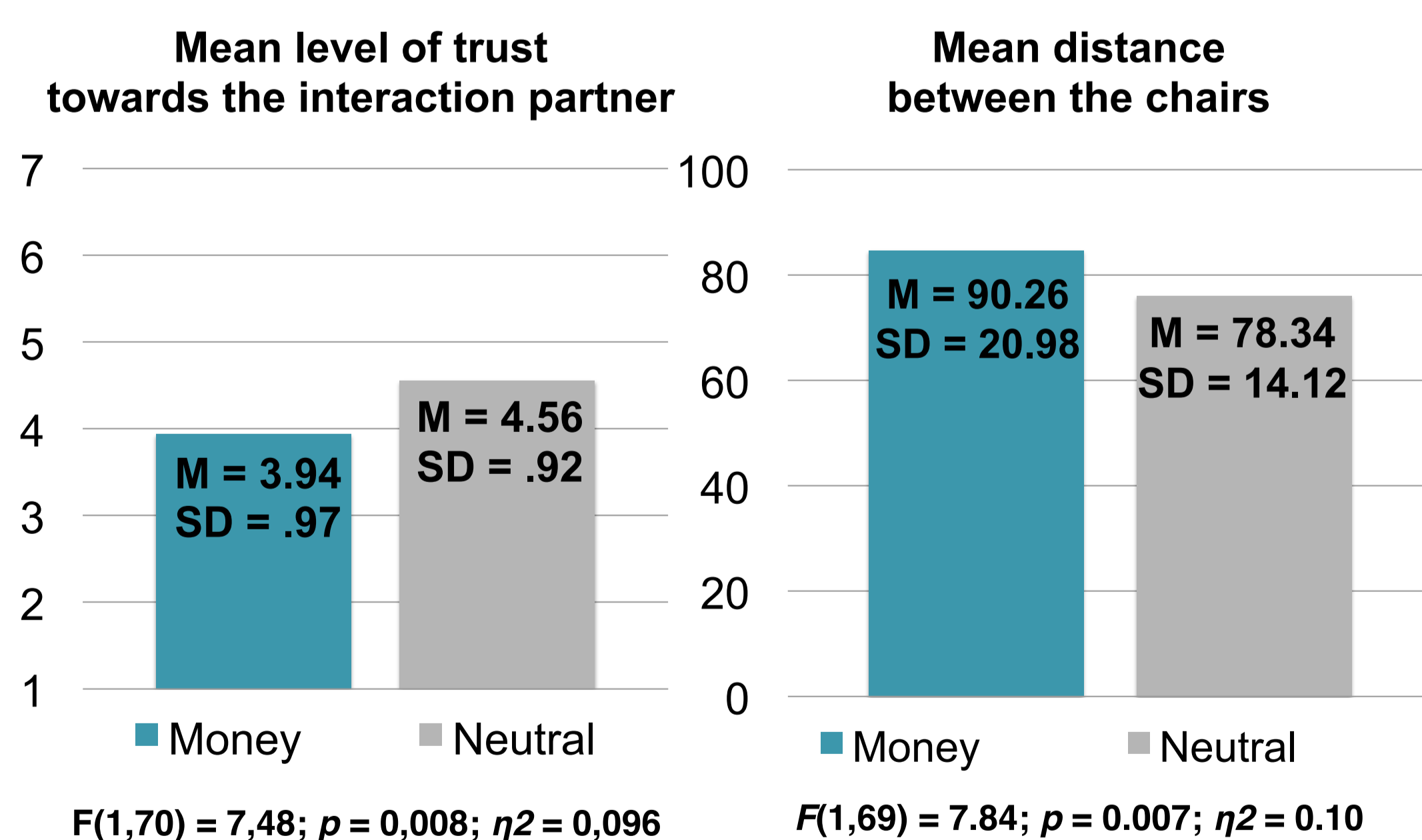
IV: Money priming (counting money vs. numbered pieces of paper)

DV1: Social distance (distance between the chairs prepared for a conversation with a stranger)

DV2: Level of trust towards interaction partner (measured after the conversation)

Results

Participants in the **money condition** reported **lower level of trust** towards the confederate than participants in the neutral condition. Moreover, students reminded of **money** preferred **greater social distance** - placed the chairs further apart than did participants in the neutral condition (replication of Vohs et al., 2008).



