



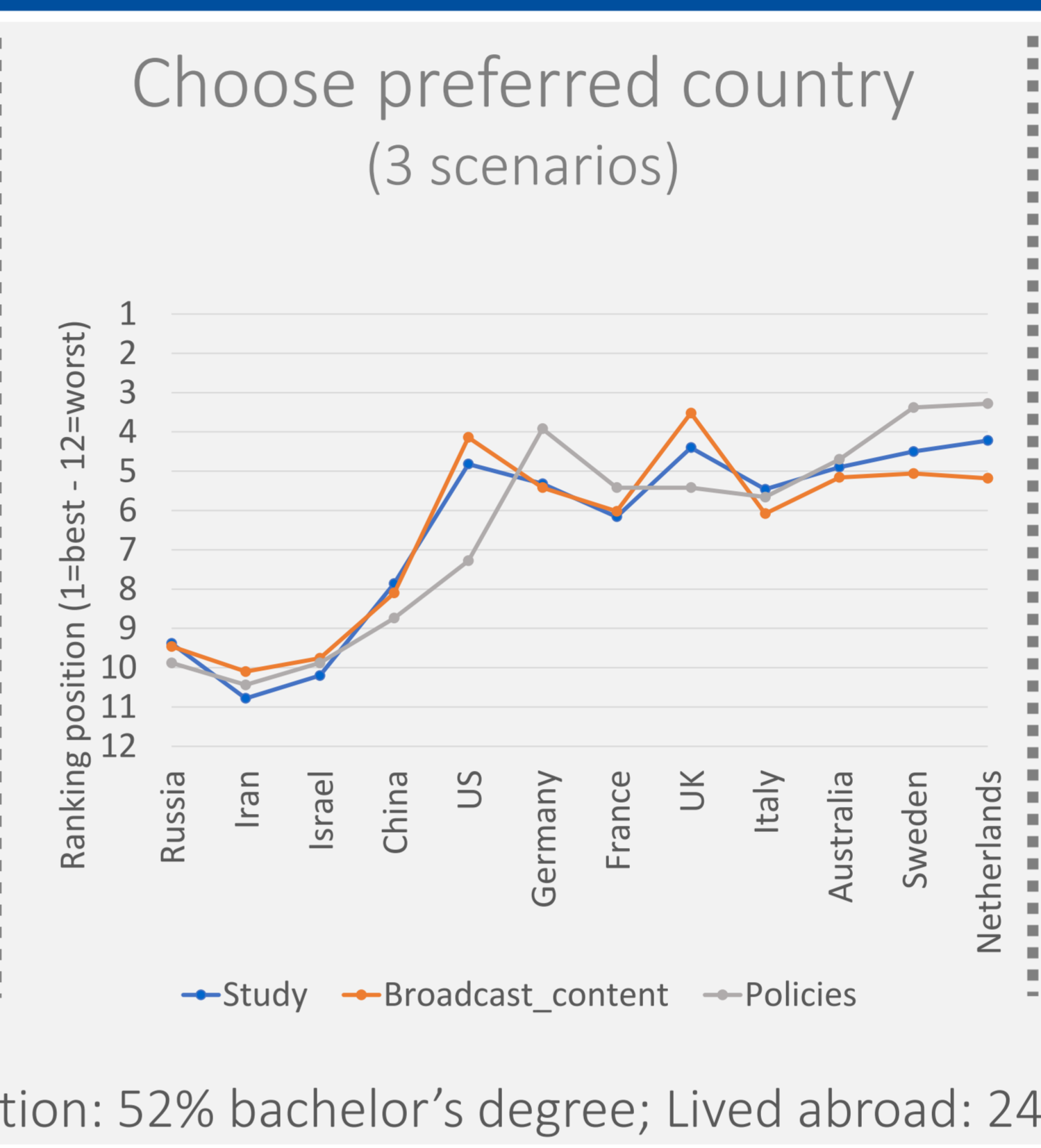
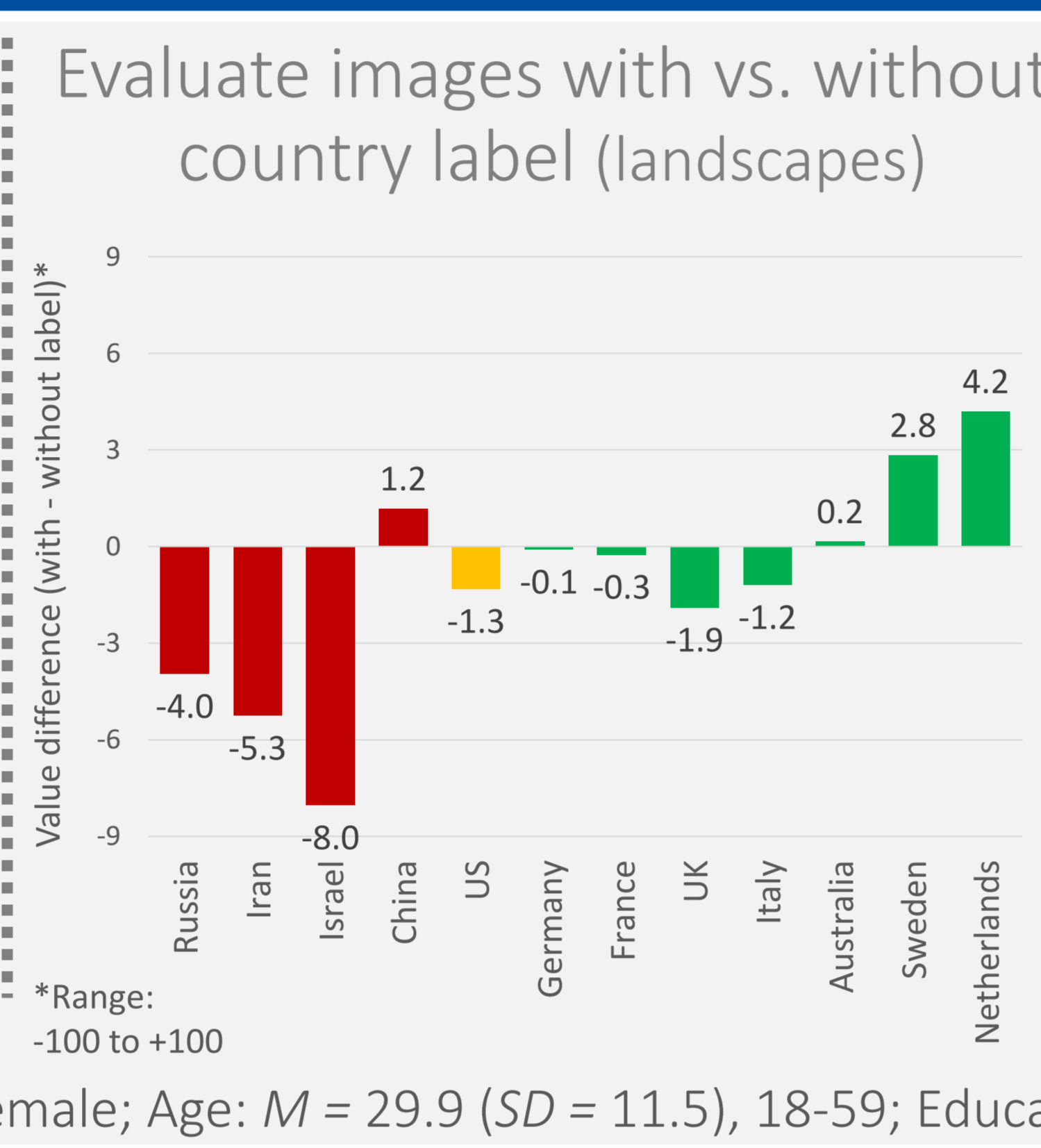
