

# Trust and Trustworthiness among Europeans: South - North Comparison\*

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## Abstract

This paper discovers significant differences between southern and northern Europeans in a dynamic version of the “trust game” played by Ph.D. students from different nationalities at the European University Institute. Our version of the trust game allows subjects to choose the receivers to whom they make transfers. South is discriminated against, particularly in terms of contacts and mainly by northern subjects. Strikingly, this discrimination builds up rather than dying out with experience. More than for not being trustworthy (i.e. having a low propensity to reciprocate by making a generous payback for a transfer received), South is being punished for its own low level of trust (i.e. having a low propensity to contact another player with a generous transfer), and for this reason ends up leaving the game with lower payoffs.

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# 1 Introduction

Most economic interactions are preceded by a stage in which agents select partners. Entrepreneurs select their counterparts for a partnership, firms select suppliers, consumers select retailers and employers choose workers from pools of applicants. The initial choice of a partner as well as the decision about the volume of activity to a large extent depends on the agent's beliefs about the prospects of building trust and reciprocity with potential partners. If the interaction takes place repeatedly, experience will play a role as well. Selectors are expected to return to those partners who proved to be trustworthy, and avoid those who failed to reciprocate. In a global environment where economic interactions go across countries and cultures, national diversity may have a substantial impact on agents' initial beliefs regarding partners as well as on the evolution of their interaction over multiple transactions.

In this paper we report on experimental results that study the impact of cultural diversity on agents' choices of partners as well as on the outcomes of economic interactions. Our subject pool involves participants from different European nationalities. Dividing the continent into two regions our objective is to compare subjects' perceptions about trust and reciprocity between northern and southern Europe by studying subjects' choices of partners and the volume of economic activity.

The issues of trust and reciprocity in economic interactions have been given a considerable attention by the recent literature in experimental economics. Berg, Dickhaut and McCabe (1995) addressed these issues by designing a trust game experiment. The standard format of a trust game involves two players. The "sender" who is assigned an amount of money  $x$  by the experimenter decides on a transfer  $0 \leq t \leq x$  to be made to the "receiver",

who will receive three times the amount of this transfer, i.e., if the sender concedes the amount  $t$  to the receiver, then the latter receives  $3t$  (while the sender loses just  $t$ ). Following the transfer made by the sender, the receiver has to decide how much she wants to return. The amount returned is denoted by  $g \in [0, 3t]$  and the sender gets it back at a 1:1 rate. While the unique Nash equilibrium prediction of the game is for the receiver to make zero payback and therefore for the sender to make no transfer at all, Berg, Dickhaut and McCabe (1995) found that senders did make considerable transfers, which are backed by substantial paybacks. Among other papers that study subjects' behavior in the trust game is Bucan, Croson and Johnson (2000), which involves a comparison across different countries including the US, China, Japan and Korea focusing on the effect of preliminary discussions within groups on behavior in the trust game.

Our framework differs from this strand of literature in three major aspects. First, our subject pool does not only involve participants from different countries of origin, but subjects from different countries jointly play our version of the trust game. Second, to highlight the role of the choice of partner we have allowed participants to choose the partner to whom they make a transfer in a manner that will be explained later. Finally, we have designed a dynamic version of the trust game that will be described in the sequel to allow trust and reciprocity to be built up and to enable us to study the evolution of trust in our multi-cultural framework.

Somewhat more related to our framework is Fershtman and Gneezy (2000) which reports results on a one shot trust game played between Ashkenazi (Jews of European descent) and Sephardi (Jews of Middle Eastern origin) Israelis. They found that Sephardi subjects were discriminated against in the amount of transfers they received although their payback behavior wasn't

different from that of their Ashkenazi counterparts. In contrast to their framework in which matching was fixed and the interaction involved a one shot game, in our “market” framework each subject can act both as a sender and a receiver; subjects choose their partner and interact repeatedly within the same group. These features will allow us not only to detect discrimination but also to go more deeply into its roots by analyzing the way it evolves over different periods. We have conducted our experiment in an environment where a major role of nationality is least expected. Our subject pool involves Ph.D students at the European University Institute (EUI) in Florence. The EUI whose main objective is to provide advanced academic training to Ph.D. students in a European perspective, attracts young intellectuals from EU member countries with substantial international exposure and with a typical fluency in at least three European languages. If the role of nationality within this group is strong, we would expect it to be even stronger among the general population of Europe.

Our results indicate discrimination against South in terms of contacts, carried out mainly by northern subjects. However, the most interesting finding is the fact that this discrimination builds up rather than dying out with experience. More than for not being trustworthy (i.e. having a low propensity to reciprocate by making a generous payback for a transfer received), South is being punished for its own low level of trust (i.e. having a low propensity to contact another player with a generous transfer), and for this reason ends up leaving the game with lower payoffs.

We find these results particularly striking because of the international exposure of our group of subjects and interpret them as an indication that cultural differences in standards regarding trust and reciprocity may be sufficiently robust to persist even when individuals change their original habitat.

## 2 The Design

The design of our experiment is described extensively in Appendix A. Here we limit ourselves to a summary of its most important features. We conducted three sessions with a total of 110 participants hired among EUI Ph.D. students from different European countries. At the beginning of each session subjects were asked to fill in a form in which they had to specify their nationality in addition to other bits of information that still allowed their identity to be kept anonymous. This was mainly done in order to blur the fact that our interest lies with the issue of nationality. In each session subjects played six treatments in each of which they were assigned randomly to a group of five players. At the beginning of each treatment the information about the other players was made public within the group.

Every treatment involved 6 periods of the repeated trust game. In all the periods of the first four treatments subjects were allowed to choose freely the partner with whom they wanted to interact among the four subjects in their group. Each period had the following structure: At the beginning each player received an endowment of  $x = 100$  points, equivalent to 0.35 Euros. They were then given the opportunity to transfer any part of it to a player of their choice within the group. If a sender made a transfer of  $t$  to a receiver the receiver received  $3t$ . Then each subject who received a transfer had an option to return back any part of it to the person who made him the transfer and the period ended. All decisions were made via computer terminals.

The fifth treatment differed from the previous four because subjects were randomly matched in pairs within each period. Thus, they did not have the possibility to choose a partner and could only interact with the player randomly assigned to them. The sixth and final treatment was instead identical

to the first four.

