The Upside to Embarrassment

October 05, 2011

National Geographic:

If you’re the sort of person who turns red at the mere thought of committing a social faux pas, scientists have some reassuring news for you. A recent study by psychologists at the University of California, Berkeley found that people who are easily embarrassed are more likely to be trusted than individuals who are harder to fluster.

The study, which was published in the Journal of Personality and Social Psychology, consisted of several parts, including one in which participants were asked to observe and rate people who reacted to situations with embarrassment and those who did not. Those who showed signs of embarrassment were more likely to be considered “prosocial” than those who remained unfazed.

Read the whole story: National Geographic