

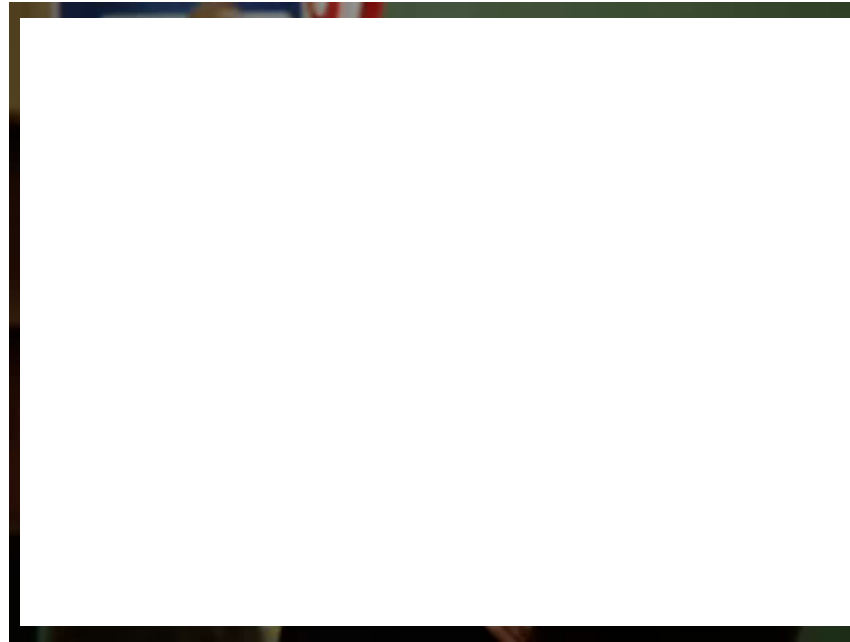
Lecture 8

Goals for Today

First, it's to understand the distinction between "conscious" vs. "unconscious" thinking with respect to decisions, and this can interact with decision complexity to affect decision satisfaction.

Second, it's to understand the competing theories tested by Strick (2010) and the conclusions the study supported.

Today's Starting Point



From *Fast Times at Ridgemont High*

Two Ways To Approach A Decision



This Raises an Issue

When might it be helpful to *think* about a decision, and when might it be helpful to *not think*?

A Study of Decision Complexity

Given aspects of 4 cars, can you pick the best?

75 % good



50 % good



50 % good



25 % good



Dijksterhuis (2006)

Two Between-Subjects Factors

	<u># Aspects Per Car (or decision complexity)</u>	
<u>Mode of Thought</u>	Four	Twelve
Conscious	Think about Decision	Think about Decision
Unconscious	Solve Anagrams	Solve Anagrams

Dijksterhuis (2006)

The Data

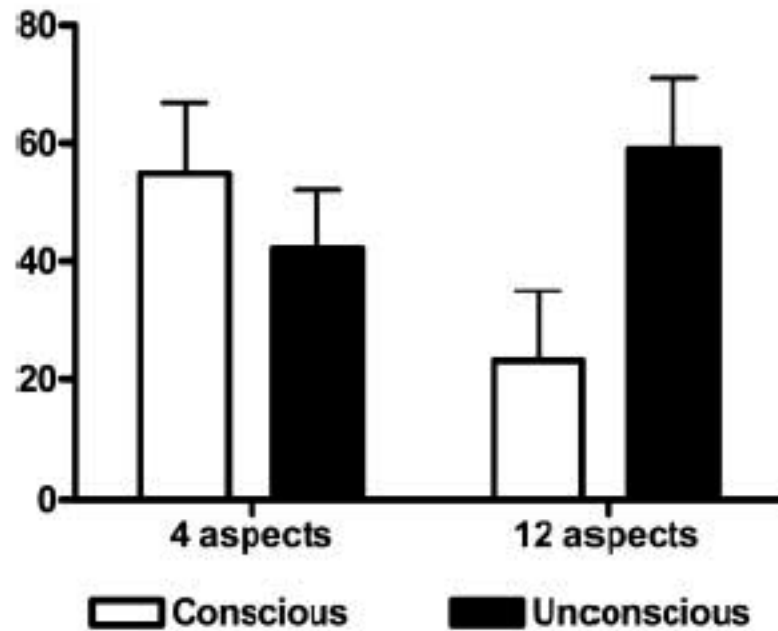


Fig. 1. Percentage of participants who chose the most desirable car as a function of complexity of decision and of mode of thought ($n = 18$ to 22 in each condition). Error bars represent the standard error.

