

Part 4:
Emotional Decision Making



"Baby Jessica" received more news coverage than Rwanda and Darfur combined.

TEW.



Albert Szent-Györgyi

“ I am deeply moved if I see one man suffering and would risk my life for him. Then I talk impersonally about the possible pulverization of our big cities, with a hundred million dead. I am unable to multiply one man’s suffering by a hundred million. ”

“ The numbers are important, and yet they are not everything. For whatever reasons, images often strike us more powerfully, more deeply than numbers. We seem unable to hold the emotions aroused by numbers for nearly as long as those of images. We quickly grow numb to the facts and the math. ”

The Book of Yaak (1996)



Rick Bass

“ ...the atrocities that were known remained abstract and remote... Because the savagery of genocide so defies our everyday experience, many of us failed to wrap our minds around it. Bystanders were thus able to retreat to the ‘twilight between knowing and not knowing’.”

A Problem from Hell (2002)



Samantha Power

URGENT TRANSFER ASSISTANCE
February 8, 2013 2:28 PM

FROM: DEBORAH EDWARD

Dear Sir,

My name is Deborah Edwards. I am 23yrs old and student. Please assist me as urgent as you can before they kill me. My father got a very big some of money deposited with a security company .He waspoisoned by associates and they will equally kill me hence my mother died three yrs ago of breast cancer . $\$10.5$ (TEN MILLION FIVE HUNDRED THOUSAND DOLLARS) are with me, I ready give you 30% of this money ,if you help me I will transfer this money into your account for onward investment in your country .please I'm waiting for your urgent reply.

Best regards,

DEBORAH EDWARD.

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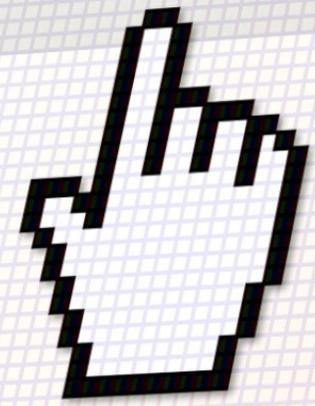
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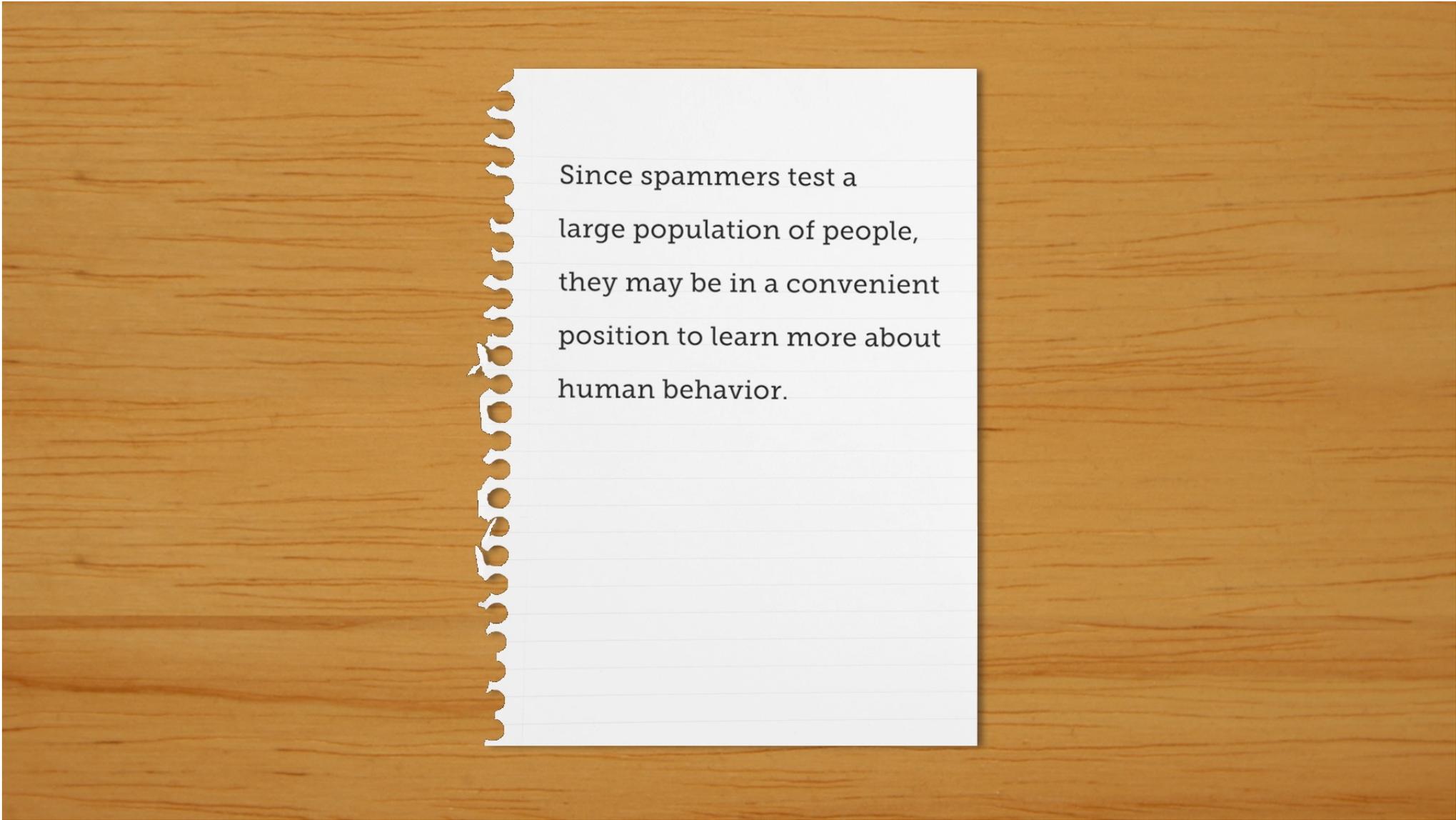
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Spam (3015)