Most of our analysis will involve the first four treatments, since the last two treatments are distorted by the absence of free choice in the fifth one. However, we will also look at how the forced interaction of the fifth treatment changes the behaviour of subjects in the last treatment in which interaction is again free.

In reporting the results we will refer to two characteristics of players: “trust” and “trustworthiness”. Trust concerns sending behavior. It refers to the propensity of a player to contact another player and to make high transfers, which we interpret as a propensity to trust the receiver to reciprocate. By looking at the aggregate data within each region we will provide analysis regarding the extent to which region  $H$  trusts region  $K$ , where  $H, K \in \{\text{North, South}\}$ . This will be done by looking at the propensity by which players from region  $H$  choose to make a transfer to players of region  $K$  as well as the amount of transfers they make. The precise statistics will be explained later. Trustworthiness stands for the tendency of a player to reciprocate by making a generous payback for a transfer he/she received. At the regional level it will be measured by the average return ratio. We provide the analysis at the regional level and not at the country level as we fail to have sufficient observations for each country pair separately.

### 3 Results

The evidence provided in this paper is based on the aggregation of countries in two regions (South, North) according to their average geographical latitude. Table 1 lists the countries represented in each region, the average latitude (in degrees) of each country and the number of subjects per country.

Table 2 provides some general descriptive statistics based on the following

notation. The variable  $f_i^N$  is the frequency of northern players seen by sender  $i$  in her group. With five randomly selected players in each group a sender sees four players and thus the variable takes the following values:  $f_i^N \in \{0, 0.25, 0.5, 0.75, 1\}$ . For each of them we have a column in Table 2. Notice that whenever this variable takes value 0 the sender faces only players from South and hence cannot chose a player from North. The converse is true if  $f_i^N = 1$ .

We denote the average frequency of zero transfers for senders of region  $H \in \{N, S\}$  by  $Z_H(t = 0)$ . These frequencies are reported in the first row of Table 2 for each value of  $f_i^N$ . Interestingly, with the exception of the case in which  $f_i^N = 0$ ,  $Z_N(t = 0)$  decreases with the fraction of northern players seen by the sender, indicating that, over all periods and treatments, North is more willing to trust when a larger number of interactions with North is possible. The opposite pattern prevails instead for South since  $Z_S(t = 0)$  increases with  $f_i^N$ .

The average transfers by senders of the two regions are denoted by  $t_N$  and  $t_S$  and are displayed in the second row of the table. For all values of  $f_i^N$  northern senders transfer more tokens than southern senders, which indicates that North has a larger propensity to trust. It is also worth noting the relatively low amount transferred by southern senders (60 tokens) when the potential partners are all from South in the first column.

Denoting with  $g_i$  what sender  $i$  gets back from her partner, we define the return ratio as  $r_i = \frac{g_i}{3t_i}$ . The third row of Table 2 report the average return ratios for northern ( $r_N$ ) and southern ( $r_S$ ) senders. On average, North enjoys a return ratio which is 2 percentage points higher (56% vs. 54%). Finally, the overall payoff earned by a sender is defined as  $\pi_i = 100 - t_i + g_i$ , and the average payoffs in the two regions, ( $\pi_N$  and  $\pi_S$ ) are displayed in the last

row of the table. On average, northern senders walk out of the game with a higher payoff.

In the following, we will investigate the way that such differences emerged in the course of the game. We will also analyze how robust these differences are and if they are statistically significant. Because we are interested in situations in which players actually had a choice, we will exclude the cases where  $f_i^N$  is 0 or 1, i.e. a sender sees only southern or northern partners in her group.

### 3.1 Discrimination against South

The level of trust by players from region  $H$  to players of region  $K$  can be measured by two indicators: (1) the propensity by which a region  $H$  player contacts a region  $K$  player to make a positive transfer and (2) the amount of transfer made by region  $H$  players to region  $K$  players. Since the frequency of players from the two regions are not the same in each group of players, contact opportunities between regions are not uniformly distributed. Thus one has to be careful in analyzing senders' behavior in terms of both (1) and (2). However, note that the group composition is completely random, albeit not uniform, and this facilitates our task as explained in what follows.

Let  $R_i^N$  be a dummy variable taking value 1 if the receiver chosen by sender  $i$  is from North and 0 otherwise. If sender  $i$  chooses her partner disregarding the region to which the receiver belongs the following equality must hold

$$E(R_i^N) = f_i^N. \tag{1}$$

This equality says that, if the choice is random with respect to region, the fraction of northern receivers chosen by a sender must be equal to the fraction of northern players seen by the sender in her group. Figure 1 plots the sample

counterpart of the expectation on the LHS of equation (1) for each value of  $f_i^N$  between .25 and .75.<sup>1</sup> This is done for senders in the two regions separately as well as for all senders. A point above the diagonal indicates a preference for North since it means that the average frequency of choosing North is greater than the proportion of North seen by the sender in the group.

We find that almost all the points lie above the 45 degree line, but those corresponding to southern senders are closer to it. On the contrary, the points for northern senders lie further away from the 45 degree line while for all senders the points are, of course, situated in between those of North and South. Thus the figure suggests the existence of a generalized preference for choosing a northern partner as a receiver, a preference which is stronger for northern senders. Note that since  $R_i^N$  is dichotomous, and specifically bounded from above at 1, the distance from the 45 degree line has to decrease with  $f_i^N$  even if the propensity to favor North is constant.

In order to assess whether the deviations from random choice displayed in Figure 1 are statistically significant we proceed as follows. Consider the regression

$$R_i^N - f_i^N = D + u_i \quad (2)$$

where  $D$  is a constant term and  $u_i$  is a zero mean random noise component. Note also that  $f_i^N$  is randomly assigned. Given equation (1), a test for the hypothesis that senders choose recipients disregarding nationality can be framed as a test for the null hypothesis that

$$H_0 : D = 0 \quad (3)$$

which implies that  $R_i^N - f_i^N$  is zero mean noise.

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<sup>1</sup>For  $f_i^N = 0$ ,  $E(R_i^N)$  is of course equal to 0. For  $f_i^N = 1$ ,  $E(R_i^N)$  is equal to 1 if a positive transfer takes place.

