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Prosocial Behavior Under Surveillance: Understanding the Eye-Images Effect

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The objective of this dissertation was to contribute to the scientific understanding of the eye-images effect. According to this effect, minimal cues to being watched in the form of eyes or eye-like shapes can enhance prosociality. After some seminal studies, the eye-images effect inspired considerable theorizing and research. And in recent years, it elicited several questions, such as: When does it occur? Why does it exactly occur? And there was the critical question: What is the scope of the effect?

This dissertation helps to clarify this phenomenon by examining certain potentially critical aspects of the eye-images effect: the watching component of eyes, an alternative driving mechanism and the predictive power of eyes against that of certain powerful determinants of prosociality.

PROSOCIAL BEHAVIOR UNDER SURVEILLANCE

ZOI MANESI

PROSOCIAL BEHAVIOR UNDER SURVEILLANCE



UNDERSTANDING ^{THE} EYE-IMAGES EFFECT



k u r t l e

w i n i n s

t i t u u t Dissertatiereeks Kurt Lewin Instituut 2016-21



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