



Lifelong
LEARNING

MBA *for* EXECUTIVES

REUNION 2017

WELCOME BACK ALUMNI!

Share Your Memories #WhartonReunion



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LEARNING

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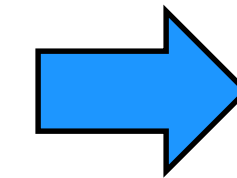
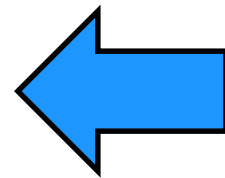
The Mechanics of Comparisons

Maurice Schweitzer

Tom Peterson & Steve Tazumi: Separated at Birth

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**Owned a
bodybuilding
gym**



**Owned a
bodybuilding
gym**

**“We connected from the first time we met
because we’re so much alike.”**

Why do Expectant Fathers Gain Weight?



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Making Sense of Our World

Comparisons



Inevitable



Up/Down



Social/Internal



When are comparisons most intense?

- Similarity
- Proximity
- Self-Relevance

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Social Comparisons



Motivate



Compete



Retreat



Motivation

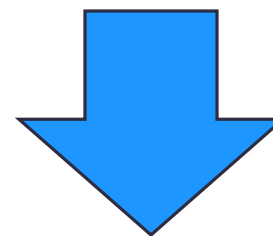
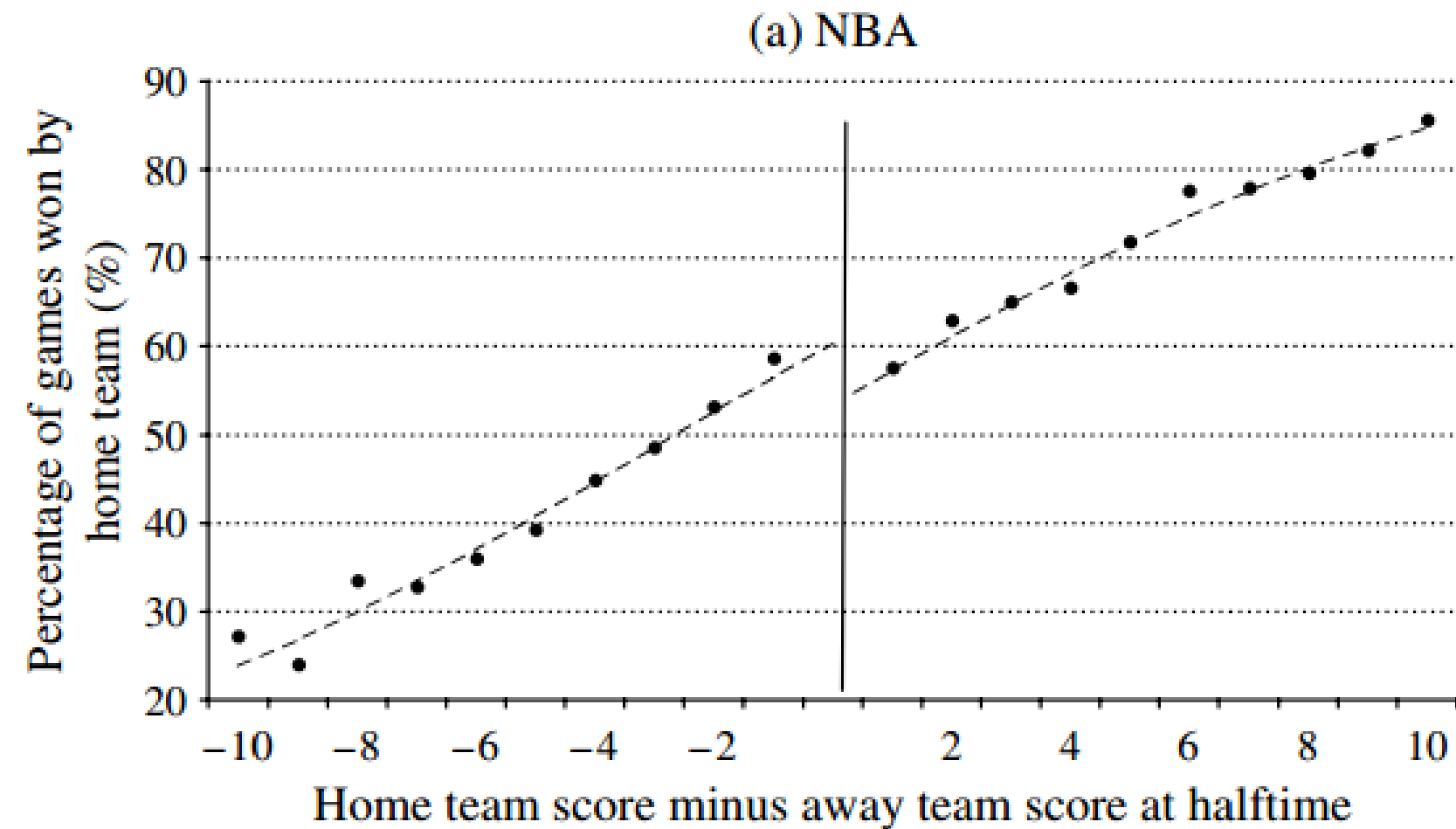
Duke's Half-Time Blues



