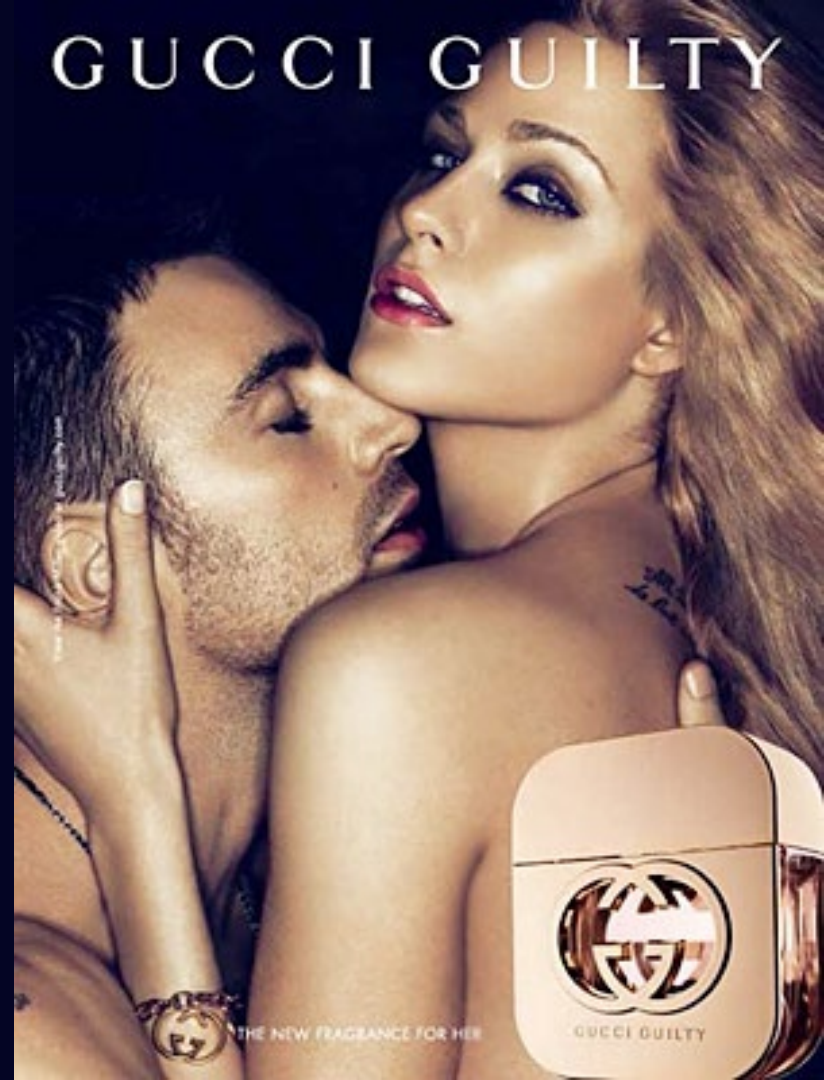


4

arousing decisions

**Sex
sells...
or does
it?**



GUCCI GUILTY

THE NEW FRAGRANCE FOR HER





Old Spice body spray = power
If you wear it
you will become powerful



The Economist

The first sexual revolution

Pleasure principles

How morality became personal in 18th-century England

Feb 11th 2012



There was a revolution regarding sexual mores during the mid-18th century in England and much of Europe. Bridgeman

Do pretty women inspire men to discount the future?

Margo Wilson* and Martin Daly

Department of Psychology, McMaster University, Hamilton, Ontario L8S 4K1, Canada

** Author for correspondence (wilson@mcmaster.ca).*

Recd 22.10.03; Acctpd 29.10.03; Published online 12.12.03

Organisms 'discount the future' when they value imminent goods over future goods. Optimal discounting varies: selection should favour allocations of effort that effectively discount the future relatively steeply in response to cues promising relatively good returns on present efforts. However, research on human discounting has hitherto focused on stable individual differences rather than situational effects.

In two experiments, discounting was assessed on the basis of choices between a smaller sum of money tomorrow and a larger sum at a later date, both before and after subjects rated the 'appeal' of 12 photographs. In experiment 1, men and women saw either attractive or unattractive opposite-sex faces; in experiment 2, participants saw more or less appealing cars. As predicted, discounting increased significantly in men who viewed attractive women, but not in men who viewed unattractive women or women who viewed men; viewing cars produced a different pattern of results.