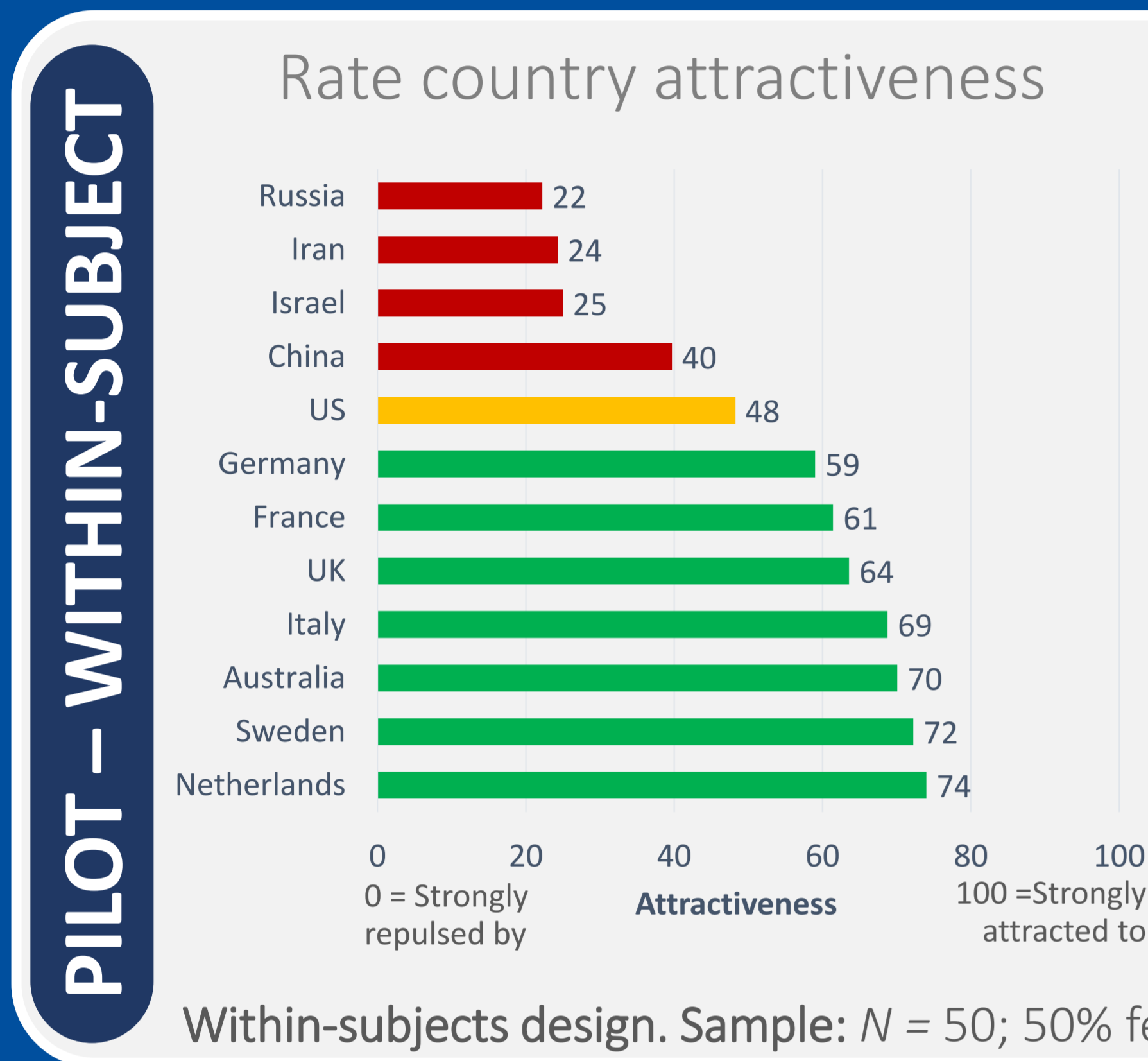
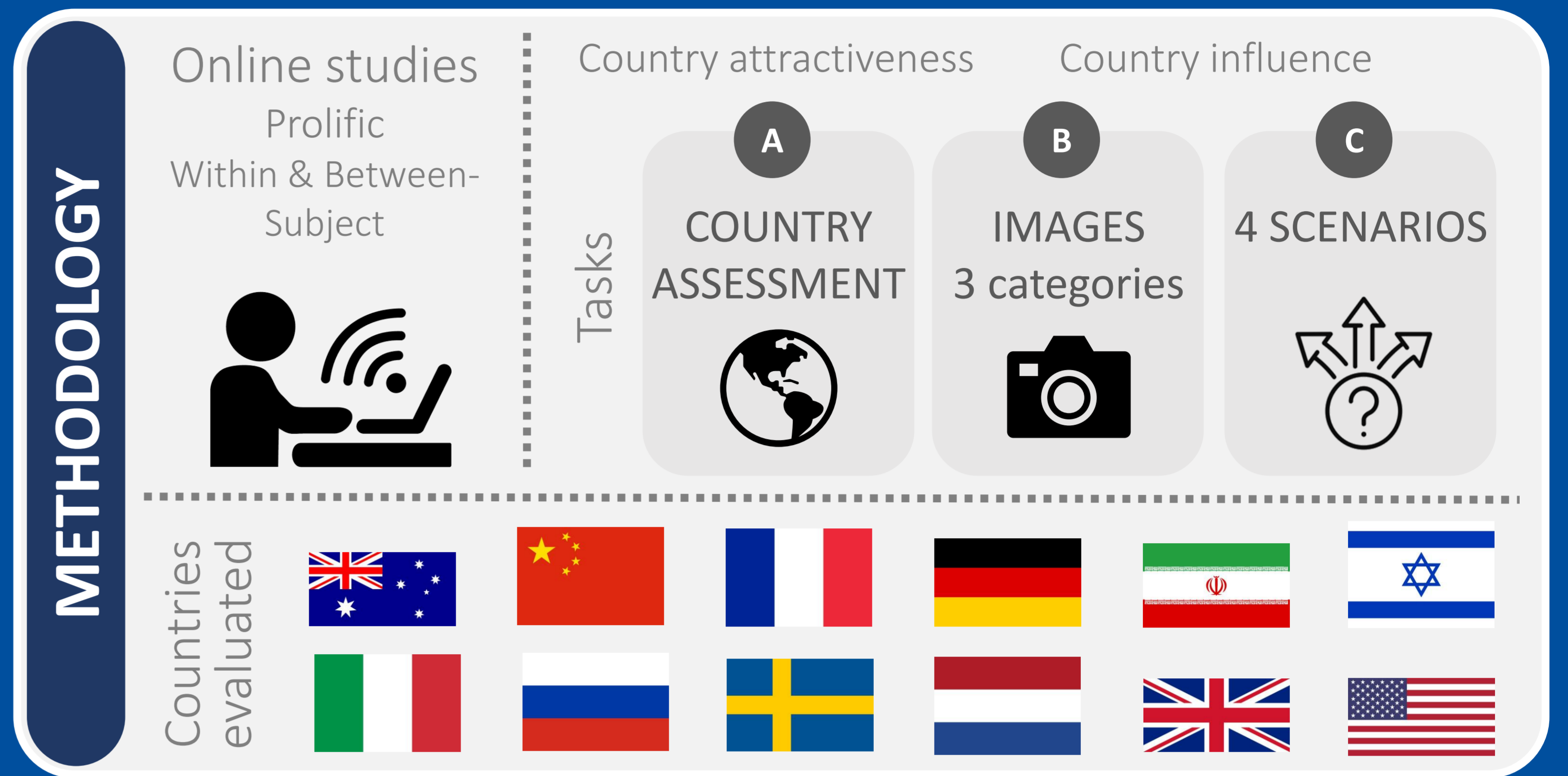