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Rallied to win 71-51

18,060 NBA games over 15 seasons



Teams trailing by 1 point at halftime are *more likely* to win

Space Race

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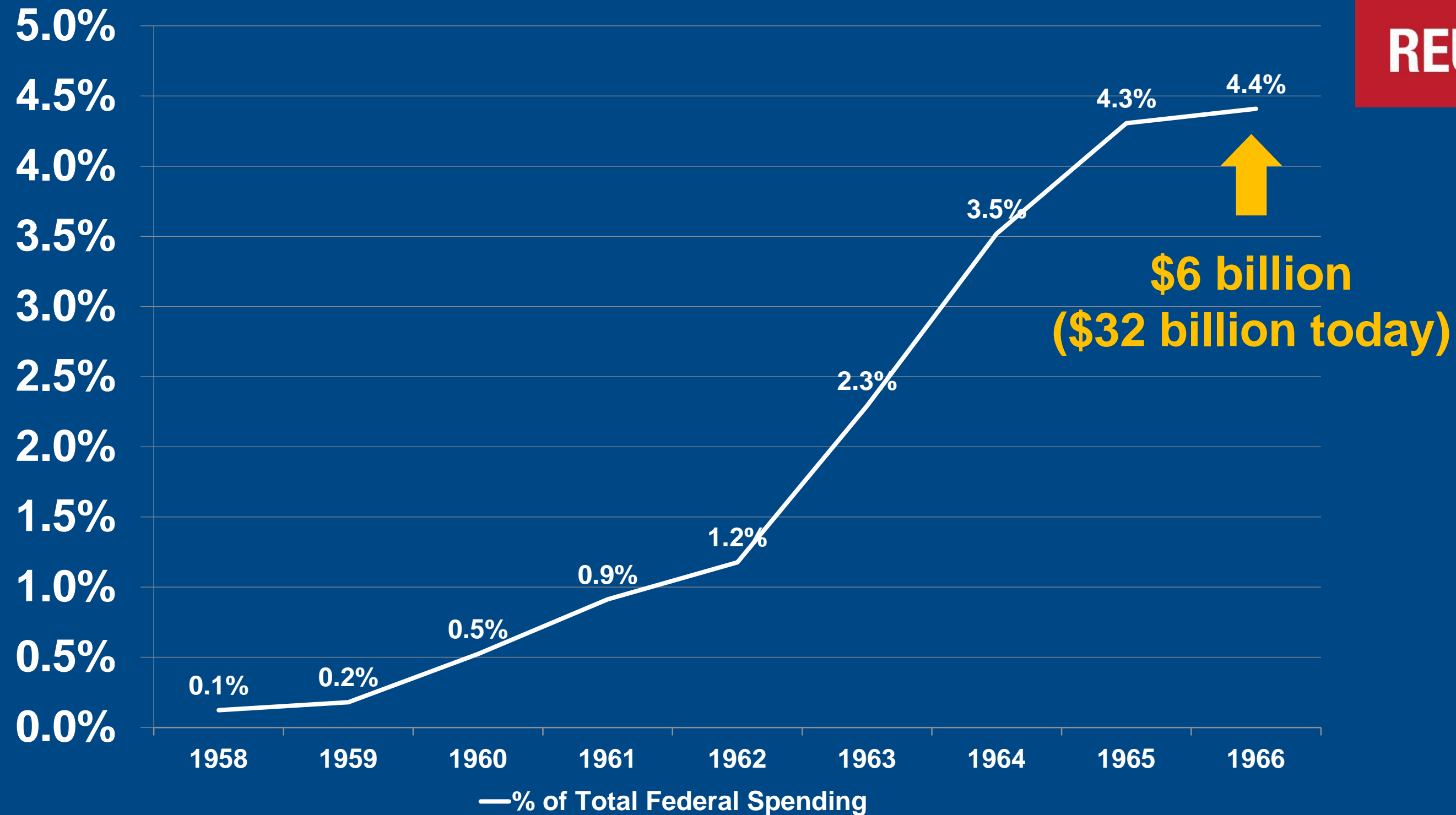
July 29, 1955.
“The United States will launch
a science satellite to orbit
Earth!”



“Sputnik Crisis”

