Research has revealed mixed results as to whether or not groups utilize the unique insights someone else is able to provide, unshared information, or whether they rely more on the information already known, shared information. The importance of the information, as well as when the information was provided, either prior to or after making an initial preference, was used to test each theory. Critical unshared information was more impactful in this study. Further, results seem to suggest interactive effects between social validity and informational value of information provided by others.

References