Dijksterhuis (2006)

A New Question

Why might *not thinking* be better for at least some complex decisions?

One Possibility



From *The Office*

A Second Experiment

People recruited into lab and asked 3 questions

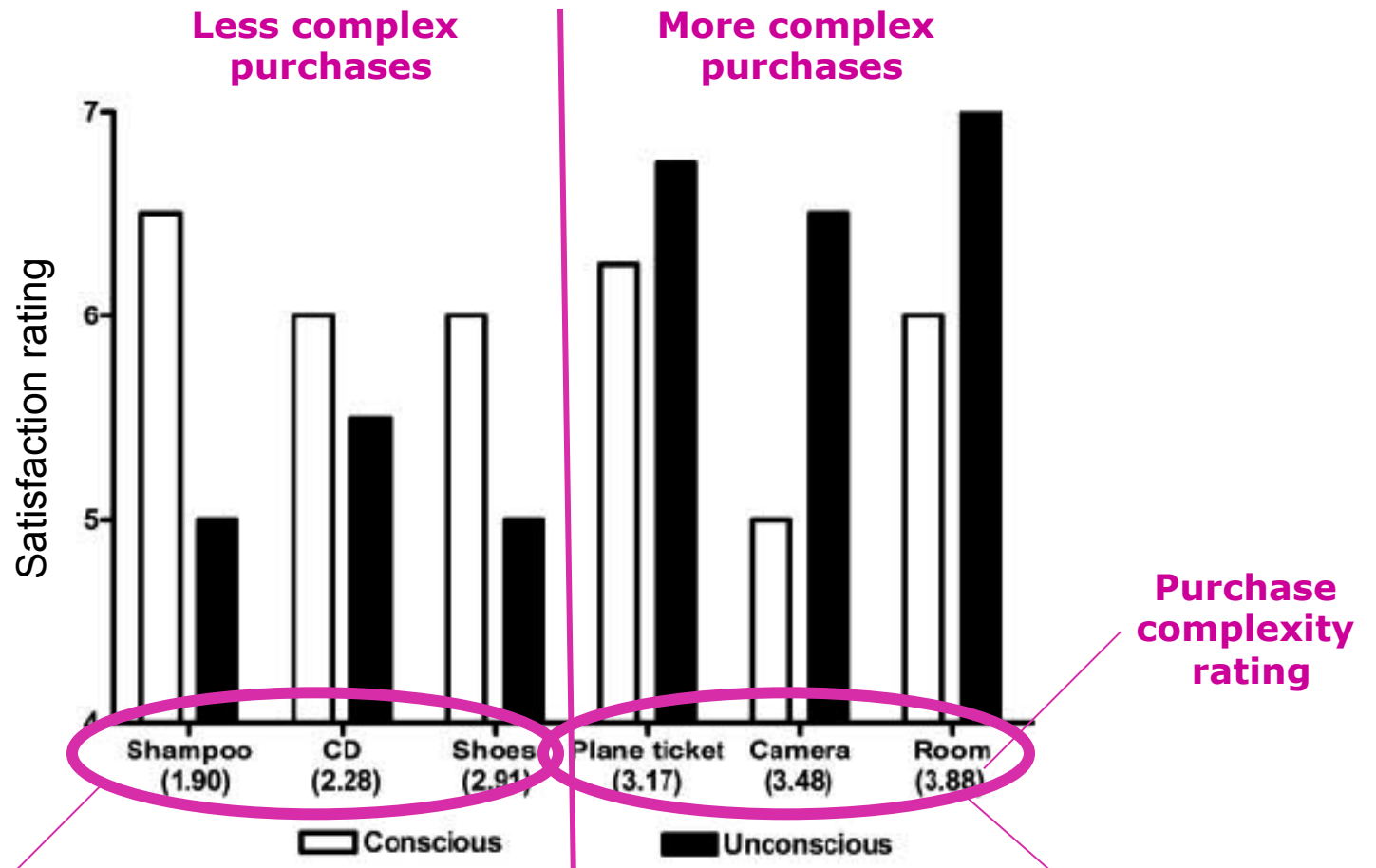
**What's a recent
thing you've
purchased?**

**How much did you
consciously think
about it prior to
making the
purchase?**

**How satisfied
have you been
with the
purchase?**

Dijksterhuis (2006)