National Defense Education Act
Scholarships, equipment, NARPA & NASA

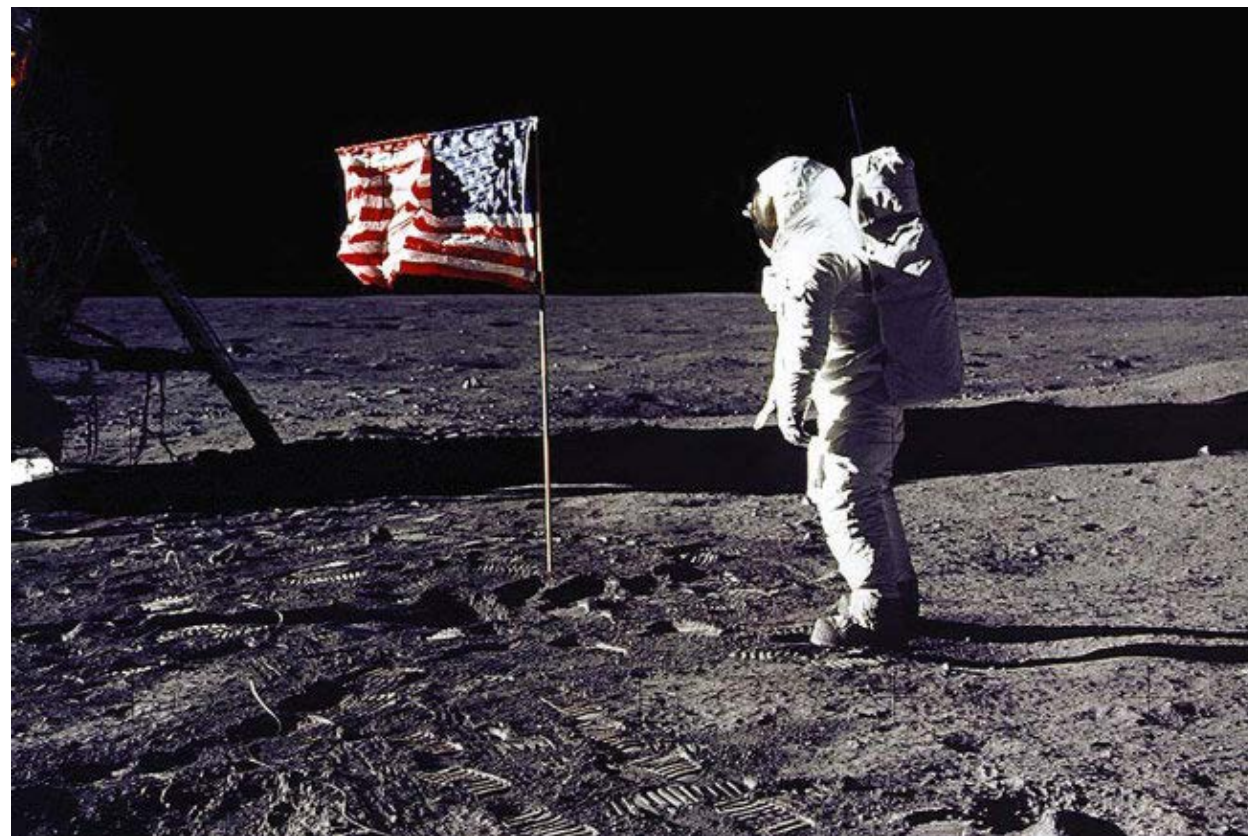