Table 3 reports the results of this test for the three lines displayed in Figure 1. The preference towards North in choosing a partner is statistically significant when aggregating over all senders and even more so when confining only to northern senders. However, the preference of southern senders towards North is not statistically significant. Since we have repeated observations for the same sender in different periods and treatments, the standard errors are corrected to account for within-individual correlation of the error component.<sup>2</sup>

Table 4 shows a similar analysis for the earliest stage of the interaction i.e., for the first period of the first treatment ( $p = 1, T = 1$ ).<sup>3</sup> Although point estimates are similar, this table reveals no statistically significant evidence of a preference of senders to contact North, whether we consider each region separately or the two of them together. Although this is in part a consequence of the smaller sample size, we will show below results that reach statistical significance even on such low number of observations. Here instead one cannot reject the hypothesis of no difference between the two regions. Thus, the combination of results from Tables 3 and 4 suggests that discrimination by North against South builds up with experience rather than being a strong prejudice with which North enters the game. This possibility is further explored in the analysis that follows.

We next concern ourselves with the magnitude of transfers made by senders to each region. Table 5 shows the matrix of transfers sent by region  $H$  to region  $K$ , with  $K, H \in \{N, S\}$ . The top panel refers to the first four treatments, while the bottom panel refers to the earliest interaction in the game, occurring in period  $P = 1$  of treatment  $T = 1$ . In this table, the

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<sup>2</sup>See Moulton (1986).

<sup>3</sup>Note that in this case there is one observation per sender and no correction of standard errors is needed.

comparison of columns, within each row, indicates how the transfers received by North and by South differ. Overall, in treatments 1 to 4, North sends more to North than to South. However, early in the game, in period  $p = 1$  and treatment  $T = 1$ , North transfer more to South than to itself.

We next test the statistical significance of the differences shown above. We do so by estimating the following regression:

$$t_i = \alpha_r + \beta_r R_i^N + \delta_r X_i + \tau_i \quad (4)$$

where  $t_i$  is the transfer sent to receiver  $i$ ,  $R_i^N$  is a dummy variable taking value 1 if receiver  $i$  is from North,  $X_i$  is a vector of dummy variables denoting the gender of the sender and of the receiver and  $\tau_i$  is an error component. The coefficient  $\beta_r$  measures the extent to which transfers received by North differ from transfers received by South. Its estimates and standard errors are reported in Table 6 for all senders and separately for northern and southern senders.<sup>4</sup>

The first row of the table reports results for the first four treatments, taking into account the within-individual correlation of error components. It shows that, on average and controlling for gender, a northern receiver is given 3.24 tokens more than a southern one and that most of this bias is attributed to northern senders (in the second column the point estimate is 5.44). However, at early stages of the interaction (see the second row of the table) the picture is different. There is no statistically significant evidence of preferences of one group over the other and, if anything, the point estimates of  $\beta_r$  for the transfers sent by northern senders even indicate that North made higher transfers to South than to North.

We conclude this section by summarizing its main observations:

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<sup>4</sup>The estimated coefficients  $\beta_r$  are not numerically identical to the corresponding differences between columns of Table 5 because of the inclusion of controls for gender.

(A) South is contacted less often and receives less transfers than North, with most of this discrimination attributed to North.

(B) The bulk of the discrimination is in the fact that South is contacted less often.

(C) The discrimination against South is less significant at earlier stages of the game compared to when it is judged based on the overall behavior.

In the next section we attempt to investigate the source of the observed discrimination and explain how it emerges. To this end we will compare South and North in terms of their payback behavior as well as their overall tendency to make transfers.

### **3.2 Why is South Discriminated Against?**

We will not attempt to give a conclusive answer to this question. However, further analysis of payback behavior and the evolution of sending behavior may offer some hints. We start with three conceivable hypotheses for the source of discriminations:

1. North discrimination against South is a result of pure prejudice that can not be supported by the behavior of South.
2. North discrimination against South is a consequence of the fact that South rate of return is smaller than that of North.
3. South receive less transfers than North because South themselves transfer little (to both North and South).

We start by comparing North and South in terms of the transfers they make to others. Going back to Table 5, if we compare the rows of the matrix, within each column, we see how transfer sent by North and South differ. In all cases, i.e. independently of the region of the receiver, North transfer considerably more than South. In other words North trust more all

receivers. This is true when we average on all the first four treatments, as well as when we look at period 1 of treatment 1. It is interesting to observe that in this early interaction North transfer more to South than to North, and South transfer very little to itself.

To test the significance of these differences the appropriate regression to be estimated is

$$t_j = \alpha_s + \beta_s S_j^N + \delta_s X_j + \theta_j \quad (5)$$

where  $t_j$  is the transfer sent by sender  $j$ ,  $S_j^N$  is a dummy variable taking value 1 if the sender is from North,  $X_j$  denotes the gender of the sender<sup>5</sup> and  $\theta_j$  is an error component.<sup>6</sup> The coefficient  $\beta_s$  measures the extent to which transfers sent by North differ from transfers sent by South. Results are reported in Table 7 for transfers sent to all receivers and separately to northern and southern receivers.<sup>7</sup>

The first row of the table reveals that, controlling for gender, North transfers significantly more than South (on average 10.55 tokens more than South to the group as a whole, and 12.24 tokens more than South to northern players). North's tendency to transfer more than South is very high also at the earliest stage of the interaction (i.e., 12.80 tokens more than South to the group as a whole in row T=1,p=1.) But perhaps the most interesting observation here is the fact that North treats South (in terms of transfers) much better than South treats itself (on average 28.41 more tokens ). If we interpret a generous transfer by a sender as an indication that the sender trusts the receiver to reward him/her later in the game (either by making a gener-

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<sup>5</sup>The gender of the receiver cannot be included in this case because of the presence of zero transfers, i.e. situations in which there is no receiver.

<sup>6</sup>Note that a receiver may receive from more than one sender. Standard errors are computed taking into account within-individual correlation of the error terms.

<sup>7</sup>The estimated coefficients  $\beta_r$  are not numerically identical to the corresponding differences between rows of Table 5 because of the inclusion of controls for gender.

ous payback or by making a generous transfer as well in a subsequent period) then Table 7 clearly indicates that North is endowed with the propensity to trust others more than South and that this holds also at a very early stage of the game.