Trash



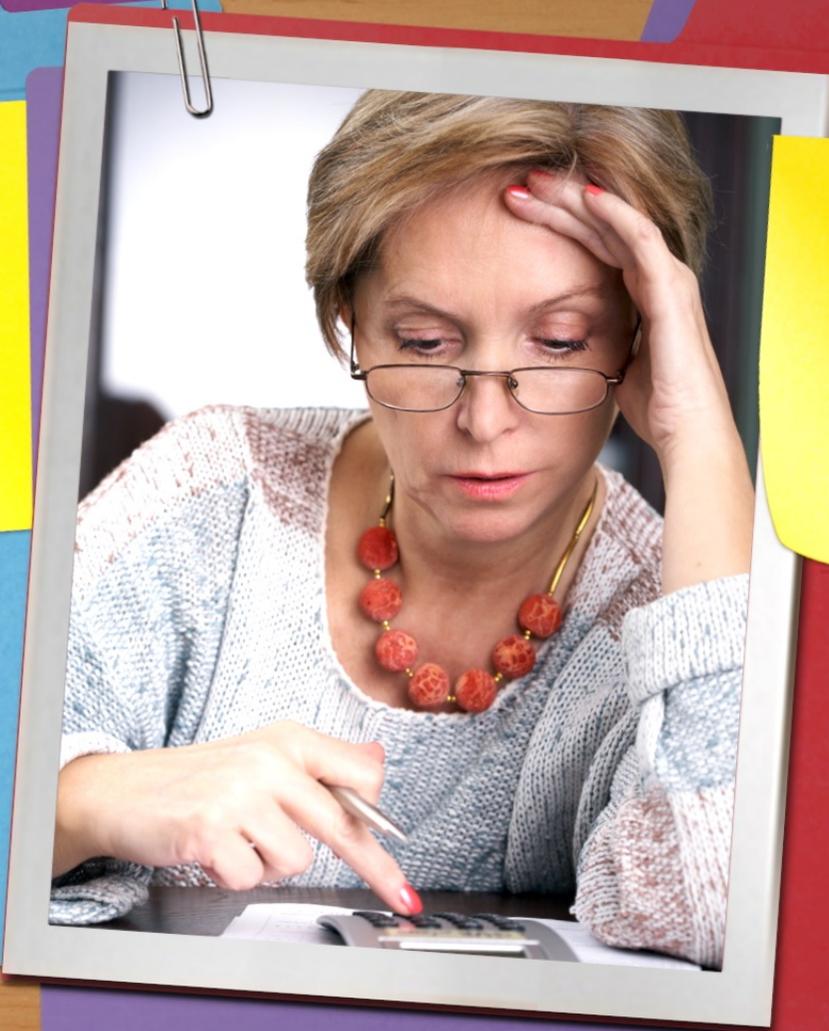
Spammers try to create an emotional link.