The Data



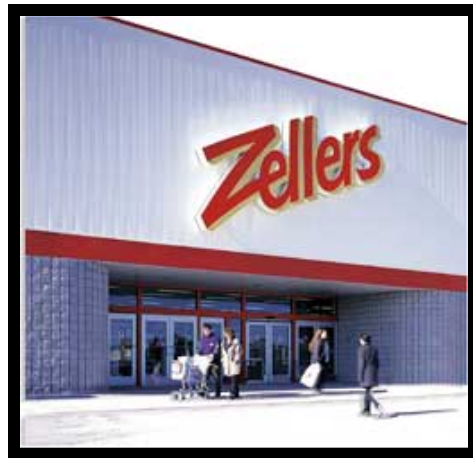
Happier when thinking

Dijksterhuis (2006)

Happier when not thinking

A Third Experiment

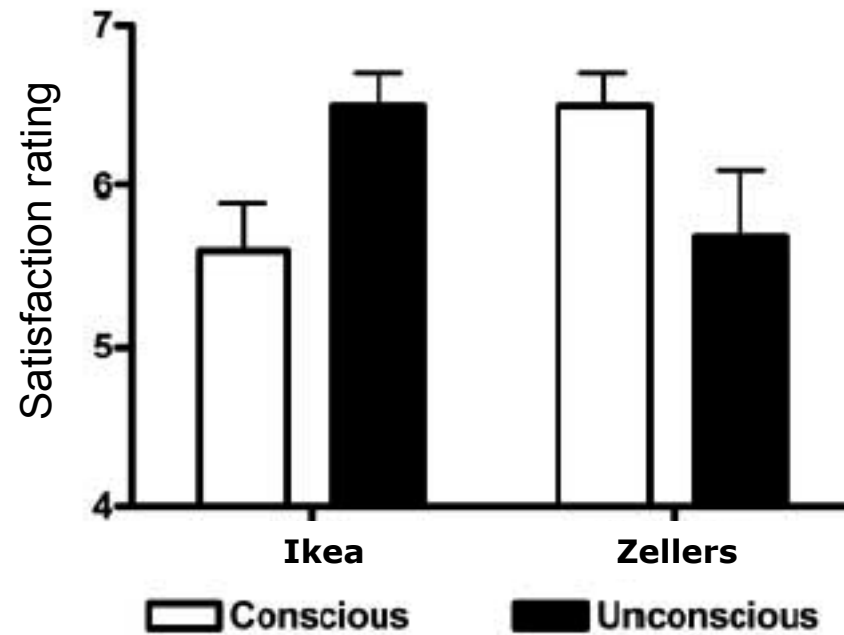
Talked to exiting shoppers outside two stores



Asked how much they thought before making their purchasing decision, and followed-up 2 weeks later to ask about decision satisfaction

Dijksterhuis (2006)

The Data



Dijksterhuis (2006)

Strick (2010)

Is the *unconscious thought effect* just due to better recall for “on-line” impressions, relative to when consciously thinking about a decision?

The Task

Who do you choose for your roommate?



Liz
Poltergeist



Tori
Witch



Rae
Half-Demon



Simon
Sorcerer



Chloe
Necromancer



Derek
Werewolf

Strick (2010)

Three Decision Conditions

Immediate- Decision

Make decision immediately after processing all personality characteristics for all 12 potential roomies

Conscious- Thought

Think about the candidates "very carefully" for 3 minutes before deciding

Unconscious- Thought

Solve anagrams for 3 minutes before deciding

Strick (2010)

On-Line vs. Off-Line Distinction

Is a judgment made during “information acquisition?”