We next move to compare North and South in terms of their payback behavior. Here we estimate the regression

$$r_i = \delta + \gamma_r R_i^N + \eta_r X_i + \rho_i \quad (6)$$

where  $r_i = \frac{g_i}{3t_i}$  is the return ratio chosen by receiver  $i$ ,  $R_i^N$  is a dummy variable taking value 1 if receiver  $i$  is from North,  $X_i$  is a vector of dummy variables denoting the gender of the sender and of the receiver, and  $\rho_i$  is an error component. The coefficient  $\gamma_r$  measures the extent to which northern partners choose a higher return ratio than southern ones. Results are reported in Table 8 for all senders and separately for northern and southern senders.<sup>8</sup>

Judged on the basis of the entire interaction in the first row of the table, the return ratio chosen by northern receivers is significantly higher than the one of southern receivers, independently of the region of the sender. The picture changes, however, when we look at the earliest stage of the game in the second row. Here we see that at the outset of the game southern receivers return significantly less than northern receivers as a fraction of what they received in the initial transfer. Note also that the difference between the return ratio of North and South in the first period of the first treatment is significant, in particular when the sender is from North.

Taken together, the evidence provided above gives a further indication against hypothesis (1). We see little evidence for discrimination against South at the outset (i.e., during the first period of the first treatment of

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<sup>8</sup>Standard errors are computed taking into account within-individual correlation of the error terms.

the game). On the other hand, South return less than North, as a ratio of what they receive, in the earliest stage of the game. Moreover, South make lower transfers practically throughout the game.<sup>9</sup> This suggests that the discrimination against South that builds up later in the game has to do with South's tendency to return less early in the game and to make lower transfers in general.

We further support this conjecture by looking at the way sending behavior is reinforced from period to period. This evidence is given in Table 9 where we test whether the choice of a sender in the second period differs from randomness conditioning on the choice made in the first period. We therefore estimate equation (2) again but this time only on the observations for the second period of all treatments and separately for the cases in which North or South was chosen in the first period. We then test the null hypothesis (3), which in this case, if accepted, would say that senders choose their partner randomly in the second period, independently of what they did in the first one.

This conclusion is, however, rejected by the evidence of Table 9. The first row of the table shows that if North is chosen in the first period the preference for North is reinforced by all senders in the second period. Moreover North reinforcement of a previous northern choice is greater than that of South. The evidence of reinforcement of a previous southern choice is instead very weak in the second row of the table, particularly when the sender is from North. We conclude that North's higher standards in terms of transfers and return ratios at the outset of the game generate a stimulus that leads subjects (in particular northern subjects) to reinforce a transfer to North.

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<sup>9</sup>Note that this conclusion differs from that of Fershtman and Gneezy (2000) who establish that the discrimination against Sephardi receivers is irrational as payback behavior in the two groups was essentially the same.

As mentioned, there are two ways to reciprocate for a generous transfer in our version of the trust game. Firstly by choosing a large return ratio and secondly by making a large transfer to the generous player in a subsequent period (within the same treatment). Each of these behaviors and both together are essential for generating further contacts and high transfers. Figures 2 and 3 show how the differences in transfers and return ratios evolve across treatments. These figures (together with the other analysis provided so far) indicate that while South learns to meet North's standards in terms return ratio, they fail to approach North's standards in terms of transfers, which in return sustains North's low transfer to South throughout the game. We therefore conclude that hypothesis (3) has more support in our data than hypothesis (2). Put differently, more than for not being trustworthy, South is being punished for its own low level of trust.

Our finding concerning South's level of trust is consistent with Knack and Keefer (1997) who seek to find the correlation between social capital and trust on the one hand and economic performance on the other. Their analysis builds on the World Values Surveys that contain questionnaire data on thousands of respondents from 21 countries. To assess the level of trust they rely on the following question posed in each country: "Generally speaking would you say that most people can be trusted, or that you can't be too careful in dealing with people" Their measure of trust is defined to be the percentage of respondents replying "most people can be trusted". All but two countries (Poland and Greece) represented in our experiment appear in the survey. Excluding these two countries, the average trust measure for North is 45.4% and only 26.75% for South.

Similar conclusions are also reached by Guiso, Sapienza and Zingales (2003), who find that disparities in relative trust between people of different

countries affect the level of trade. While they explain their evidence just as a consequence of stereotyping, our results indicate that differences in trust may emerge and be reinforced by repeated interactions between nationalities, even when agents do are not characterized by strong stereotyping at the outset of the interaction.

## 4 Payoffs

On average, making a transfer pays off well. Even when disregarding the fact that a subject increases his/her chance of being made a high transfer in a subsequent period by making a high transfer, subjects' payback behavior generates positive profit on transfers. On average, subjects made 60 Cents profit on every Euro transfer in payback only. South is therefore being punished for its low level of trust. Figure 4 plots the average payoffs (in points) of North and South at each of the 6 periods within a treatment. Figure 5 shows the average payoff across periods for each treatment. These two figures reveal that North dominates South in terms of payoffs at each and every period (averaged over all treatments) and at each and every treatment (averaged over all periods).

## 5 The consequences of forcing interactions

It is interesting to observe that forcing interactions appears to reduce the differences between the two regions. This is suggested by Table 10 where we compare descriptive statistics for the treatments  $T = 4$ ,  $T = 5$  and  $T = 6$ . As explained in Section 2, the fourth treatment is the last one of the initial series of treatments in which subjects had free choice of partner. In treatment  $T = 5$  they were instead matched randomly with another subject, while in

the last treatment they had again free choice. Not surprisingly, the impossibility to choose the partner reduces considerably the degree of trust and trustworthiness and therefore the average payoffs. But the most interesting result of this table is that after being forced to interact without choice of partner, subjects from the two regions appear to behave more similarly than they did before. If we compare the first and the last columns of this table, we see that the differences between the two regions in terms of transfers and payoffs are considerably smaller in treatment  $T = 6$  than in treatment  $T = 4$ , and this happens even if average transfers go back to the levels observed before treatment  $T = 5$ .

## 6 Discussion

We have discovered significant differences between southern and northern Europeans in a dynamic version of the trust game. South is discriminated against, mainly by North, as overall it receives lower transfers and ends up leaving the experiment with lower payoffs. We suggested that the observed discrimination against South can find its roots in South's own behavior in the game. South pays back less on transfers it receives at early periods of the game and make substantially lower transfers than North practically throughout the game.

