

## Social Ostracism 社会排斥

### 一、Definition 概念定义：

社会排斥 (ostracism) 指个体被忽视 (ignored) 或拒绝接纳(excluded)，它会诱发个体强烈的负面心理体验 (Williams, 2007)。社会排斥不仅会使被排斥的个体产生消极情感，还会损害个体的认知功能和执行功能 (Juanchich et al., 2018; Reddy et al., 2019)。

社会排斥不仅影响当事人，也会使旁观者受到影响。替代性排斥(vicarious ostracism)，又称观察排斥 (observed ostracism; Giesen & Echterhoff, 2018)，是个体观察别人遭受排斥时产生的心理现象。体验到替代性排斥的人会产生特定情绪感受，如同情并帮助受排斥者、惩罚排斥实施者 (Rudert, Ruf, & Greifeneder, 2019; Wesselmann, Wirth, Pryor, Reeder, & Williams, 2013)。

投球范式 (Cyberball) 和网络点赞 (Likes Online) 是两个常用的实验方法。以下是两个实验方法的介绍。

Giesen, A., & Echterhoff, G. (2018). Do I really feel your pain? Comparing the effects of observed and personal ostracism. *Personality and Social Psychology Bulletin*, 44(4), 550 – 561.

Juanchich M, Walasek L, Sirota M. Decision-makers are resilient in the face of social exclusion. *British Journal of Psychology*, 2018, 109(3): 604–630

Reddy LF, Irwin MR, Breen EC, et al. Social exclusion in schizophrenia: Psychological and cognitive consequences. *Journal of Psychiatric Research*, 2019, 114: 120–125

Rudert, S. C., Ruf, S., & Greifeneder, R. (2019). Whom to Punish? How observers sanction norm-violating behavior in ostracism situations. *European Journal of Social Psychology*, 50(2), 376 – 391.

Wesselmann, E. D., Williams, K. D., & Hales, A. H. (2013). Vicarious ostracism. *Frontiers in Human Neuroscience*, 7(7), 153.

Williams, K. D. Ostracism: The kiss of social death. *Social and Personality Psychology Compass*, 2007 (1), 236 – 247.

L. Zadro, K.D. Williams, R. Richardson. How long can you go? Ostracism by a computer is sufficient to lower mood and self-reported levels of belonging, control, self-esteem, and meaningful existence. *Journal of Experimental Social Psychology*, 2004, 40, 560–567.

### 二、Approach 1: Cyberball 方法一：虚拟掷球

#### 1. 实验简介：

首先，被试被告知实验的目的是通过互动式掷球游戏锻炼心理想象能力 (mental visualization)。这是掷球范式常用的托辞 (cover story)。在实验过程中，被试被告知心理想象的相关内容，例如，要求被试想象另外两名玩家的状态和游戏发生的场合，且无需关注掷球表现 (ball-tossing performance) 本身。

屏幕上展示正在进行掷球游戏的三名玩家 A (屏幕正下方)、B、C。被试以玩家 A 的身份参与游戏。游戏包含 30 次投球，游戏时长持续大约 5 分钟。被试被随机分派到排斥组 (ostracism) 或接纳组 (inclusion)。在排斥组中，其中一位玩家只接到另外两个玩家的两次投球，然后再也没有玩家向这位玩家投球。在接纳组中，每位玩家接到球的次数接近。

游戏结束后，被试回答游戏相关的问题。包含操纵检验和独立测量（dependent measures）。操纵检验部分，被试需要对玩家 A 的接球次数做出回答，并对被排斥玩家的被忽视程度做出评估。实验有效时，被试需对游戏的组别有正确感知，即排斥组的被试需感知到目标玩家更加被忽视（ignored）且被排斥（excluded）。

常用的测量问卷是四大基本需求量表（Four Basic Needs Questionnaire, Zadro et al., 2004<sup>i</sup>）。该量表测量四种会因排斥而降低的人类需求，包含归属感（belonging）、自尊（self-esteem）、意义维系（meaningful existence）和控制（control）。

## 2. 示意图



Figure 1. The welcome page and cover story that is presented to experimental participants. It is easily changed within the Cyberball program.