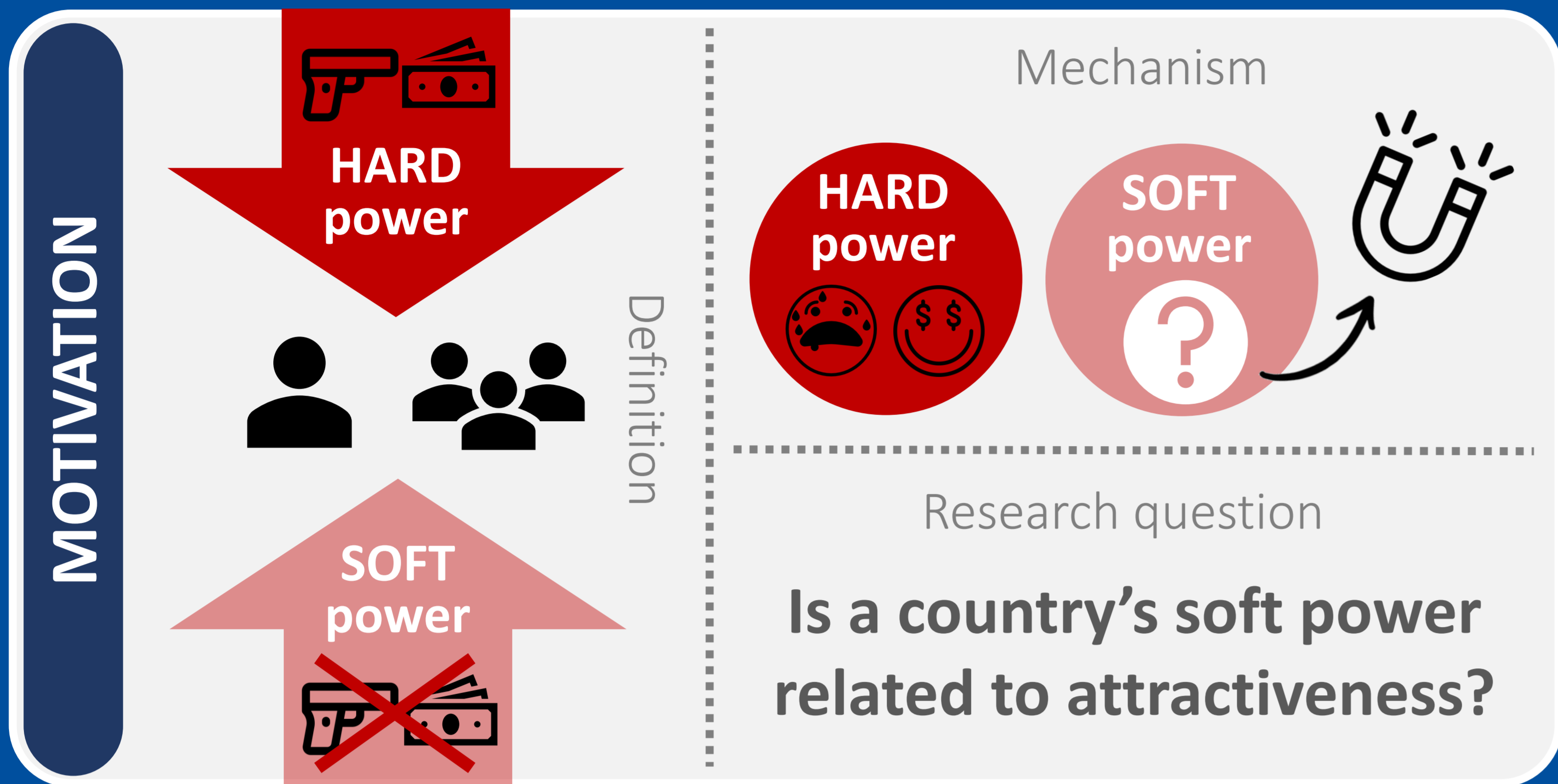
HOW DOES SOFT POWER WORK?