While South has a slight bias in favor of North, this bias is not statistically significant as is the case for North's bias in favor North. This difference between North and South can be explained by the principle that "Losses loom greater than gains" which follows from Kahneman and Tversky (1979) prospect theory: We have seen that a higher reciprocity standard prevails in the North (where by reciprocity we include both the return ratios and the propensity of making high transfers in the future.) It is reasonable to

assume that these differences in reciprocity also reflect different expectation about reciprocity in each region. This means that on average when North make a transfer to South, North are disappointed by the outcome (they make a loss with respect to their expectations), whereas transfers from South to North leave South with gains (relative to their expectations). Because losses loom greater than gains the forces that drive North away from South are greater than those which drive South away from South, which explains why the discrimination against South appears stronger for Northern players.

It would be a serious challenge to provide an encompassing explanation of the different standards of North and South in terms of both trust and trustworthiness as emerged from our experiment and from the evidence of Knack and Keefer's (1997) and Guiso, Sapienza and Zingales (2003). While this is outside the scope of this paper we suggest two directions here: The first possibility is that these differences emerge merely from an income effect: Assuming that "generosity" and "reciprocity" are luxury (normal) goods, people will tend to "consume" more of them the greater is their income. Thus the higher level of income and stage of development in the North during recent history would be responsible for cultural differences regarding trust and trustworthiness, reflected in our results.

The other possible explanation is that differences in terms of trust and trustworthiness between South and North have to do with the different role of the family in these two regions. In both social and economic activities the family plays a much greater role in the South than in the North.<sup>10</sup> With family ties less intensive in the North, people in the North rely on networking outside the family more than people in the South. Trust and trustworthiness outside the family is thus more crucial for social and economic success in the

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<sup>10</sup>See, for example, Bentolila and Ichino (2003) and their references.

North. We point out that regardless of the preferred explanation and even if both the income effect and the family effect are weak, a convergence to two substantially different population equilibria in two societies can emerge from a grain of difference that reinforces itself in a dynamic trajectory that leads to substantial differences. A small group of individuals endowed with low trust and trustworthiness can cause a snowball effect by which more and more people adopt their standards as trust and trustworthiness pays off less and less.

Our findings have two types of implications. Firstly, the fact that agents' choice of partners in economic interactions is not arbitrary and may depend on characteristics that appear to be payoff irrelevant (region in our case) is a message worth taking into the theoretical literature. Secondly, our findings make a valid point in the European perspective. The significance of the regional role as established in our experiments highlights the question of whether the persistence of cultural and national diversity across regions within unified Europe should not impose any impediment to achieving economic and political uniformity.

## A Experimental design

The experiment was conducted using a computerized setup<sup>11</sup> in 3 sessions at the European University Institute near Florence, Italy. Participants were 110 Masters and PhD students from the faculties of Law (30%), History (15%), Social and Political Sciences (23%), and Economics (33%). Subjects originated from 15 different European countries. They were between 23 and 36 years old (average: 27.7), and 64% were male. Because it was the first time that experiments were conducted at this place, the subject pool was not experienced in playing games. For each session a multiple of five subjects was recruited (session 1: 40, session 2: 30, session 3: 40). The profit earned by participants ranged from Euro 24 to Euro 47.90, with an average of Euro 36.34 (s.d. 4.89), including a 5 Euro show-up fee paid to each candidate. Each session (including a 15 min. questionnaire at the end) lasted for about 2 hours. Participants were recruited via email and were invited to sign up on a website. Each session took place in 3 computer labs with 10 to 25 computers each, located in different buildings of the university campus. Upon arrival to an assigned computer lab, subjects randomly drew a seat number and an account number. This account number was later used to identify subjects for payment, which was organized anonymously. Further to that, the computer labs were prepared using separators to individualize the environment. In each room, a professor of the university monitored the experiment in a discrete way.

Note that at no point in time were subjects deceived. Subjects could choose how often (max 3 times) they wanted to read through the instructions on the screen. They also had a hard copy of the instructions next to their machines. The instructions were followed by a short quiz of three questions covering the crucial aspects of the game. Almost all subjects appeared to have understood the game very well before playing. No major clarification questions were asked. After reading through the instructions, subjects were asked to enter information about their age, gender, nationality, and number of siblings.<sup>12</sup> To increase anonymity, the age displayed to fellow players was modified by adding a random number. This was also mentioned in the instructions further to a general anonymity and privacy statement.

Each session consisted of 6 treatments in which subjects were randomly matched in groups of five players

In the first four of these treatments subjects played the following repeated version of the trust game. At the beginning of the treatment, each player

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<sup>11</sup>The Z-Tree software described in Fischbacher (1999)

<sup>12</sup>During the recruitment process it was made sure that subjects were recruited only from countries which have a substantial number of students at the university. This restriction was introduced to avoid identification of the subjects during the game.

could see some information about the four other players in his group, the information included the players' nationality, age, gender, and the number of siblings. The subjects then decided to *whom* and *how much* of their initial endowment of 100 they were willing to transfer. No entry in any of the boxes corresponded to making no choice, which was also an option. In the next step subjects saw *who* among the other players had chosen them and *how much* they had received from these partners. In addition, this amount was shown multiplied by three. For each player from whom a transfer was received, they could choose how much to return back. Then, subjects were presented a summary of all transfers and returns they had been involved with. These steps were repeated 6 times. Then, groups were reshuffled and a new treatment was played. Due to the limited amount of subjects in each session and the large size of each group, the re-matching had to be done on a random basis, hence it is not ruled out that subjects could meet again in subsequent groups.

The fifth treatment differed from the previous four because it did not allow free choice of partners. Subjects, were again matched in groups of five players, but instead of being able to choose a partner, they were randomly assigned to one of the fellow players. In every period of this treatment players faced a new non-modifiable random choice of partner.

The sixth and final treatment was instead identical to the first four and thus allowed free choice of partners.

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Table 1: Nationalities: frequencies and average latitude

country	av. latitude	participants
<i>Southern countries</i>		
Greece	39	9
Portugal	39.3	1
Spain	40	11
Italy	42.5	17
France	46	12
<i>Northern countries</i>		
Austria	47.2	6
Belgium	50.5	5
Germany	51	16
Poland	52	3
Netherlands	52.3	8
Ireland	53	5
United Kingdom	54	8
Denmark	56	3
Sweden	62	4
Finland	64	2

Source: CIA (2003).

