

# THE MANY FACES OF HUMAN SOCIALITY: UNCOVERING THE DISTRIBUTION AND STABILITY OF SOCIAL PREFERENCES

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## **Abstract**

We uncover heterogeneity in social preferences with a structural model that accounts for outcome-based and reciprocity-based social preferences and assigns individuals to endogenously determined preferences types. We find that neither at the aggregate level nor when we allow for several distinct preference types do purely selfish types emerge, suggesting that other-regarding preferences are the rule and not the exemption. There are three temporally stable other-regarding types. When ahead, all types value others' payoffs more than when behind. The first, strongly altruistic type puts a large weight on others' payoffs even when behind and displays moderate levels of reciprocity. The second, moderately altruistic type also puts positive weight on others' payoff, yet at a lower level, and displays no positive reciprocity. The third, behindness averse type puts a large negative weight on others' payoffs when behind and is selfish otherwise. In addition, we show that individual-specific estimates of preferences offer only very modest improvements in out-of-sample predictions compared to our three-type model. Thus, a parsimonious model with three types captures the bulk of the information about subjects' social preferences. (JEL: C49, C91, D03)

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*The editor in charge of this paper was Paola Giuliano.*

Acknowledgments: We are grateful for insightful comments from Charles Bellemare, Anna Conte, David Gill, Daniel Houser, Peter Moffatt, and from the participants of the research seminars at Universities of Lausanne, Auckland, Otago, Waikato, New South Wales, Monash University and the Queensland University of Technology, the EEAIESEM meeting 2014 in Toulouse, the Experimentrix Workshop 2015 in Alicante, the European ESA-meeting 2015 in Heidelberg, and the CESifo Area Conference on Behavioral Economics 2015 in Munich. Any errors and/or omissions are solely our own. This study is part of the grant #152937 of the Swiss National Science Foundation (SNSF).

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