Attraction-Based Influence on Valuation

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Effect of country attractiveness on valuation and preferences

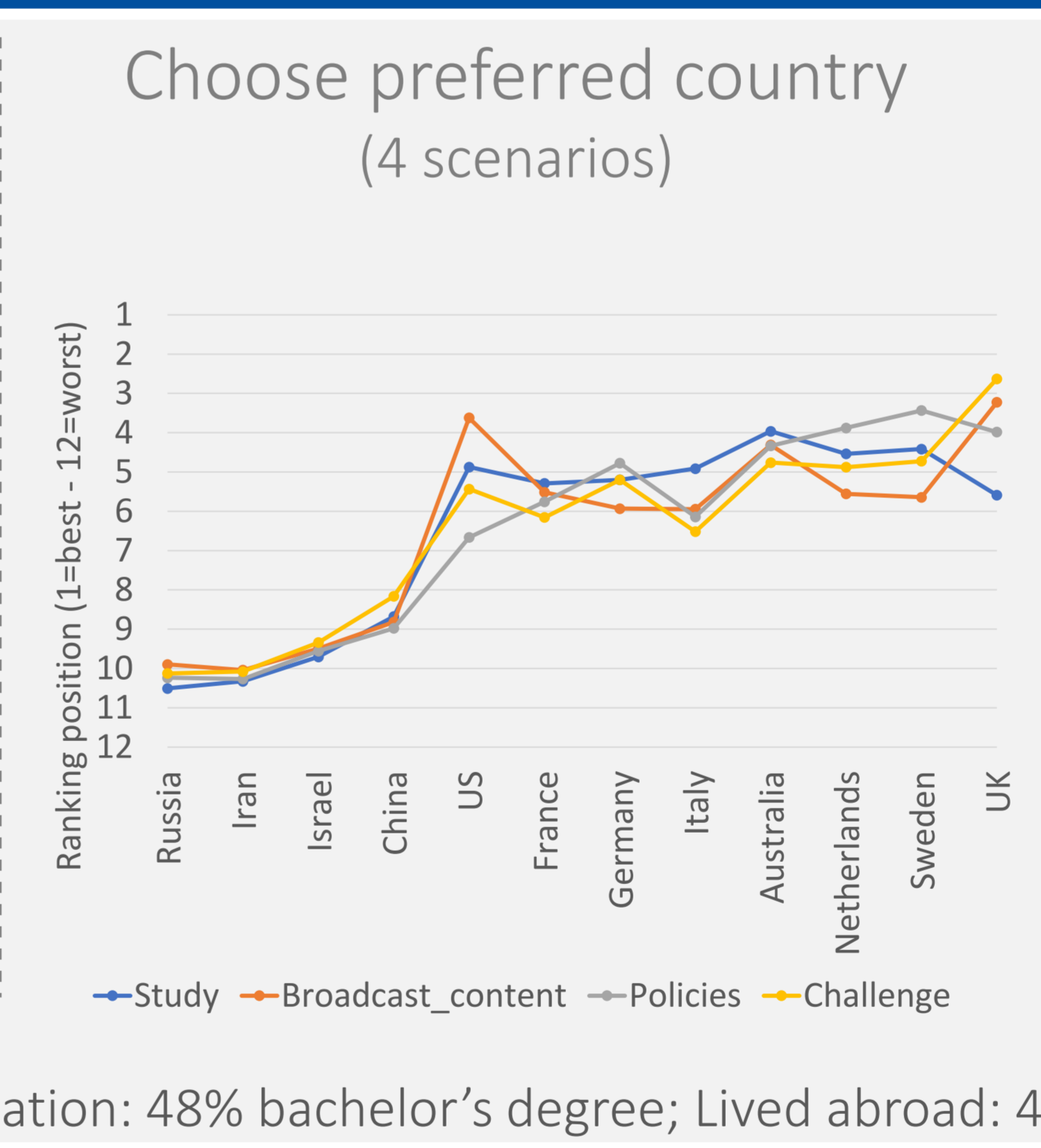
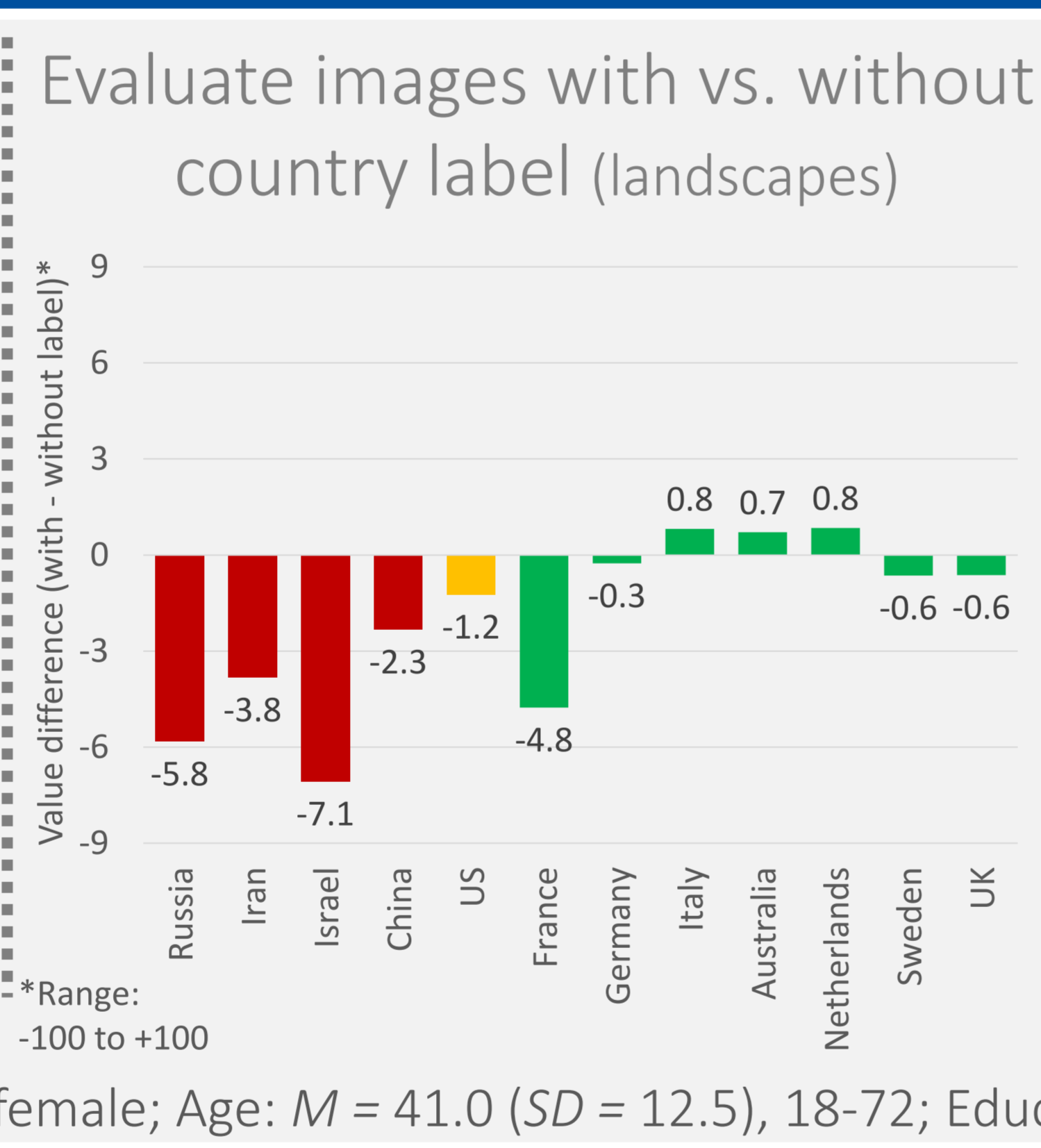