NASA Budget



Space Race

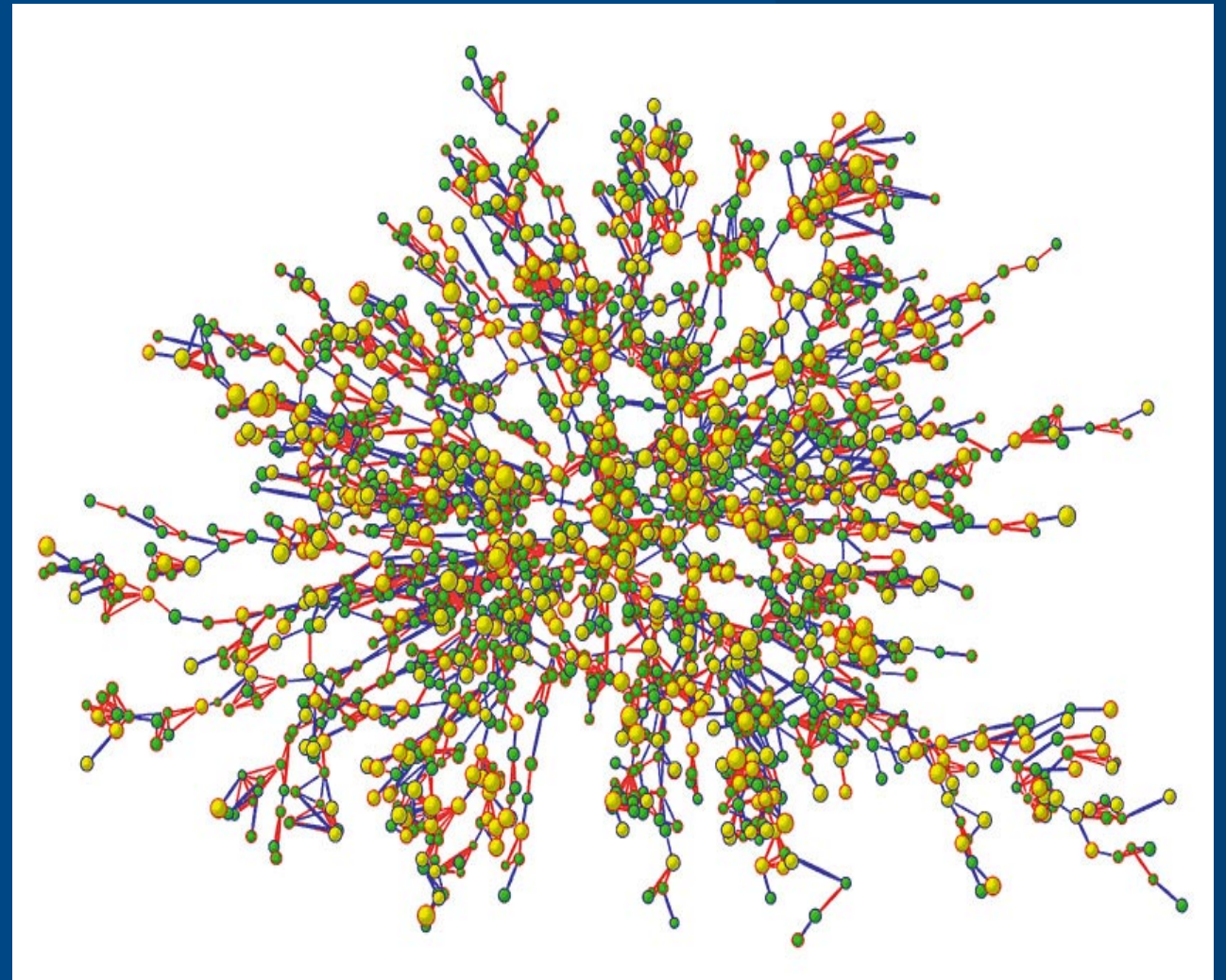
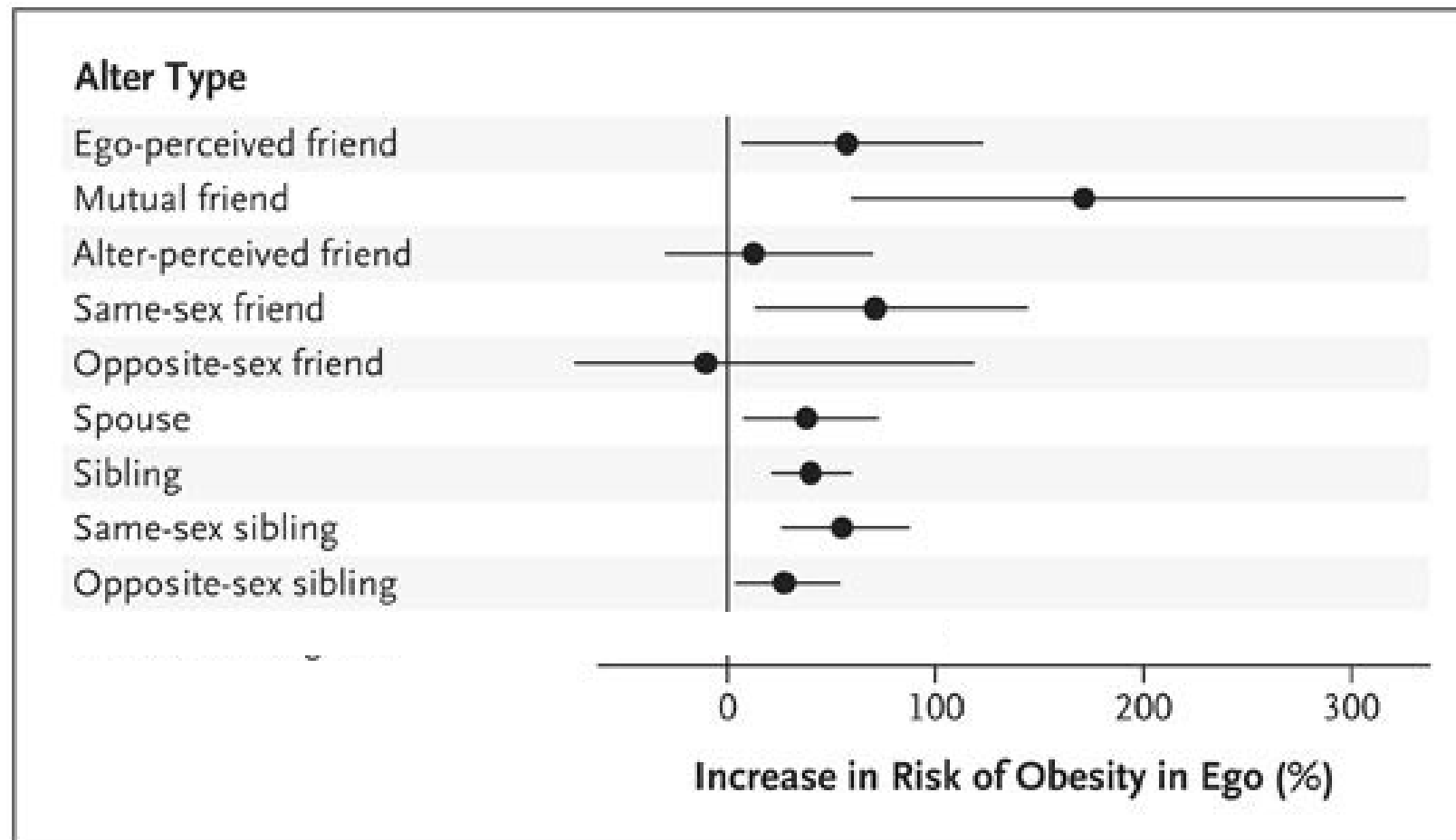