Table 2: Descriptive statistics

	$f_i^N$					average
	0	0.25	0.5	0.75	1	
$Z_N(t=0)$	0.07	0.08	0.07	0.04	0.04	0.06
$Z_S(t=0)$	0.03	0.04	0.05	0.10	0.11	0.07
$t_N$	75	78	80	80	77	79
$t_S$	60	77	66	67	71	69
$r_N$	0.64	0.52	0.54	0.57	0.63	0.56
$r_S$	0.48	0.58	0.50	0.55	0.57	0.54
$\pi_N$	177	147	154	163	173	158
$\pi_S$	132	163	136	147	149	146

Note:  $f_i^N$  is the frequency of northern players seen by sender  $i$  in her group.  $Z_K(t=0)$  is the fraction of zero transfers for senders of region  $K$ .  $t_K$  denotes average transfers sent by region  $K$ ,  $r_K = \frac{g_K}{3t_K}$  stands for the return ratio for senders of region  $K$  (where  $g_K$  is what the sender gets back), and  $\pi_K = 100 - t_K + g_K$  is the payoff earned by a sender of region  $K$ .  $K$  is equal to  $N$  or  $S$  denoting North and South respectively.

Table 3: Deviations from random choice over all periods of the first 4 treatments

	All senders	N senders	S senders
$D$	0.044	0.062	0.022
s.e.	0.018	0.026	0.025
$p$ -value	0.008	0.008	0.193
obs.	2167	1215	952

Note: The table reports results from the estimation of the regression  $R_i^N - f_i^N = D + u_i$  by sender group.  $R_i^N$  is a dummy variable taking value 1 if the receiver chosen by sender  $i$  is from North and 0 otherwise.  $f_i^N$  is the frequency of northern players seen by sender  $i$  in her group.  $D$  is a constant parameter to be estimated.  $u_i$  is an error component Standard errors are robust and take care of within-individual correlation of the error component.  $p$ -values are for the test that  $D = 0$ . The cases in which  $f_n^i$  is 0 or 1 are excluded. Note that  $f_n^i$  is randomly assigned

Table 4: Deviations from random choice in period  $P = 1$ , treatment  $T = 1$

	all senders	N senders	S senders
D	0.05	0.09	0.07
s.e.	0.05	0.06	0.09
$p$ -value	0.06	0.08	0.22
obs.	82	49	33

Note: The table reports results from the estimation of the regression  $R_i^N - f_i^N = D + u_i$  by sender groups.  $R_i^N$  is a dummy variable taking value 1 if the receiver chosen by sender  $i$  is from North and 0 otherwise.  $f_i^N$  is the frequency of northern players seen by sender  $i$  in her group.  $D$  is a constant parameter to be estimated.  $u_i$  is an error component. Standard errors are robust and take care of within-individual correlation of the error component.  $p$ -values are for the test that  $D = 0$ . The cases in which  $f_n^i$  is 0 or 1 are excluded. Note that  $f_n^i$  is randomly assigned

Table 5: The matrix of transfers between regions

		Southern receiver	Northern receiver	average
All periods $T = 1, 2, 3, 4$	Southern sender	73.83	73.87	73.86
	Northern sender	81.37	86.38	84.39
	average	77.80	81.20	79.76
$p = 1, T = 1$	Southern sender	28.92	47.45	40.15
	Northern sender	63.38	54.91	57.67
	average	47.93	52.09	50.62

Note: The table reports simple averages of transfers from “rows” to “columns”. The cases in which the fraction  $f_n^i$  of northern players seen by sender  $i$  is 0 or 1 are excluded. Note that this fraction is randomly assigned.

Table 6: Differences between the transfer sent to northern and southern receivers

		By all Senders	By N Senders	By S Senders
All periods	$\beta_r$	3.24	5.44	-0.35
$T = 1, 2, 3, 4$	s.e.	1.89	2.62	2.82
	$t$ -value	1.71	2.07	-0.13
	obs.	2330	1271	1059
$p = 1, T = 1$	$\beta_r$	4.00	-3.51	11.31
	s.e.	6.91	10.08	9.93
	$t$ -value	0.58	-0.35	1.14
	obs.	90	51	39

Note: The table reports robust standard errors and corresponding  $t$ -values for the test  $\beta_r = 0$  in the regression  $t_i = \alpha_r + \beta_r R_i^N + \delta_r X_i + \tau_i$  by sender groups.  $t_i$  is the transfer sent to receiver  $i$ .  $R_i^N$  is a dummy variable taking value 1 if receiver  $i$  is from North.  $X_i$  is a vector of dummy variables denoting the gender of the sender and of the receiver.  $\tau_i$  is an error component. The estimated coefficients  $\beta_r$  are not numerically identical to the corresponding differences between columns of Table 5 because of the inclusion of controls for gender. The cases in which the fraction  $f_n^i$  of northern players seen by sender  $i$  is 0 or 1 are excluded. Note that this fraction is randomly assigned.

Table 7: Differences between the transfers sent by northern and southern senders

		To all Receivers	To N Receivers	To S Receivers
All periods	$\beta_s$	10.35	12.24	5.92
$T = 1, 2, 3, 4$	s.e.	3.88	3.68	4.05
	$t$ -value	2.67	3.33	1.46
	obs.	2310	1249	918
$p = 1, T = 1$	$\beta_s$	12.80	7.64	28.41
	s.e.	6.97	8.62	11.62
	$t$ -value	1.84	0.89	2.45
	obs.	87	53	29

Note: The table reports robust standard errors and corresponding  $t$ -values for the test  $\beta_s = 0$  in the regression  $t_j = \alpha_s + \beta_s S_j^N + \delta_s X_j + \theta_j$ , by receiver groups.  $t_j$  is the transfer sent by sender  $j$ .  $S_j^N$  is a dummy variable taking value 1 if sender  $j$  is from North.  $X_j$  denotes the gender of the sender. The gender of the receiver cannot be included in this case because of the presence of zero transfers, i.e. situations in which there is no receiver.  $\theta_j$  is an error component. The estimated coefficients  $\beta_s$  are not numerically identical to the corresponding differences between the rows of Table 5 because of the inclusion of controls for gender. The cases in which the fraction  $f_n^i$  of northern players seen by sender  $i$  is 0 or 1 are excluded. Since this exclusion restriction operates differently from the perspective of senders and receivers, the number of observations in Tables 6 and 7 differ. Note that this fraction is randomly assigned.