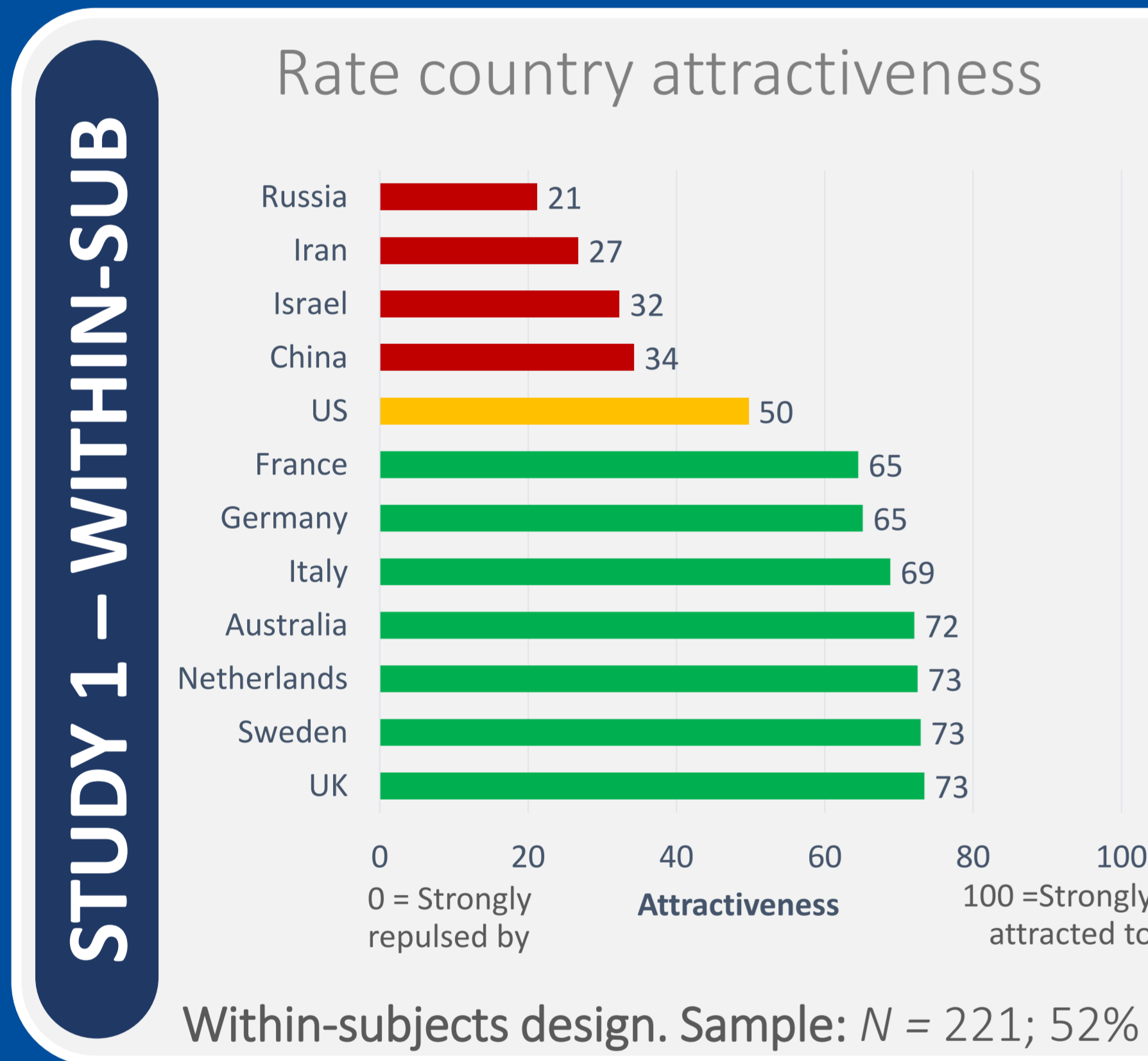
Linear mixed regression model
IV: country attractiveness rating
Controlling for country familiarity level
Random intercept: persons; random slope: attractiveness