Since spammers test a large population of people, they may be in a convenient position to learn more about human behavior.



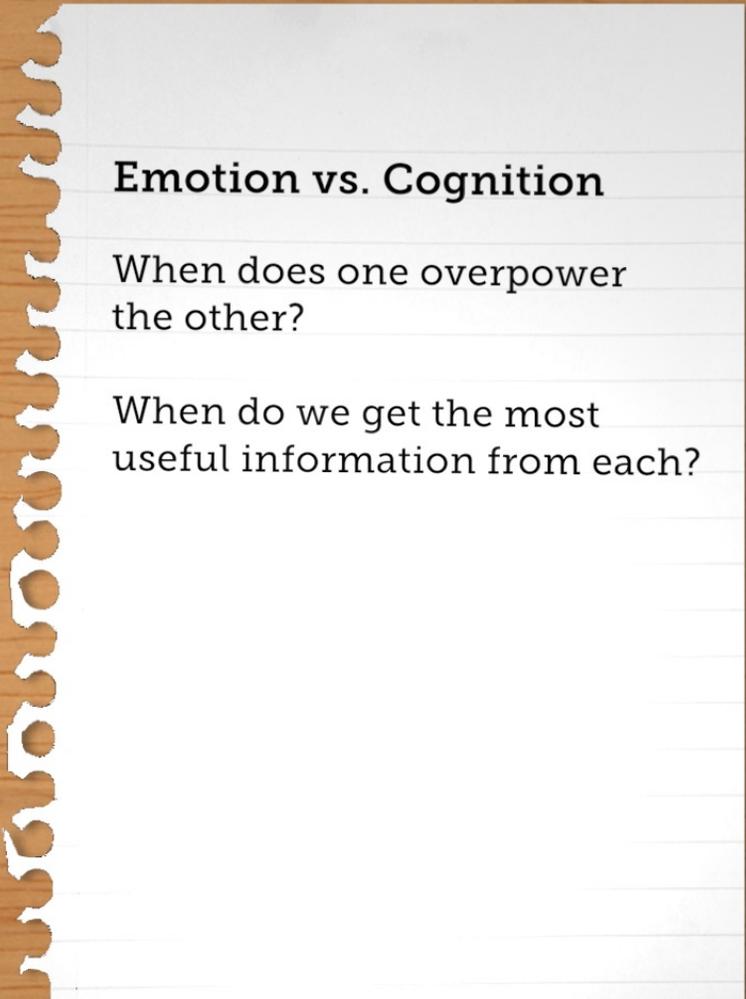
emotion



cognition



emotion



Emotion vs. Cognition

When does one overpower
the other?

When do we get the most
useful information from each?





Which poster do you prefer?

Which jam would you like?