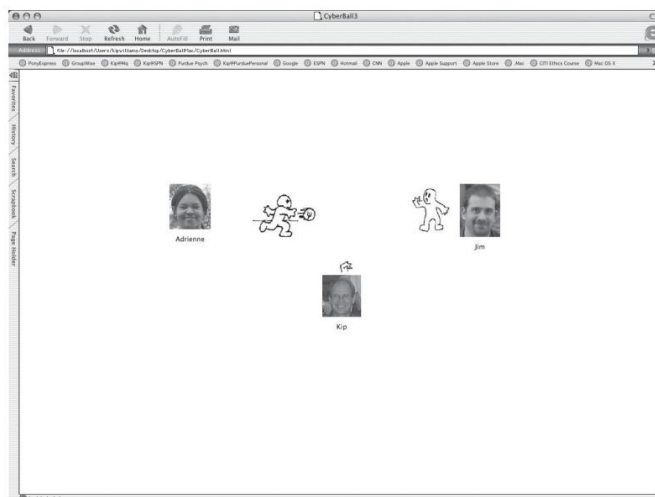


Figure 2. Participants see these icons on the computer monitor, on which the ball is seen traveling from player to player. If the participant (represented by the hand icon at the bottom) receives the ball, he or she is required to click on one of the other two players in order to throw the ball to that person. Pictures of players and their names are not necessary for the successful use of the game; this is one option.

（图片来源：K. D. Williams, B. Jarvis: 《Cyberball: A program for use in research on interpersonal ostracism and acceptance》. Behavior Research Methods, 2006, 38(1), 174–180）

## 3. References: 参考文献:

- K.D. Williams, C.K.T. Cheung, W. Choi. Cyber Ostracism: Effects of being ignored over the Internet. Journal of Personality and Social Psychology, 79(2000), pp.748–762.
- Wesselmann ED, Bagg D, Williams KD. “I feel your pain”: The effects of observing

ostracism on the ostracism detection system. Journal of Experimental Social Psychology, 2009, 45 (6): 1308–1311. <http://dx.doi.org/10.1016/j.jesp.2009.08.003>

### 三、Approach 2: Likes online 方法二：网络点赞

#### 1. 实验简介：

被试首先被告知他们将和其他参与者共同完成一项小组活动，被试与合作者将通过网络联系。实际上，只有被试一人参与，其余参与者皆是由电脑预先编号的程序。

被试被要求填写自己的姓名或化名，为自己选择一个虚拟形象，并写下一段将用于小组展示的自我介绍。在创立好自己的简介（profile）后，被试被告知他们将会在接下来3分钟内被介绍给其他小组成员。被试可以看到其他小组成员的虚拟形象和自我介绍，并可以选择为他们点赞（likes）。在3分钟内，每个小组成员收获的点赞数实时变化。在排斥情境下，被试仅收到1个点赞，在接纳情境下，被试收到6个点赞（和其余小组成员接近）。

在实验完成后，被试需回答相关问题，包含操纵检验和独立测量。操纵检验和独立测量的内容与掷球范式相同。

#### 2. 示意图

**Welcome to this study**

You will complete a number of simple tasks, together with other people, with whom you will be connected via the internet.

First, all participants in the study will select personal "avatars" and write short texts to introduce themselves.

Before beginning the tasks, you will spend 3 minutes with the other people. During this time, you will be able to read and react to each-other's brief introductions.

Specific instructions will follow.

**Thank you!**

Continue

## Please enter your name

Could be your first name, nickname, or initials

Submit

## Please select an avatar

This avatar will represent you during the group task, but will not be linked to any of your responses.  
Your choice of avatar will not be recorded or analyzed.



## Please introduce yourself

Please write a paragraph in which you introduce yourself to the rest of the group.  
Write something you would like to tell about yourself - anything you want to share.