Table 8: Differences in the return ratio chosen by northern and southern receivers

		For all senders	For N senders	For S senders
All periods	$\gamma_r$	0.017	0.028	-0.011
$T = 1, 2, 3, 4$	s.e.	0.023	0.033	0.032
	$t$ -value	0.75	0.86	-0.34
	obs.	2167	1215	952
$p = 1, T = 1$	$\gamma_r$ 0.108	0.166	0.045	
	s.e.	0.063	0.086	0.110
	$t$ -value	1.72	1.93	0.41
	obs.	82	49	33

Note: The table reports robust standard errors and corresponding  $t$ -values for the test  $\gamma_r = 0$  in the regression  $r_i = \delta + \gamma_r R_i^N + \eta_r X_i + \rho_i$  by sender groups.  $r_i$  is the return ratio chosen by the receiver for the sender  $i$ .  $R_i^N$  is a dummy variable taking value 1 if the receiver chosen by sender  $i$  is from North.  $X_i$  is a vector of dummy variables denoting the gender of the sender and of the receiver.  $\rho_i$  is an error component. The cases in which the fraction  $f_n^i$  of northern players seen by sender  $i$  is 0 or 1 are excluded. Note that this fraction is randomly assigned.

Table 9: Reinforcement of deviations from random choice with respect to previous choices

$p = 2$		all senders	N senders	S senders
N chosen in $p = 1$	D	0.169	0.212	0.101
	s.e.	0.032	0.038	0.055
	$p$ -value	0.000	0.000	0.034
	obs.	204	125	79
S chosen in $p = 1$	- D	0.086	0.065	0.109
	s.e.	0.038	0.059	0.048
	$p$ -value	0.012	0.136	0.013
	obs.	165	85	80

Note: This table tests whether the choice of a sender in the second period differs from randomness conditioning on the choice made in the first period. The equation  $R_i^N - f_i^N = D + u_i$  is estimated, by sender groups, only on the observations for the second period of all treatments and separately for the cases in which North or South was chosen in the first period.

$R_i^N$  is a dummy variable taking value 1 if the receiver chosen by sender  $i$  is from North and 0 otherwise.  $f_i^N$  is the frequency of northern players seen by sender  $i$  in her group.  $D$  is a constant parameter to be estimated.  $u_i$  is an error component. Standard errors are robust and take care of within-individual correlation of the error component.  $p$ -values are for the test that  $D = 0$ . The cases in which  $f_n^i$  is 0 or 1 are excluded. Note that  $f_n^i$  is randomly assigned

The coefficients reported in “S chosen in  $p - 1$ ” were multiplied with (-1) so that a positive sign indicates reinforcement of a southern choice.

Table 10: Descriptive statistics for treatments  $T = 4$ ,  $T = 5$  and  $T = 6$

	$T = 4$	$T = 5$	$T = 6$
$t_N$	85	68	82
$t_S$	78	65	80
$r_N$	0.60	0.39	0.54
$r_S$	0.59	0.39	0.53
$\pi_N$	171	112	153
$\pi_S$	163	111	152

Note:  $t_K$  denotes average transfers sent by region  $K$ ,  $r_K = \frac{g_K}{3t_K}$  stands for the return ratio for senders of region  $K$  (where  $g_K$  is what the sender gets back), and  $\pi_K = 100 - t_K + g_K$  is the payoff earned by a sender of region  $K$ .  $K$  is equal to  $N$  or  $S$  denoting North and South respectively.

In treatment 5 senders were not allowed to choose a partner.