Experiments 3 & 4. Money and decisions in the Trust Game

In Experiments 3 & 4, we investigated whether priming participants with money would not only lower their declared trust, but also affect their decisions in the Trust Game.

Method

Experiment 3. 72 students of Business Management (46 females, ages: 19 - 42, $M = 22.90$, $SD = 3.64$) participated in an online experiment.

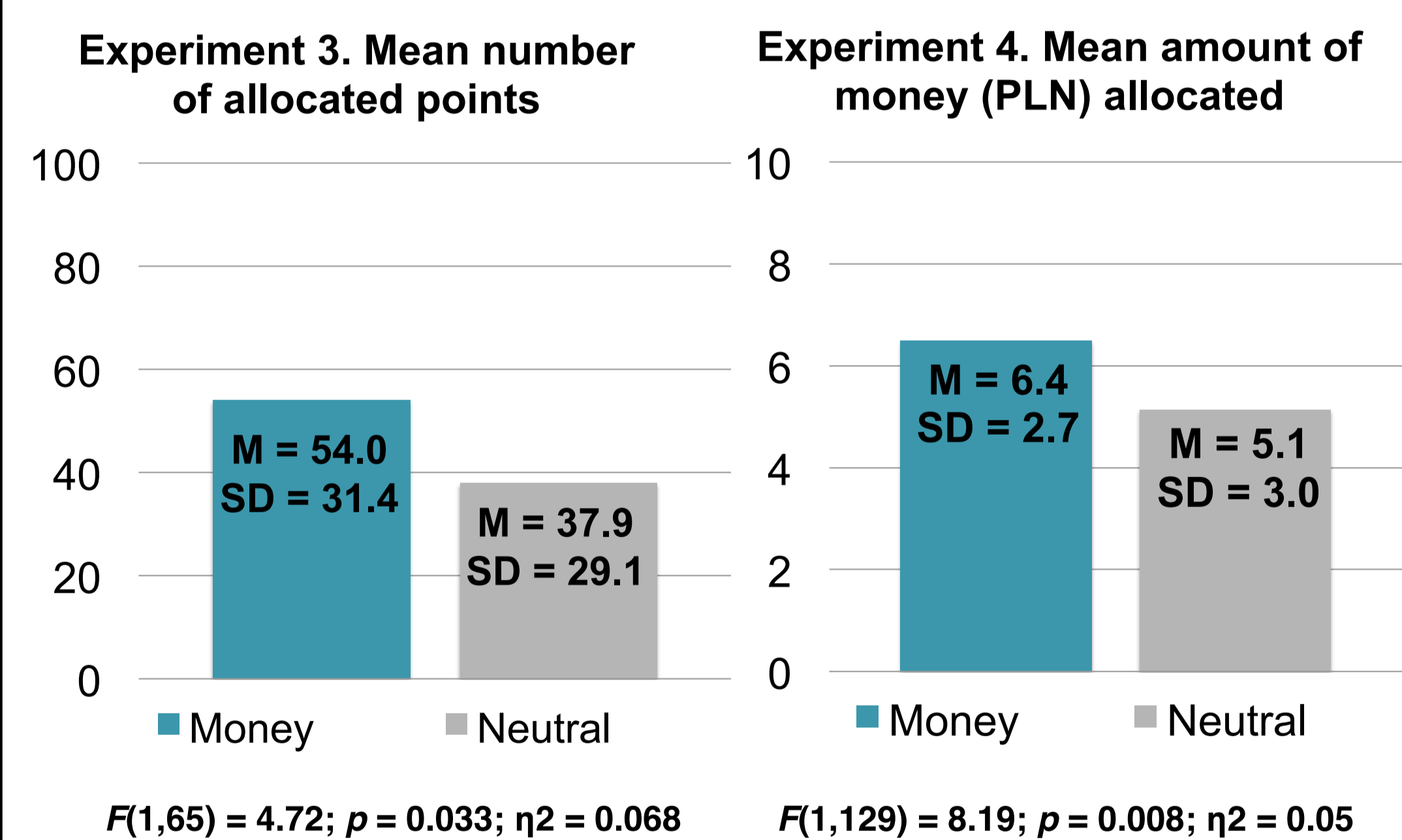
Experiment 4. 131 students of Business Management (69 females, ages: 19 - 26, $M = 21.44$, $SD = 1.94$) participated in a laboratory experiment.