Keywords: future discounting; sex differences; sexual selection; attractiveness

Is it really true?

Do people actually buy a product because of arousal?

Magazine covers ← for MEN

sexy
women

VS

interesting
male
star

Magazine covers ← for MEN

sexy women	VS	interesting male star
------------	----	-----------------------

↑ these magazine covers outperform!!



SHE FOUND
She Married Two Men

In fact, all women do... there's always that Inner Man, you know. And think of all the planning that goes into meals to make *him* contented!

When you plan, are you fair to yourself? Do you compliment your delicious dishes by serving the best beer ever brewed?

P. S. It's a fact: Budweiser has delighted more husbands than any other brew ever known.

Budweiser
KING OF BEERS

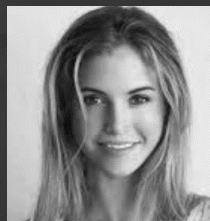
"Where There's Life...There's Bud!"

ANHEUSER-BUSCH, INC. • ST. LOUIS • NEWARK • LOS ANGELES



And the implication is...

①



} images of
opposite sex

rate & rank →

(a) **Measuring individual discount parameters**

In a modification of the method of Kirby & Marakovich (1996), successive screens provided participants with choices between two monetary options: a specified sum 'tomorrow' (range over the 18 choices of \$15 to \$35) or a larger sum (range of \$50 to \$75) after a specified delay (range of 7 to 236 days).

Indifference between a smaller, earlier reward (tomorrow) and a larger, later reward (future) indicates the following hyperbolic discount parameter k (Kirby & Santiesteban 2003):

$$k = (\text{future\$} - \text{tomorrow\$}) / ((\text{delay(in days)} \times \text{tomorrow\$}) - (\text{future\$})).$$

tomorrow:



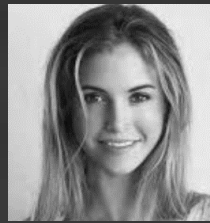
future:



value
imminent > future

DISCOUNT THE FUTURE

①



} images of opposite sex

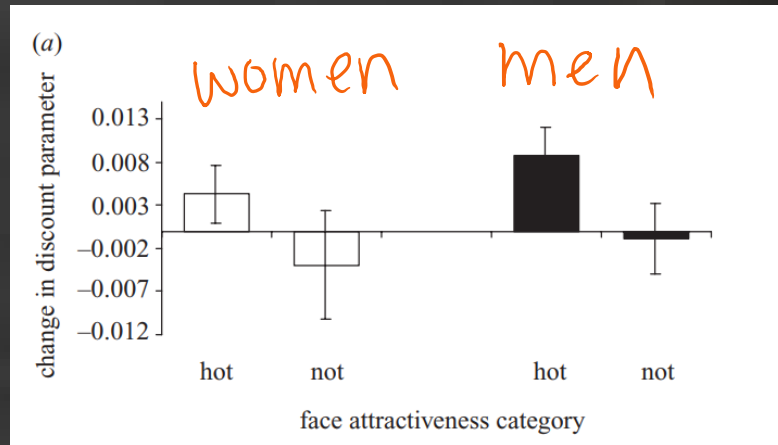
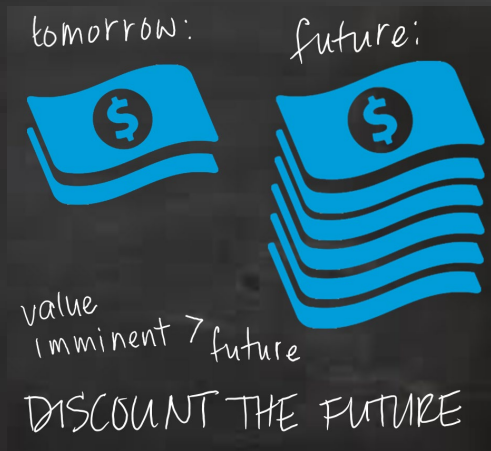
②