On-Line Decision

**You make a
decision *before*
taking in all the
available
information.**

Off-Line Decision

**You make a
decision *after*
taking in all
available
information**

For Example

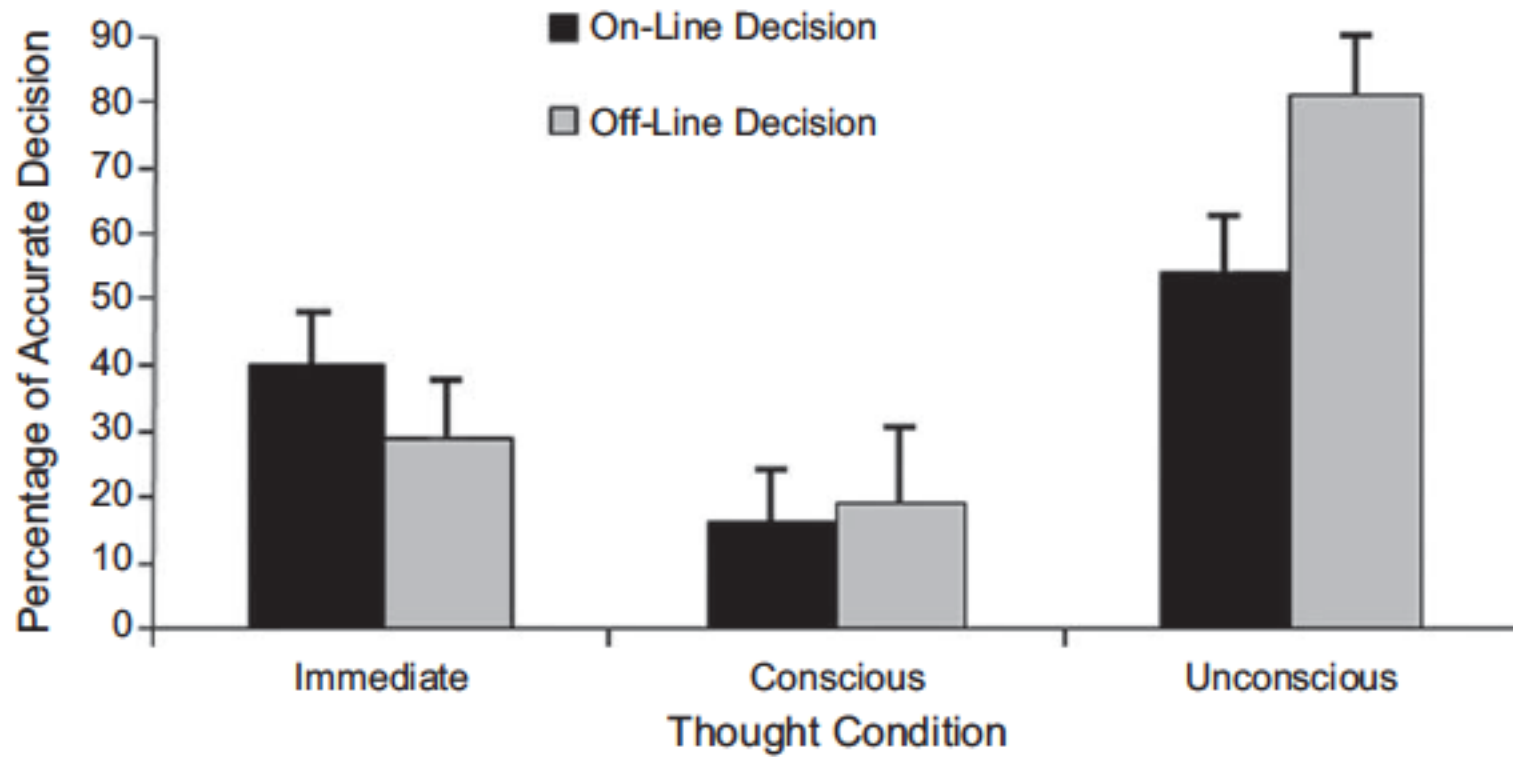
Deciding on a roll before vs. after getting to the bottom of a sushi menu

SUSHI	
California Roll (6) Nori rolls with crabmeat, avocado and cucumber	\$4.95
Ninja Roll (6) Nori rolls with tuna, cucumber and egg	\$5.95
Royal Tokyo Roll (6) Nori rolls with egg, dry minced pork and cucumber	\$5.95
Dynamite Roll (6) Nori rolls with shrimp and squash tempura and cream cheese	\$5.95
Spider Roll (6) Nori rolls with lettuce, soft shell crab and cream cheese	\$8.95
Kappa (cucumber) Roll (8)	\$4.95
Spicy Tuna Roll (8)	\$6.95
Spicy Scallop Roll (8)	\$6.95
Texas Roll (8) Nori rolls with sauteed ground tenderloin and onion, drizzle with Unagi sauce	\$6.95
Unagi Roll (6) Nori rolls with barbecued eel and cucumber	\$7.95
Smoked Salmon Roll (8) Nori rolls with smoked salmon and scallions	\$8.95
Unagi Nigiri (2) Barbecued eel slice on top of sushi rice	\$5.50
Las Vegas Roll (7) Fried sushi roll w/ crabmeat, cream cheese and squash tempura, topped with tuna-crabmeat mix and yam tempura, served on Spicy Mayo & Unagi sauce	\$12.95
Tiger Roll (8) Nori roll w/ 2 shrimp tempura, cucumber and cream cheese, topped with 2 steamed Tiger shrimp, served on Mango-Lobster sauce	\$12.95
Crunchy Calamari Roll (8) Nori roll with crispy calamari tempura, spicy crabmeat and cream cheese rolled in tempura crunch, served with Unagi sauce	\$10.95
Tsunami Roll (8) Nori roll w/ crabmeat, 2 shrimp tempura, cucumber and cream cheese, topped with spicy tuna-crab mix, served on Spicy Mayo and Mango sauce	10.95



