

# What Is Said is more important than Who Says It

An experimental study of content and prestige biases in social learning

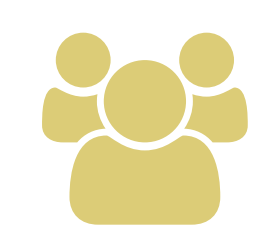
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## Information holds distinct content types



**Social** (Mesoudi et al. 2006)



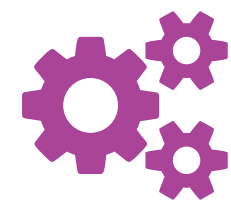
**Survival** (Nairne et al. 2007)



**Emotional** (Heath et al. 2001)



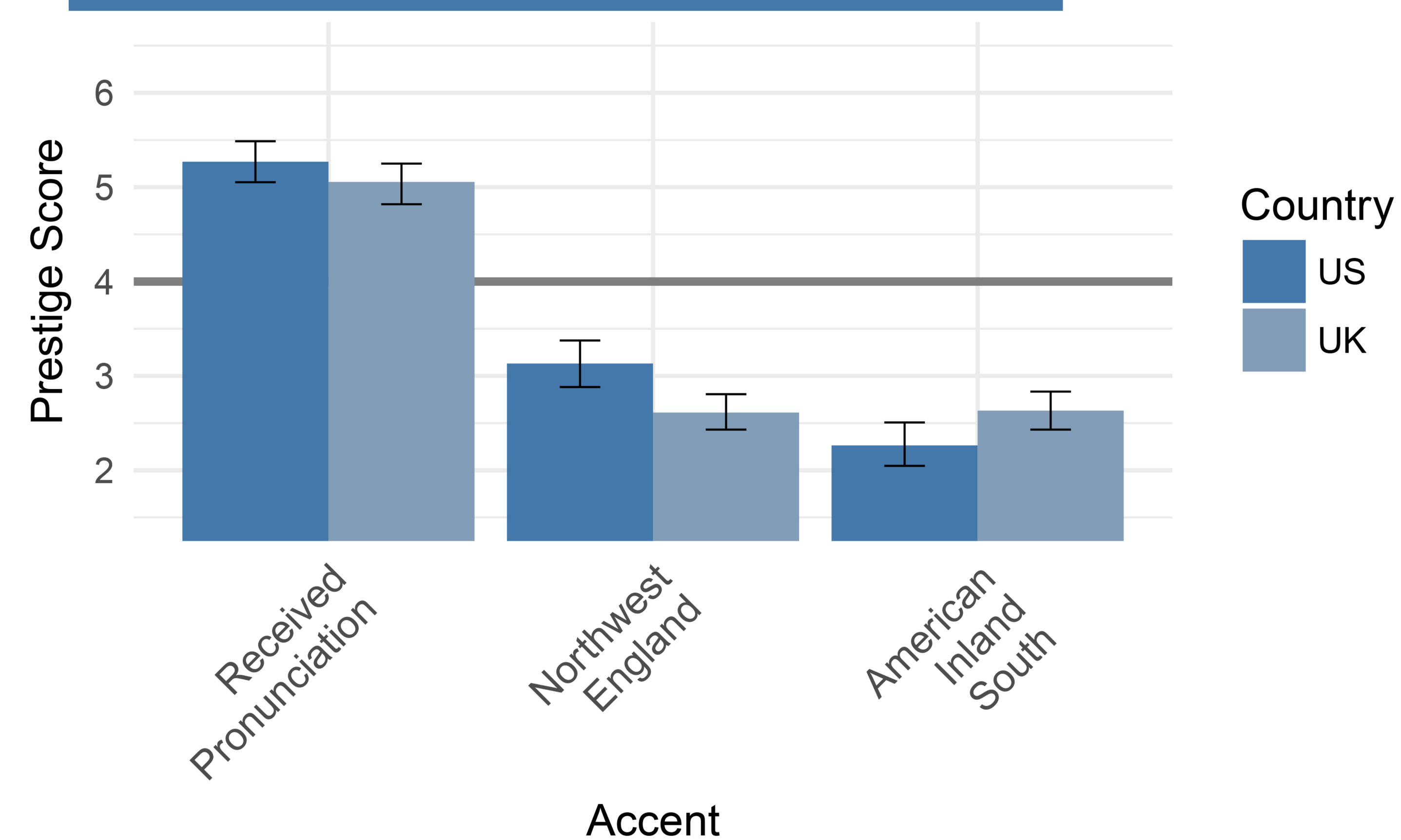
**Moral** (Heath et al. 2001)



**Rational** (Glenn 1980)



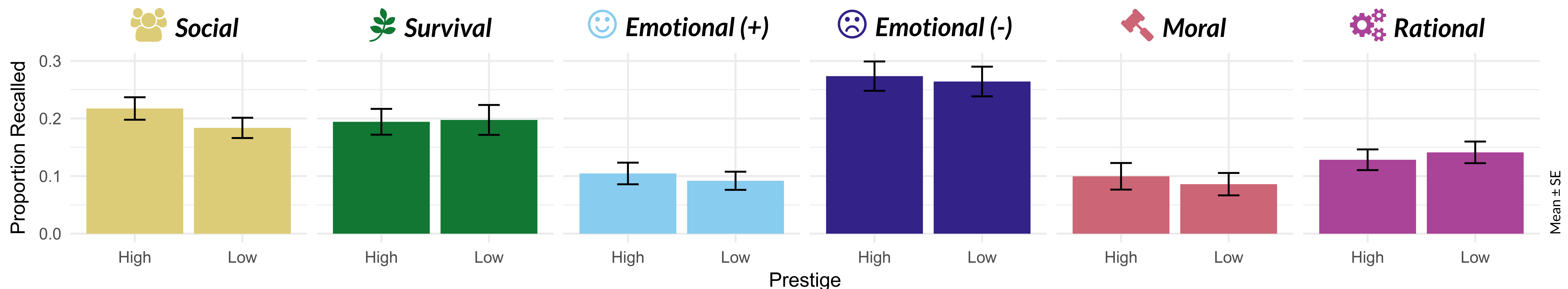
## Accents signal prestige



### The Methods Box

- Constructed artificial creation stories with content proportional to stories from real cultures, broken down using propositional analysis for coding
- Recruited participants in the US ( $n = 107$ ) and UK ( $n = 101$ ) using Amazon Mechanical Turk and Prolific Academic
- Each heard one story from a high-prestige speaker and one from a low-prestige speaker (randomized)
- Participants completed an unrelated distraction task to test their memory
- Participants were then asked to orally recall each story
- Responses were transcribed and coded for the number of and content type of propositions recalled

## But... Which is more important in social learning?



**Content matters more than prestige.**