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One small step for man
One giant leap for
America...over the Soviets

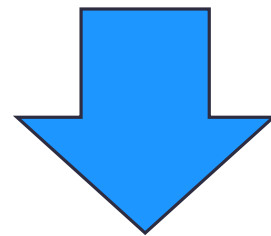
The Spread of Obesity



Special Social Comparisons- Rivals

Kilduff (2014) *SPPS*

In races against one's close rivals



Run faster



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Bird & Johnson

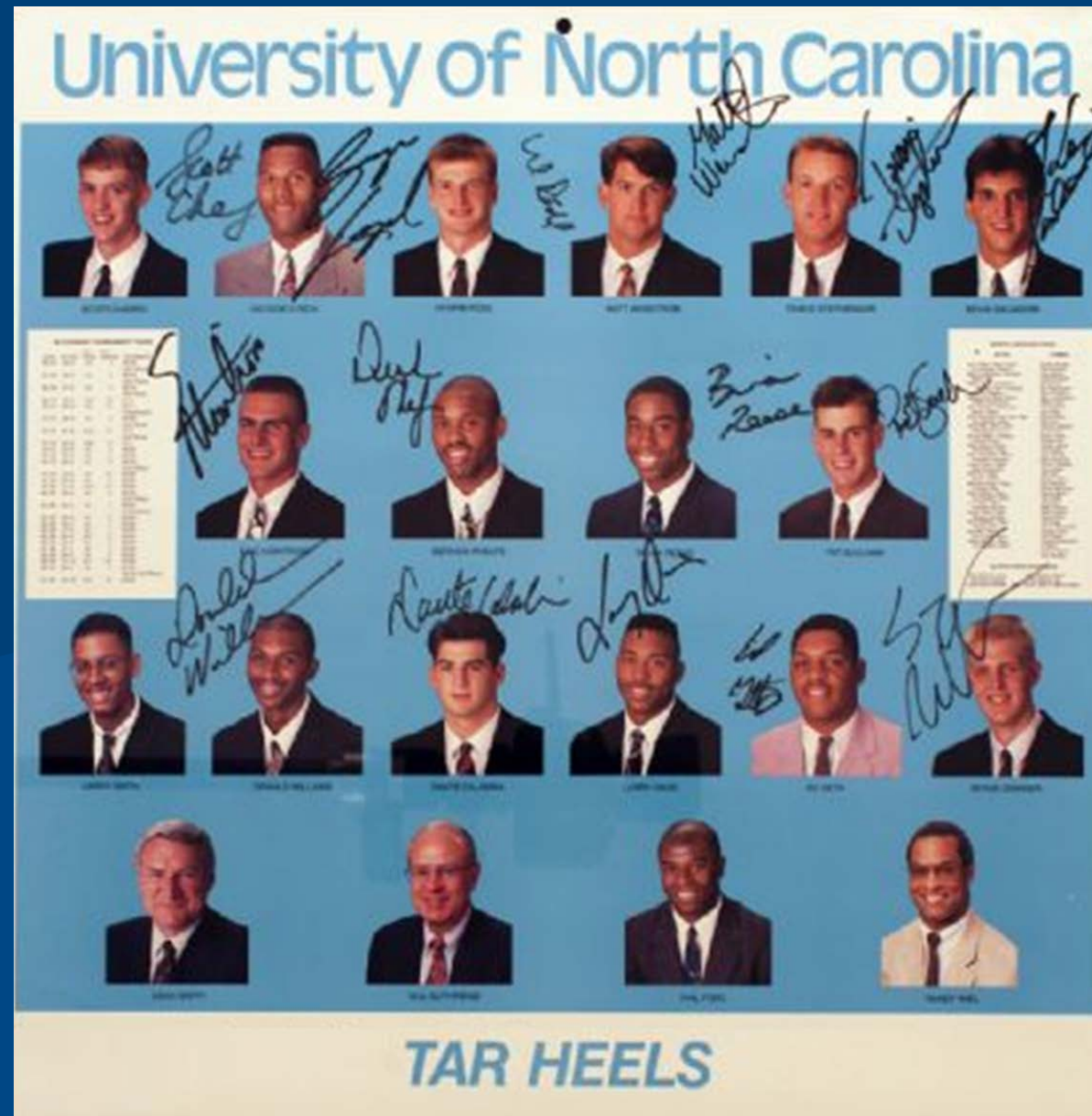
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“The first thing I would do every morning was look at the box scores to see what Magic did. I didn’t care about anything else.”



Tar Heels vs. Blue Devils



1993 NCAA Champions
2009 NCAA Champions



1992 NCAA Champions
2010 NCAA Champions

Sisters

Neumark & Postlewaite (1998) *JPE*



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Work if husband earns less than sister's husband

The Good in Comparisons

Motivation

The Bad in Comparisons



Scott Crabtree



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Chief Happiness Officer

A group of people, including a woman with blonde hair and a man with glasses, are standing in a crowd. They are holding signs that say "JUSTICE" and "WORKERS". The background shows trees and a building.

Union agreed to \$1.8B annual labor concessions

\$41 million for a special executive pension plan
Retention bonuses for top executives at 2X pay

Union Withdrew Concessions



David & Ed Miliband, Labour Party

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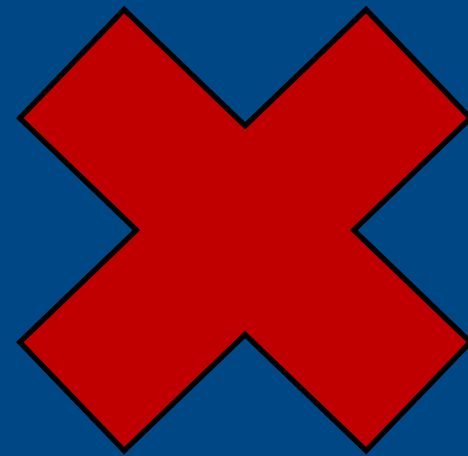
	David	Ed
ROUND 1	37.78%	34.33%
ROUND 2	38.89%	37.47%
ROUND 3	42.72%	42.26%
ROUND 4	49.35%	50.65%



“The permanent invidious comparisons made professional life impossible.”

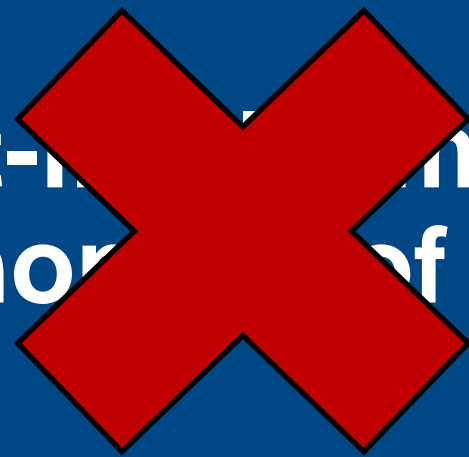
Adoption of Artificial Twins

Wojnilower (2013)



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Built-in Inmate &
Economic of Scale