IV: Money priming (Experiment 3: see Figure 1; Experiment 4: completion of Money Attitudes Questionnaire vs. Life attitudes Questionnaire)

DV: Level of trust in the Trust Game (Experiment 3: number of allocated points; Experiment 4: amount of money allocated to the Trustee in PLN; Berg et al., 1995)

Results

Experiments 3 & 4. Participants in the **money condition** demonstrated **greater trust** (allocated significantly higher number of points in Experiment 3 and more money in Experiment 4) than did participants in the neutral condition.



Experiment 5. Moderating role of relationship model

The aim of Experiment 5 was to explain the ostensibly conflicting results of previous studies. We manipulated the framing of the Trust Game (**communal vs. transactional**) expecting that reminders of money might affect trust differently in these two contexts.

Pilot study

51% of respondents associated the word "trust" with **communal relations**, **4%** associated it with **business relations** (45% ambiguous)

Method

251 students (174 females; ages: 17 - 45, $M = 22.31$, $SD = 6.09$) of Psychology ($n = 115$) and Business Management ($n = 135$) participated in a laboratory experiment.

IV1: Task Framing (Trust vs. Transaction)

IV2: Money priming (picture memorization, see Figure 2)

DV: Level of trust in the Trust Game (amount of money allocated in PLN)

Results

Money priming increased allocations when the game instruction was framed as a transaction task (**market mode**). When framing of the game instruction referred directly to trust (**communal mode**), reminders of money **decreased allocations**.