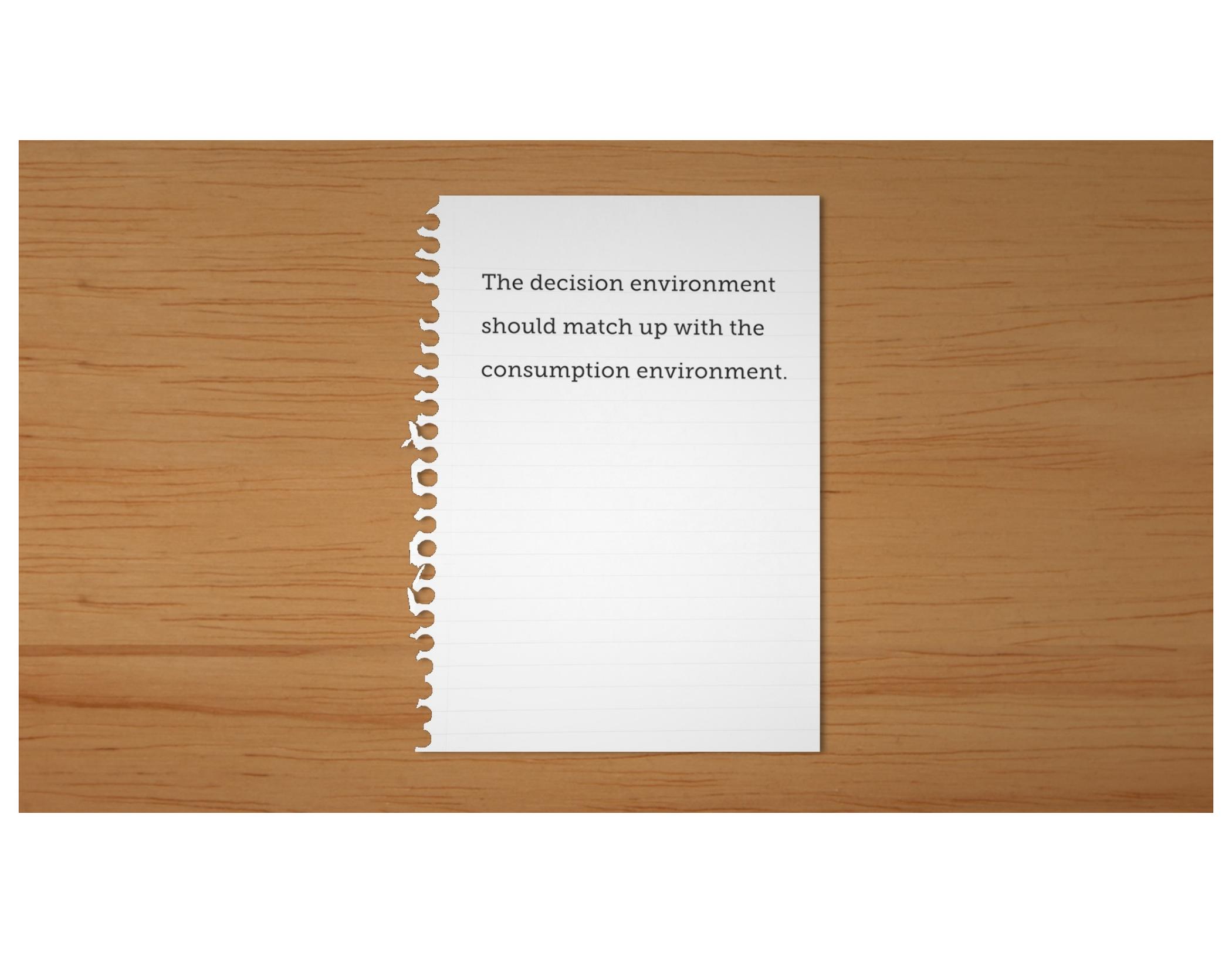
Which Jam or Poster?

- some chose with their emotions
- others were given cognitive input





For products that are consumed emotionally, lack of cognitive input can lead to increased enjoyment and use.



The decision environment
should match up with the
consumption environment.

A middle-aged man with grey hair is wearing large, silver and black over-ear headphones. He is looking down and to the right with a slight smile, appearing to be listening to music. He is wearing a blue sweater over a white collared shirt. The background is a blurred store setting with shelves of electronic equipment, including stereos and CD players.

When comparing stereos at a store, tiny differences in sound quality seem more important than physical appearance.



At home (without the relative sound comparison), appearance might weigh more heavily.