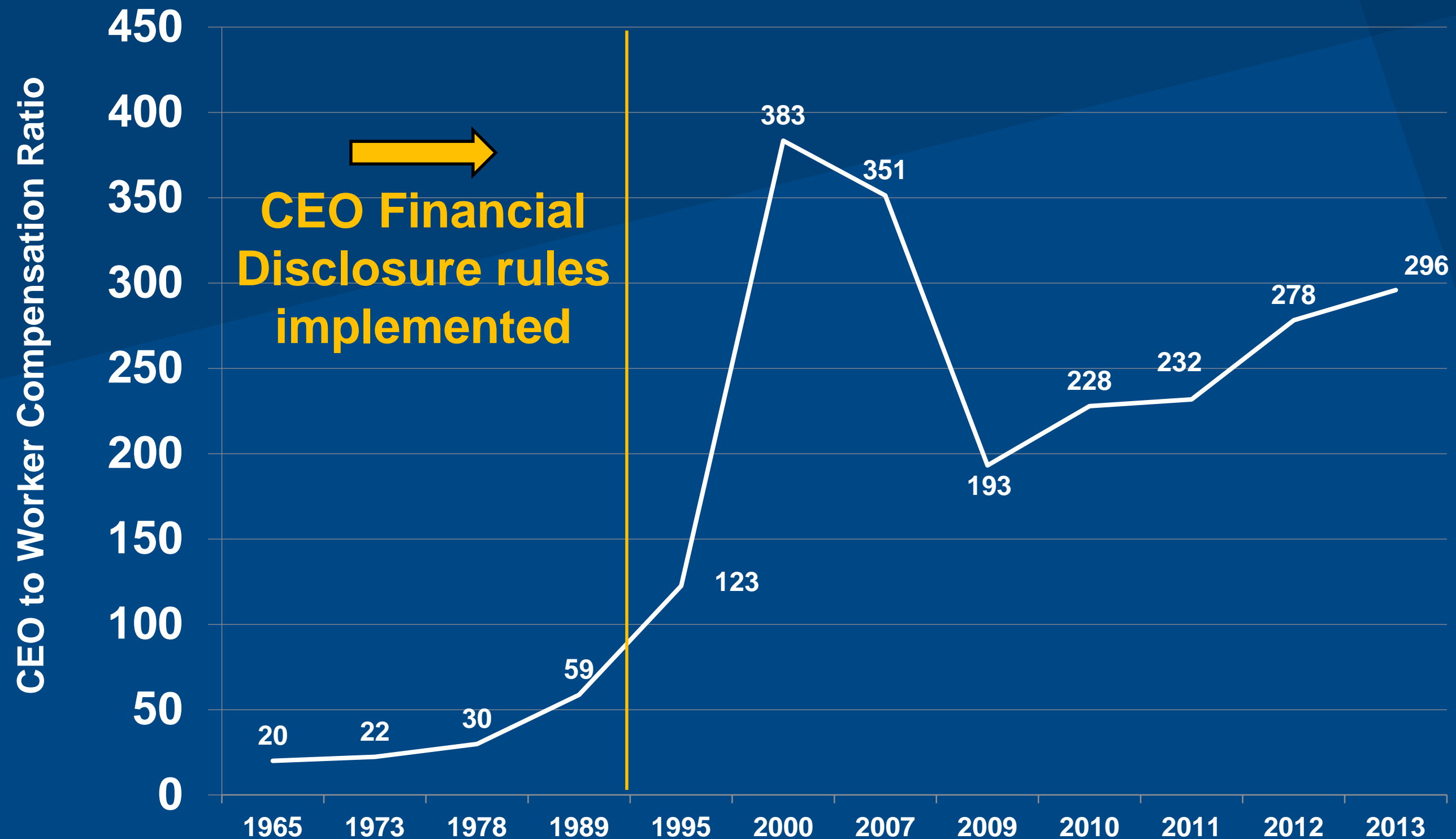


**Corrosive Social
Comparison!**

Doing Better & Feeling Worse

CEO-to-Worker Compensation Ratio

Top 350 U.S. Firms



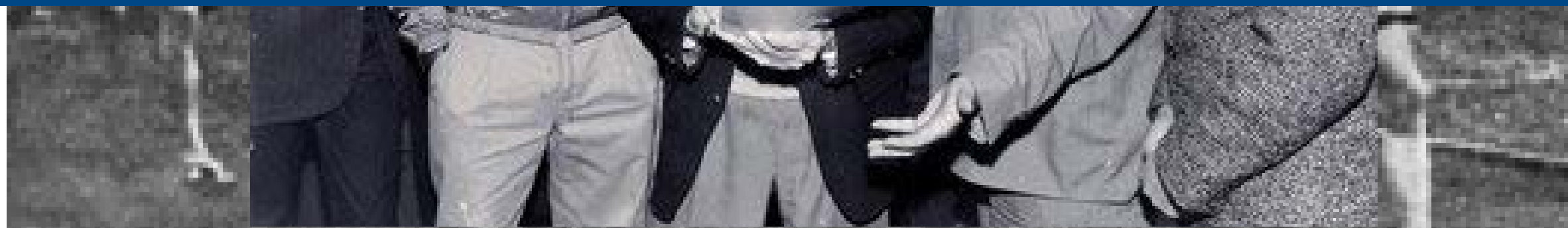
Source: Economic Policy Institute

Abel Kiviat, Silver Medalist (1912) 1/10 Second

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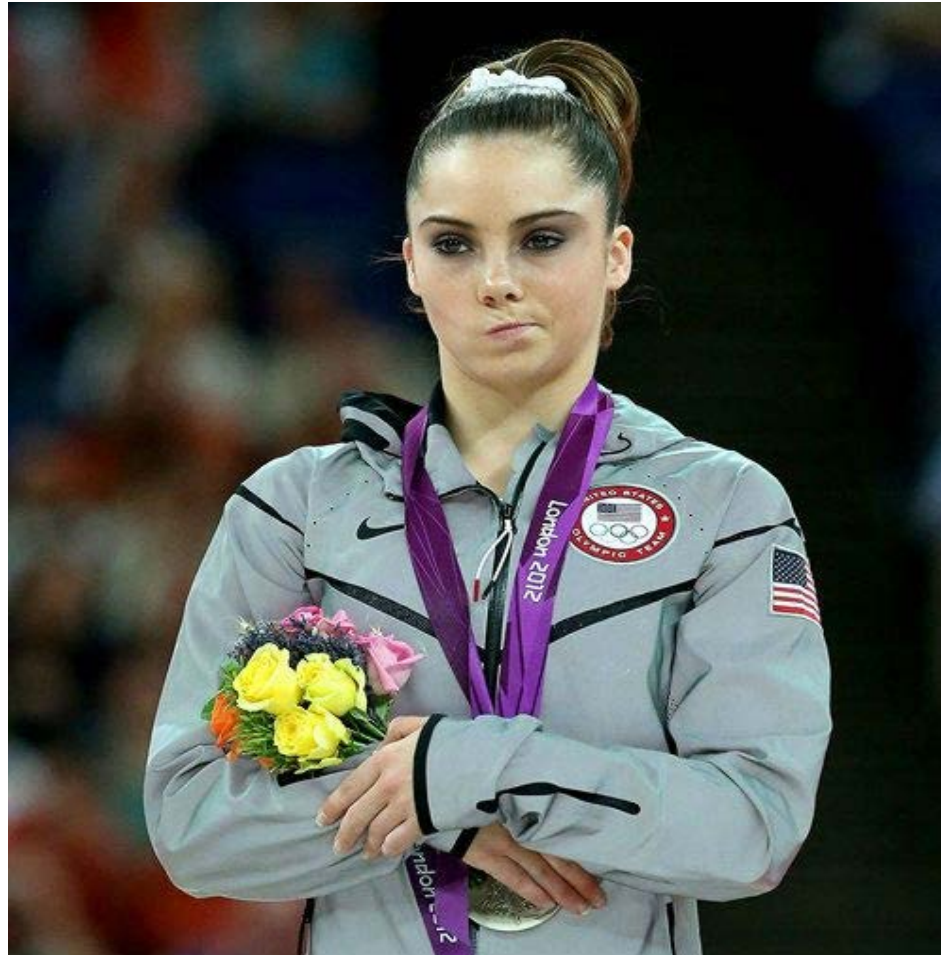


“I wake up sometimes and say, ‘What the heck happened to me?’ It’s like a nightmare.” ~1990 Interview



**First time the Olympics used a photo
finish to determine who won the medal**

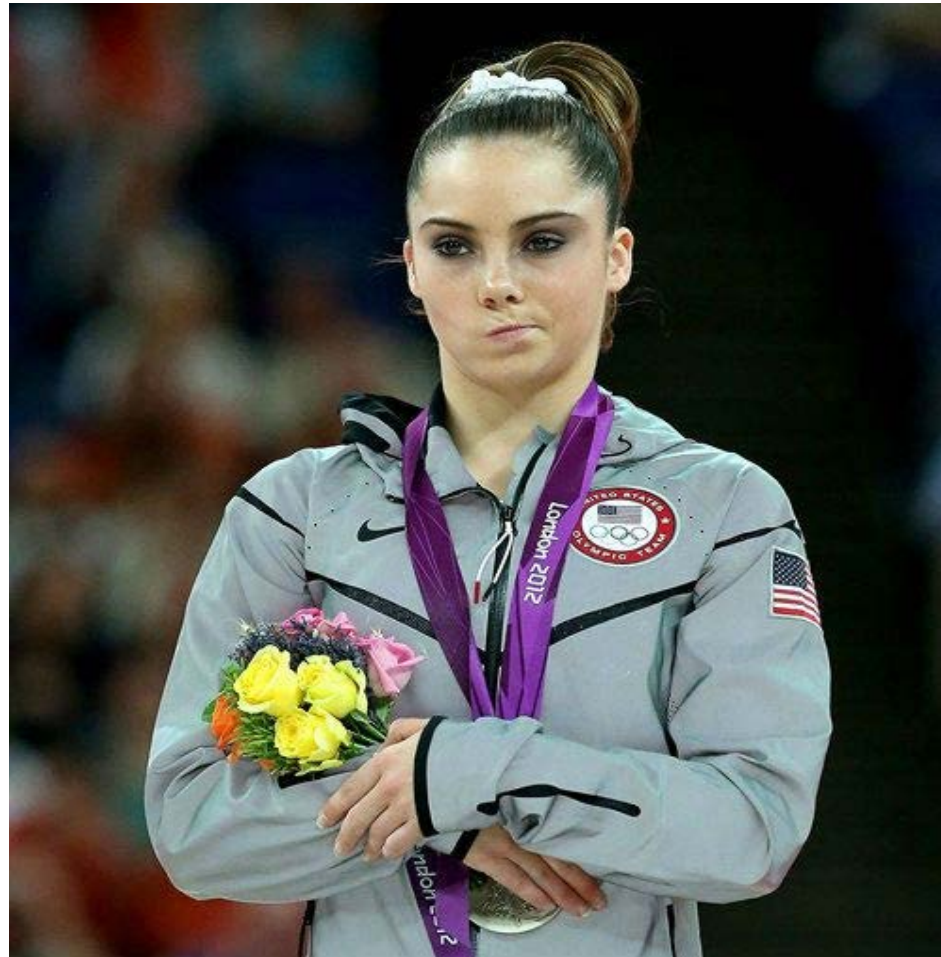
Silver Medal Face



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93% of gold medalists smiled
70% of bronze medalists smiled
None of the silver medalists smiled

Silver Medal Face



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Silver Medalists compare upward to gold medalists
Bronze medalists compare downward to no medal

More Bad in Comparisons



**1992 Olympic
Bronze Medal**



**Only American
woman to ever
land a triple axel**

A black and white photograph of a person's face, heavily shadowed and distorted, with a blue text box overlaid. The image is grainy and has a high-contrast, almost abstract quality. The person's features are partially obscured by deep shadows, particularly around the eyes and nose. The blue text box is positioned horizontally across the middle of the image, containing the text "Whack Heard Around the World" in white, bold, sans-serif font.