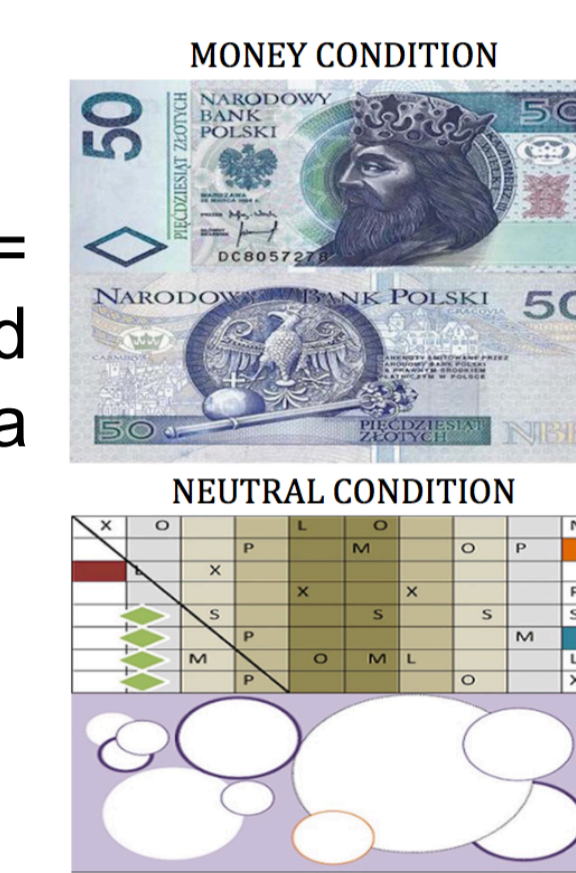
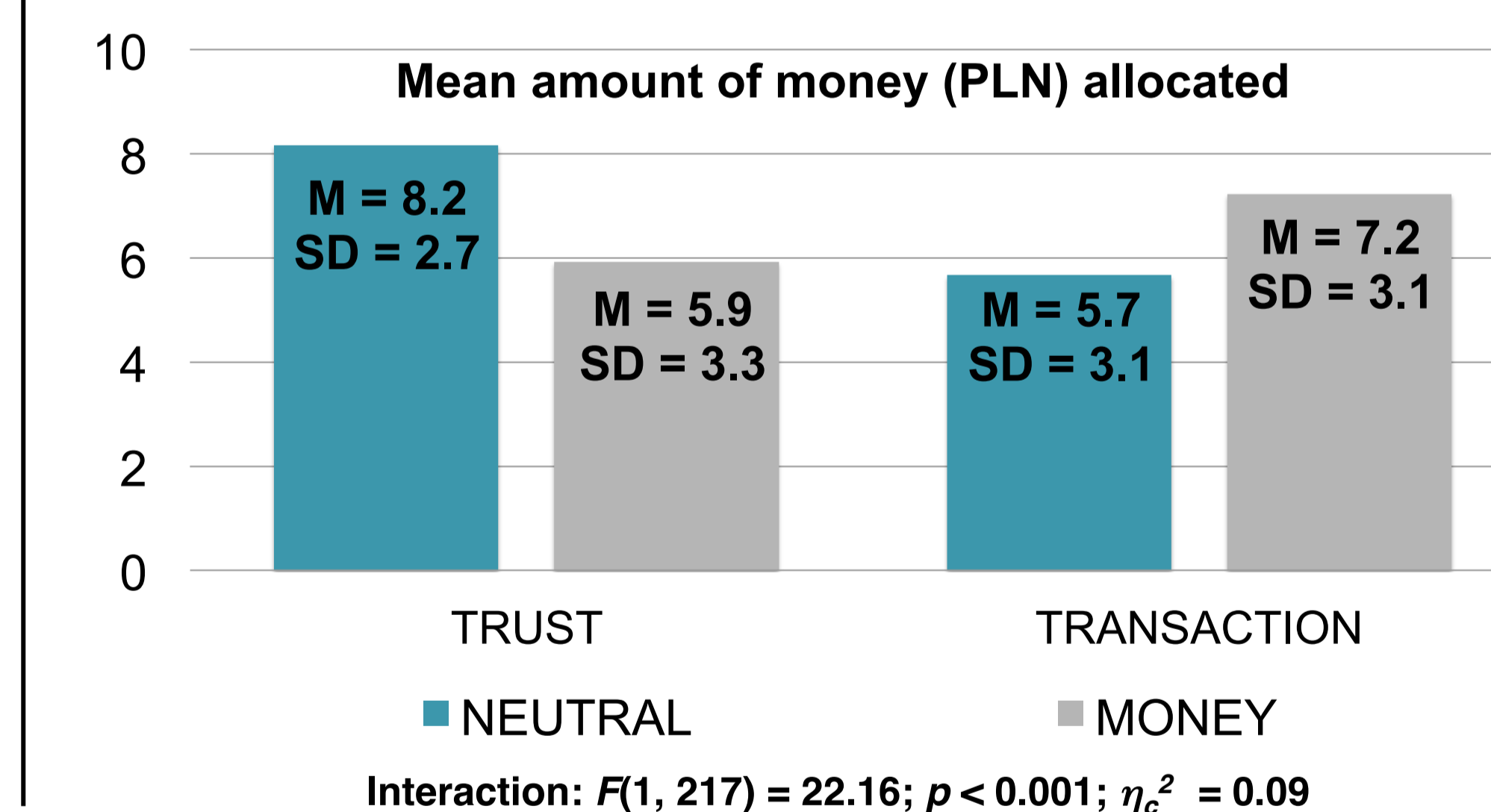


Figure 2. Primes used in the experimental manipulation (Experiment 5)

Acknowledgements

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Conclusions

The results confirmed that exposition to money increases the business (transaction) oriented trust, associated with market-pricing mode of relationships and one's desire to maximize own outcomes (Mead & Stuppy, 2014; Zaleskiewicz & Gasiorowska, 2017). On the other hand, reminders of money negatively affected communal trust, experienced in the communal-sharing mode of relationships. Further studies should address the deeper psychological mechanisms of the observed associations.