Strick (2010)

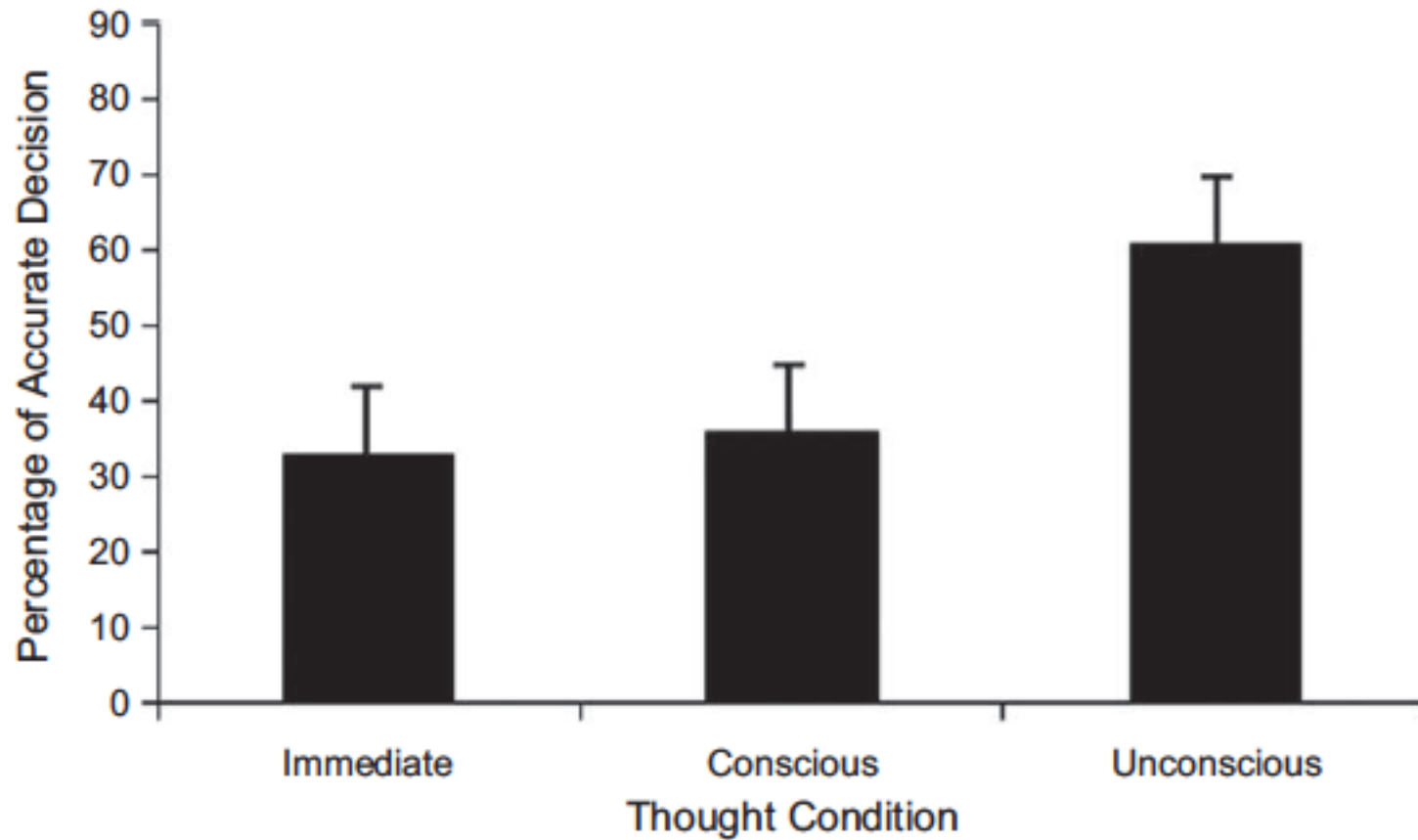
Experiment 1



Strick (2010), Fig. 1

Experiment 2

Replicates Experiment 1



Strick (2010), Fig. 2

Experiment 2

What % of group chose their on-line favorite?

Immediate- Decision	Conscious- Thought	Unconscious- Thought
36.7%	19.4%	22.6%
Greater than chance	Not greater than chance	

Strick (2010)