Whack Heard Around the World

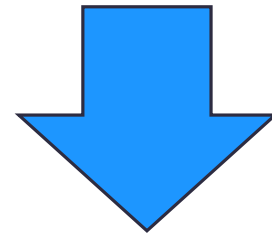


BA CAN'T
GET IT UP!!



Rhonda

Took classes to develop computer skills



Socially ostracized from coworkers

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The Bad in Comparisons

Misery Increased Cheating

3 Principles of Social Comparison

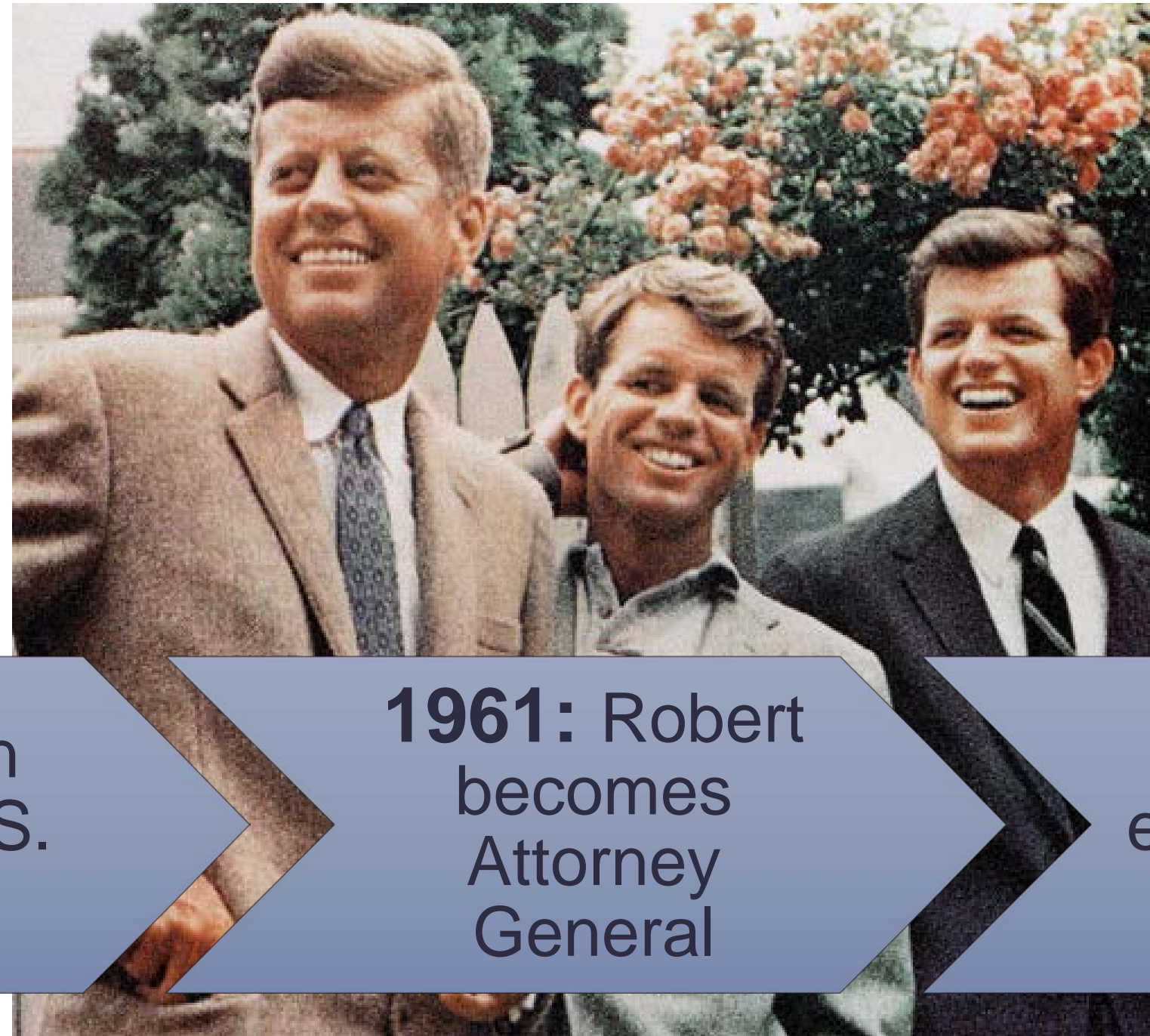
Principles of Social Comparison

Assess if comparison is in/out order

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The Kennedys

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1960: John
becomes U.S.
President

1961: Robert
becomes
Attorney
General

1962: Ted is
elected to U.S.
Senate



“The Williams Sisters’ rivalry is highly unusual and utterly remarkable...with all of their fiery competitiveness on the court, they’re still incredibly close off of it.”

A photograph of two female tennis players celebrating on a podium. They are both wearing light grey athletic jackets and have their arms raised in triumph. The player on the left has dark, curly hair and is smiling. The player on the right has long, multi-colored braids and is also smiling. Both are wearing gold Olympic medals around their necks. The player on the right is holding a bouquet of flowers. The background is blurred, showing stadium lights and spectators.

21–1 record in women's doubles finals
2000, 2008, and 2012 Olympic gold medals

Principles of Social Comparison

Assess if comparison is in/out order

Provide new opportunities to compete

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Principles of Social Comparison

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Assess if comparison is in/out order

Provide new opportunities to
compete

Anticipate that success will upset others

Russian Parable



For every wish
your neighbor will
get double!

I know what I
want! I want you
to poke out one
of my eyes



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