Characters left: 400

Submit

## Group Introduction

Soon after connecting, you should be able to see the other people's descriptions. You can read and react to the short introduction they wrote about themselves, by clicking a "like" button, similar to the "like" button on Facebook ("favorite" on Twitter, ♥ in Tumblr and Instagram, etc.)

Even though your interaction is minimal, please try to form an impression of the people in the group. Try to imagine them in real life - how they might look or sound, what kind of people they are, how you would get along with them.

The task will last 3 minutes and is very important to the study, so please be attentive, without switching pages, or doing unrelated tasks. Questions about the other people might follow.

**If these instructions are clear, you can proceed to log in.**

Log in

## Establishing connection

Please wait while you are being connected to the other participants in your group.

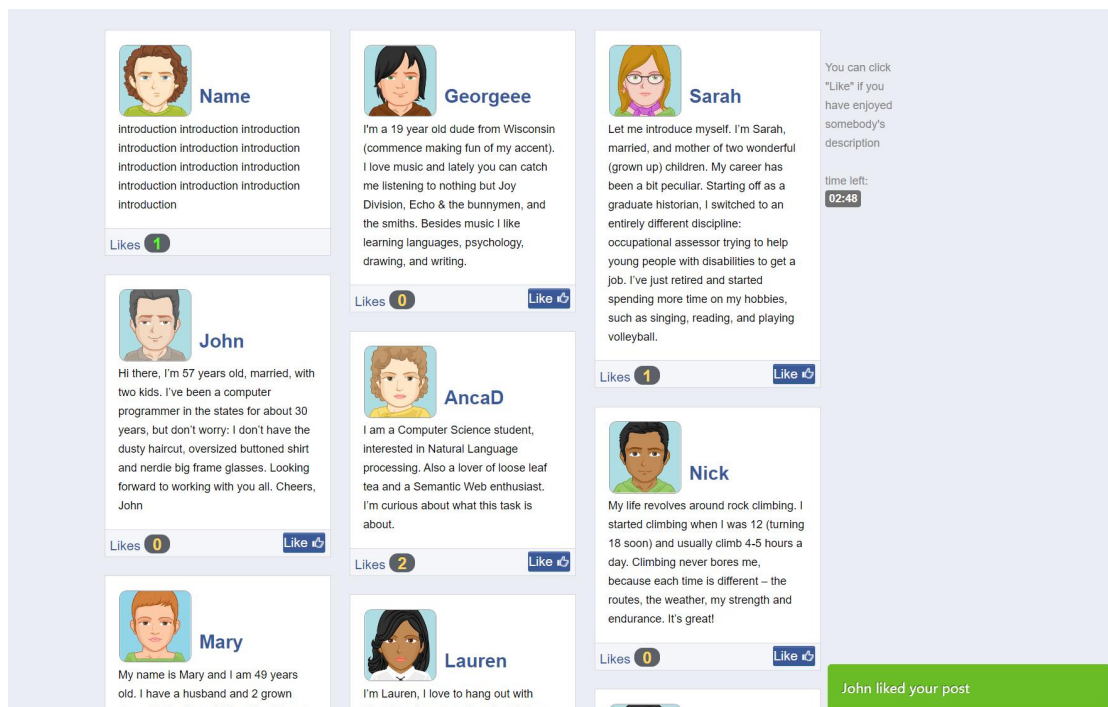


## Establishing connection

Please wait while you are being connected to the other participants in your group.

All participants are now connected and you are ready to proceed.

Continue



(图片来源: Frank M. Schneider\*, Britta Zwillich y, Melanie J. Bindl a, Frederic R. Hopp b, Sabine Reich c, Peter Vorderer. 2017. Social media ostracism: The effects of being excluded online. Computers in human behavior. (73):385–393)

### 3. References 参考文献:

- Wolf W, Levordashka A, Ruff JR, et al. Ostracism online: A social media ostracism paradigm. Behavior Research Methods, 2015, 47(2): 361–373
- Frank M. Schneider, Britta Zwillich y, Melanie J. Bindl, Frederic R. Hopp, Sabine Reich, Peter Vorderer. 2017. Social media ostracism: The effects of being excluded online. Computers in human behavior. (73):385–393