Figure 1: Graphical representation: overall

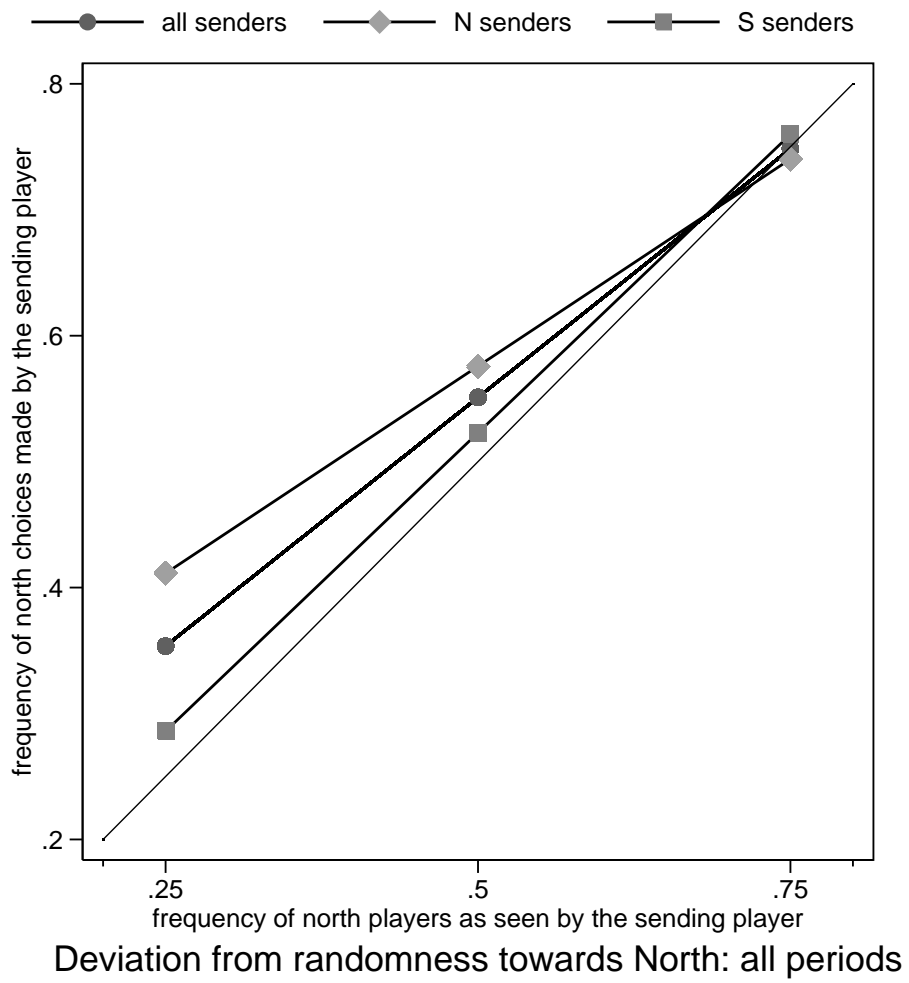


Figure 2: Transfer comparison N and S

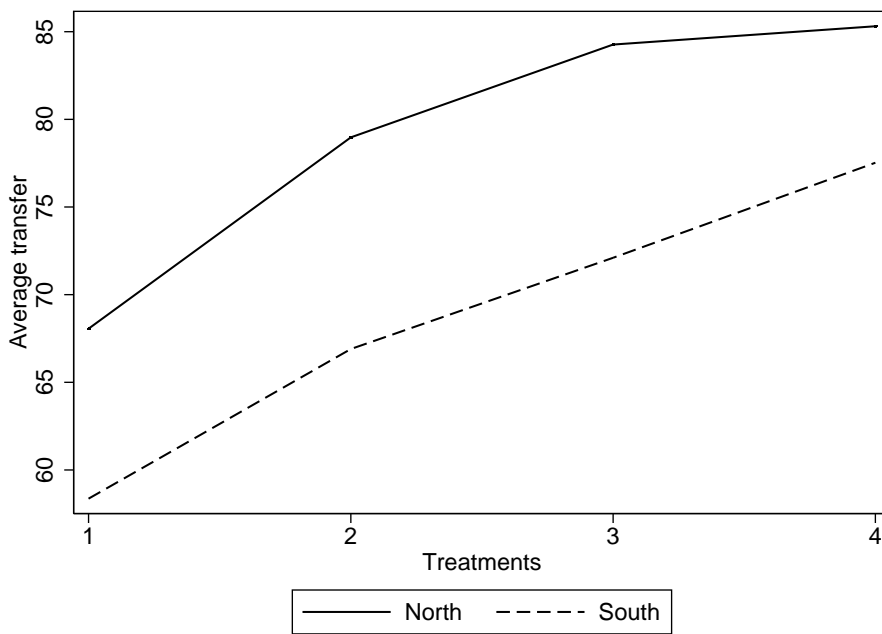


Figure 3: Return Ratio comparison N and S

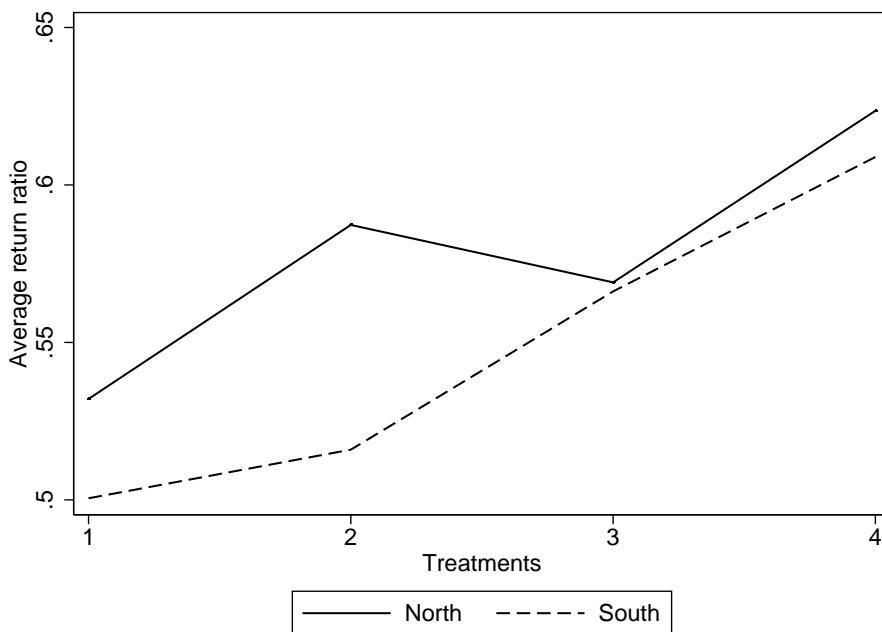


Figure 4: Payoff comparison N and S, per period

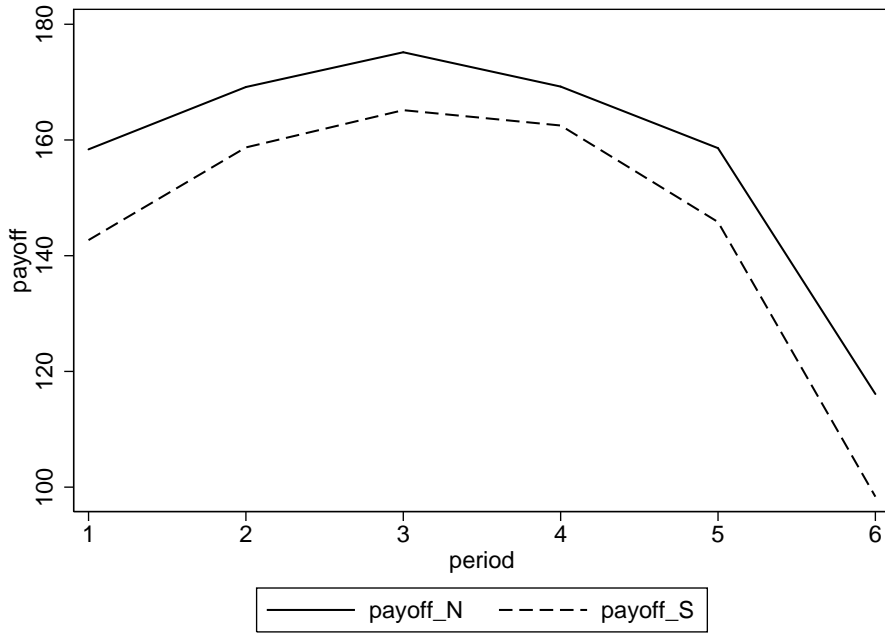


Figure 5: Payoff comparison N and S, per treatment