DV: difference labeled-unlabeled ratings (landscapes)

Model Term	Coefficient	Std. Error	t	Sig.
Intercept	-4.872	2.3261	-2.095	.037
PreAttract	.090	.0311	2.878	.004
Familiarity	-.008	.0269	-.294	.769

DV: average ranking position across the three scenarios

Model Term	Coefficient	Std. Error	t	Sig.
Intercept	11.257	.2076	54.224	.000
PreAttract	-.072	.0038	-18.669	.000
Familiarity	-.019	.0038	-4.837	<.001



Effect of country attractiveness on valuation and preferences

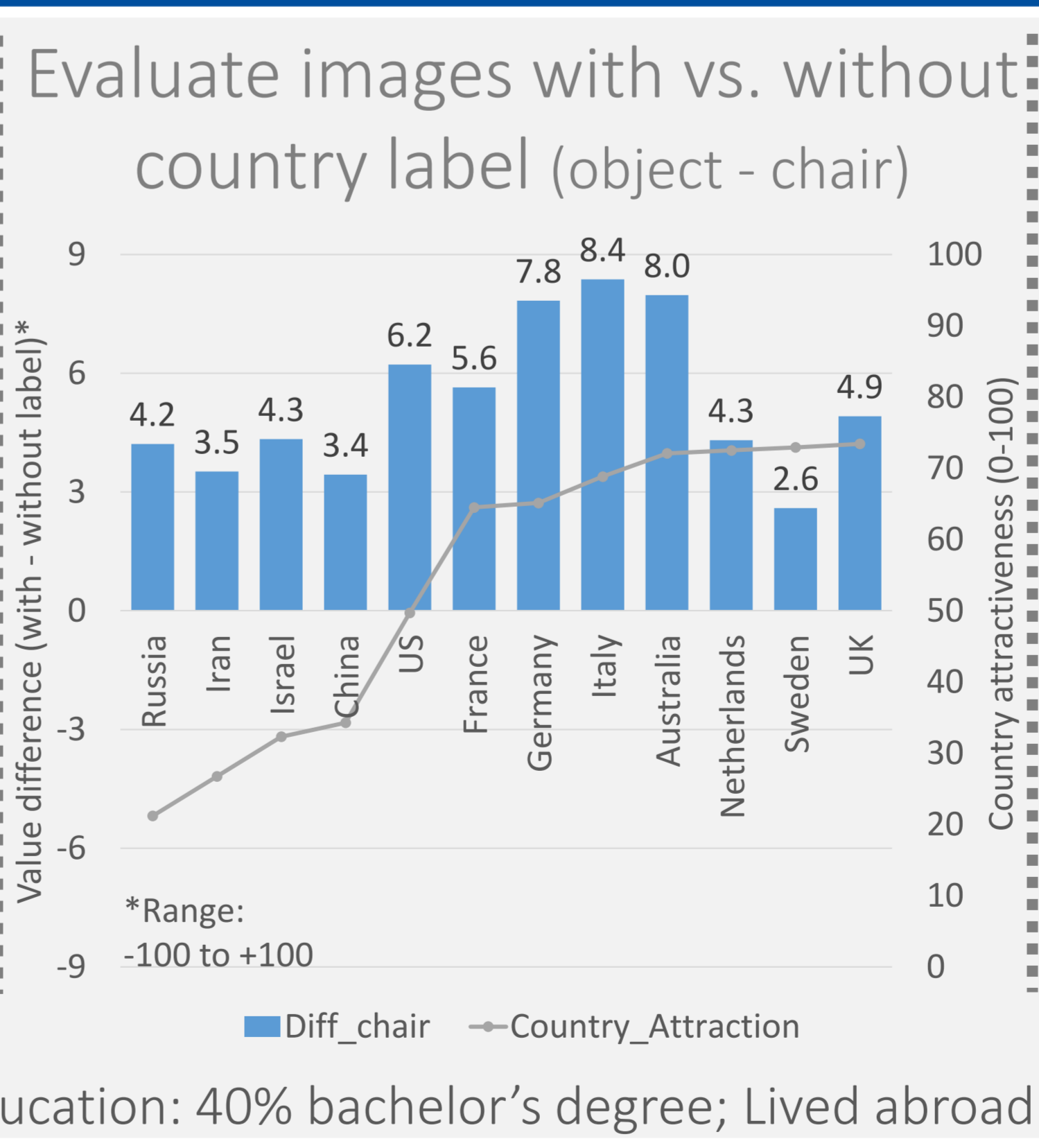
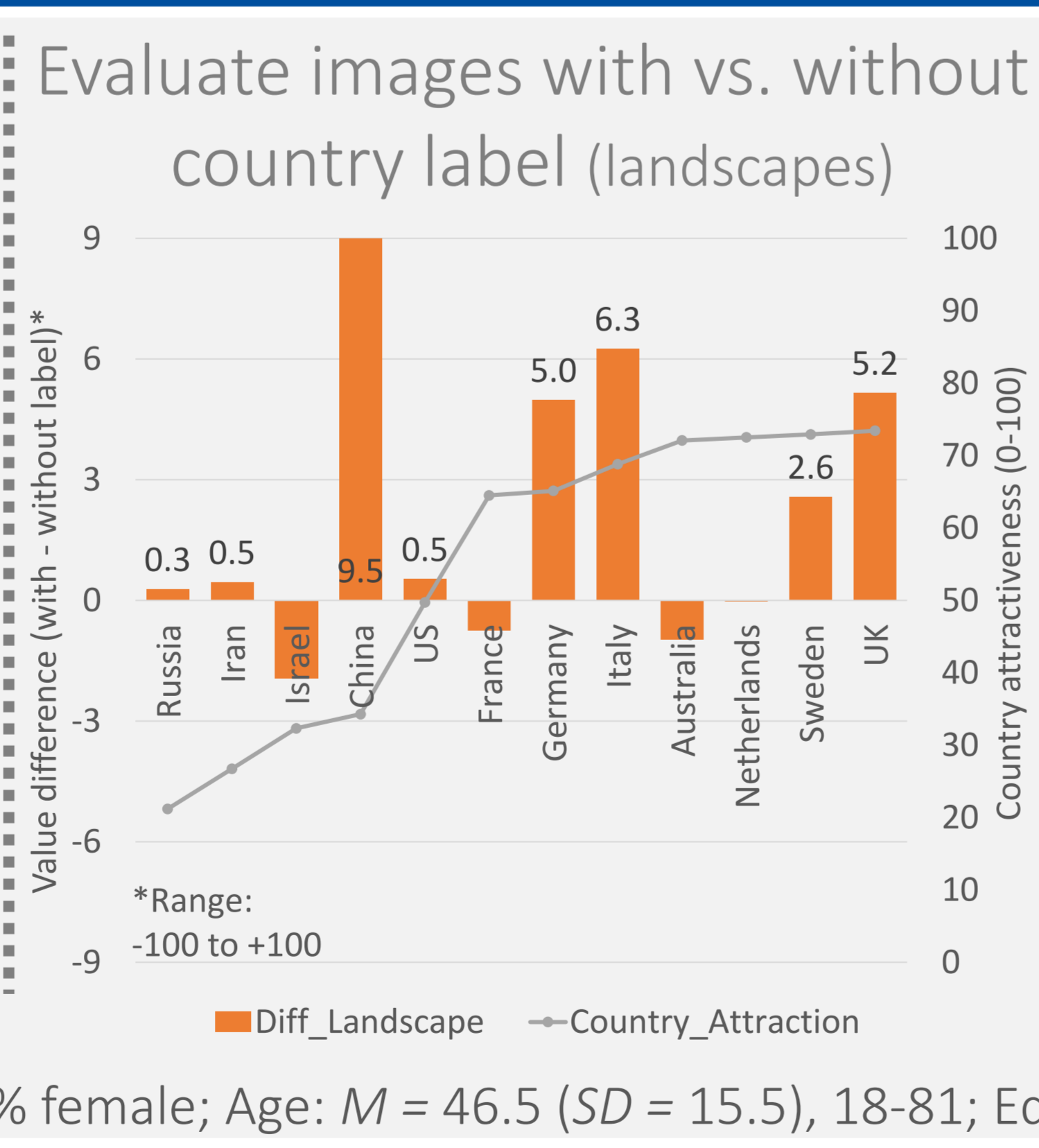
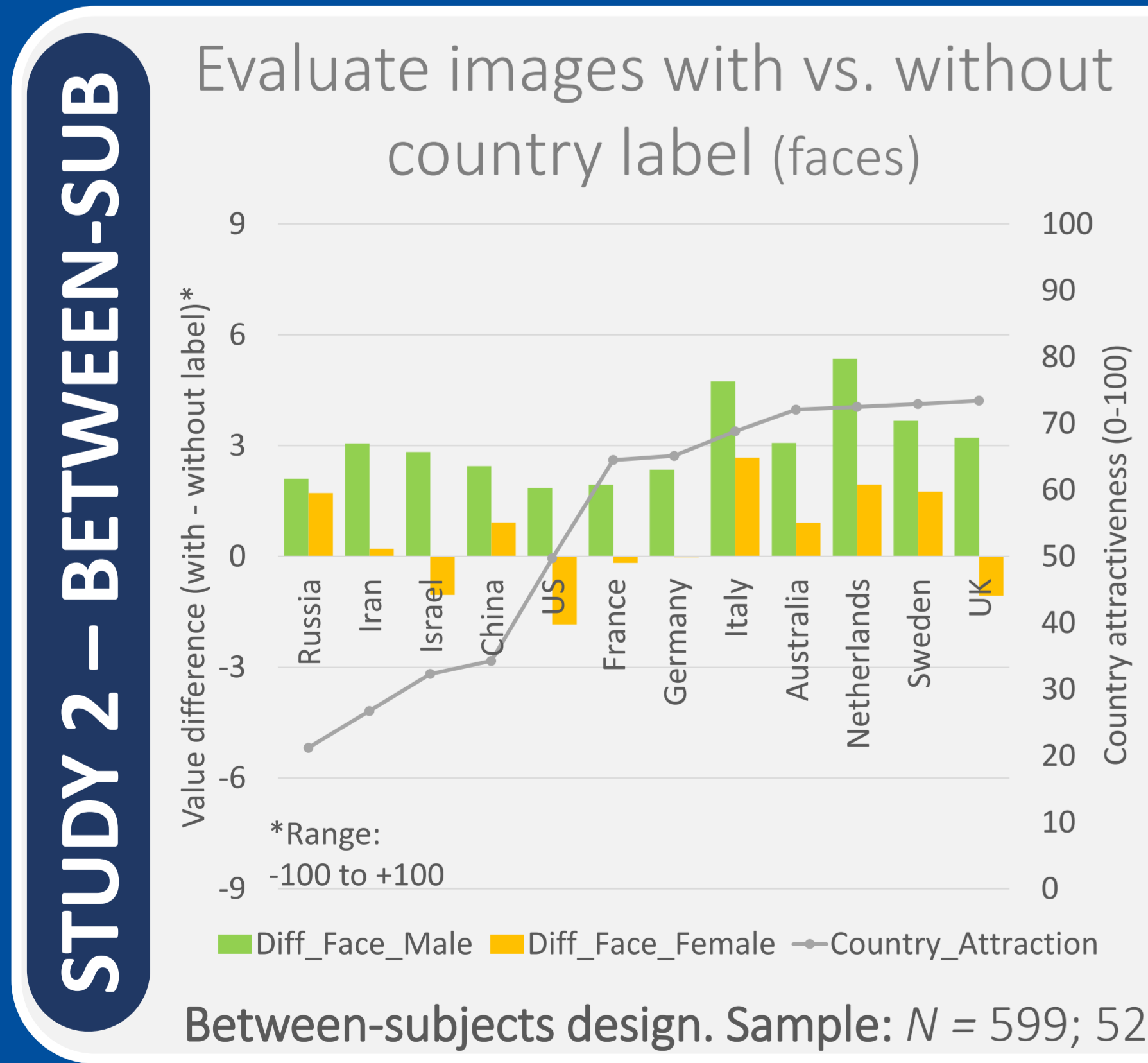
Linear mixed regression model
IV: country attractiveness rating
Controlling for country familiarity level
Random intercept: persons; random slope: attractiveness

DV: difference labeled-unlabeled ratings (landscapes)

Model Term	Coefficient	Std. Error	t	Sig.
Intercept	-4.298	.8356	-5.143	.000
Country_PreAtt	.029	.0120	2.389	.017
Country_Familiarity	.019	.0141	1.374	.170

DV: average ranking position across the four scenarios

Model Term	Coefficient	Std. Error	t	Sig.
Intercept	11.582	.1338	86.590	.000
Country_PreAtt	-.068	.0019	-35.323	.000
Country_Familiarity	-.027	.0021	-12.582	.000



Effect of country attractiveness on valuation and preferences

Linear regression model
IV: country attractiveness rating (Study 1)
Controlling for image type and ratings without label

DV: ratings given to labeled images

Parameter	B	Std. Error	t	Sig.
Intercept	8.502	3.709	2.292	.027
Attractiveness_country	.029	.016	1.758	.086
[Image_type=1]	-.433	2.268	-.191	.849
[Image_type=2]	-1.084	1.252	-.866	.392
[Image_type=3]	-2.344	2.098	-1.118	.270
[Image_type=4]	0 ^a			
Unlabelled_rating	.897	.081	11.115	.000

SUMMARY

Attraction → soft power

- Strong evidence: (un)attractive countries (un)favor country choice in several situations (scenario task).
- Weak evidence: country attractiveness changes evaluation of elements related to the country—landscapes, faces, objects (image task).
- Attractiveness may be part of the mechanism underlying country soft power.



Pre-registration OSF



CENS – Uni Bonn



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