} cars

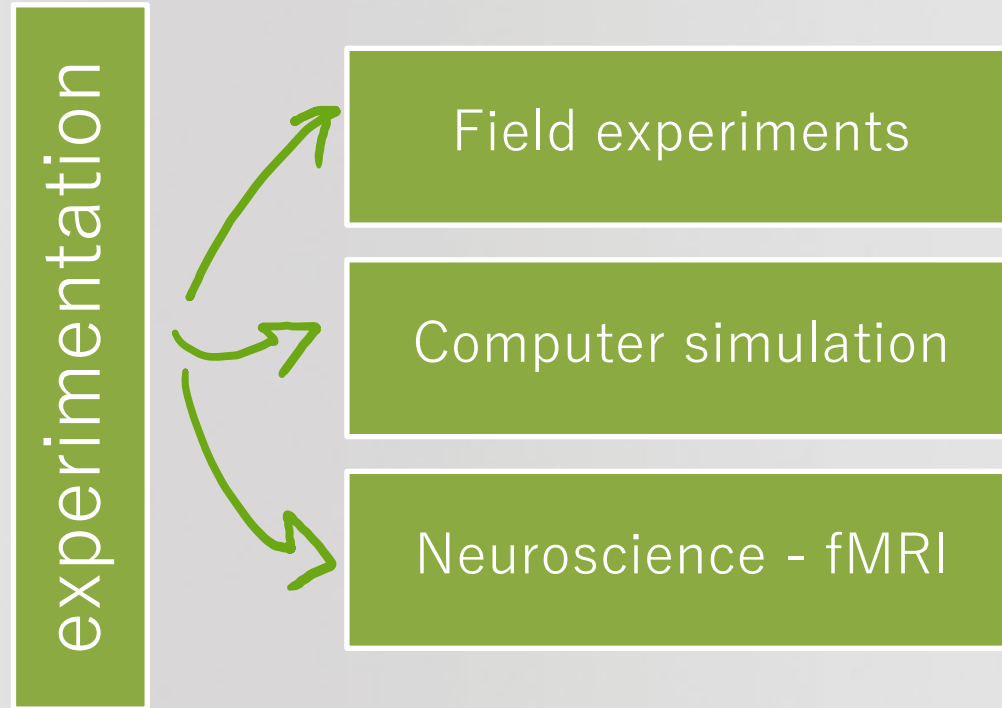
Two experiments

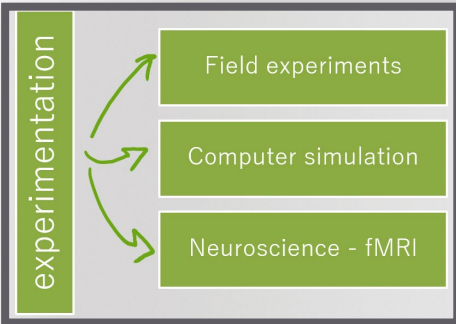
rate & rank →



Discounting ↑↑ in men
viewing attractive
women

The Methods used in Behavioral Economics



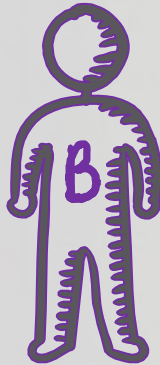


Why experiment?

distinguish between:

Behavioral Economics:

Psychology +
Standard Economics



BE
Behavioral
Economics

Standard
Standard
Economic
Theory



Standard Economic Theory:

Assumes that people are rational, act based on full information and have stable preferences while always maximizing utility.

*Homo
Economicus*

1

Fully aware of **all** the options they have

2

People are **rational**:
will *maximize utility*



Always and consistently:
rank their options
according to their
preferences

3

Always choose the option they like **best**

4

Arousal and Economic Decision Making

Salar Jahedi^{1,*}, Cary Deck^{2,3,4}, and Dan Ariely⁵

Previous experiments have found that subjecting participants to cognitive load leads to poorer decision making, consistent with dual-system models of behavior. Rather than taxing the cognitive system, this paper reports the results of an experiment that takes a complementary approach: arousing the emotional system. The results indicate that exposure to arousing visual stimuli as compared to neutral images has a negligible impact on performance in arithmetic tasks, impatience, risk taking in the domain of losses, and snack choice although we find that arousal modestly increases risk-taking in the gains domain and increases susceptibility to anchoring effects. We find the effect of arousal on decision making to be smaller and less consistent than the effect of increased cognitive load for the same tasks.

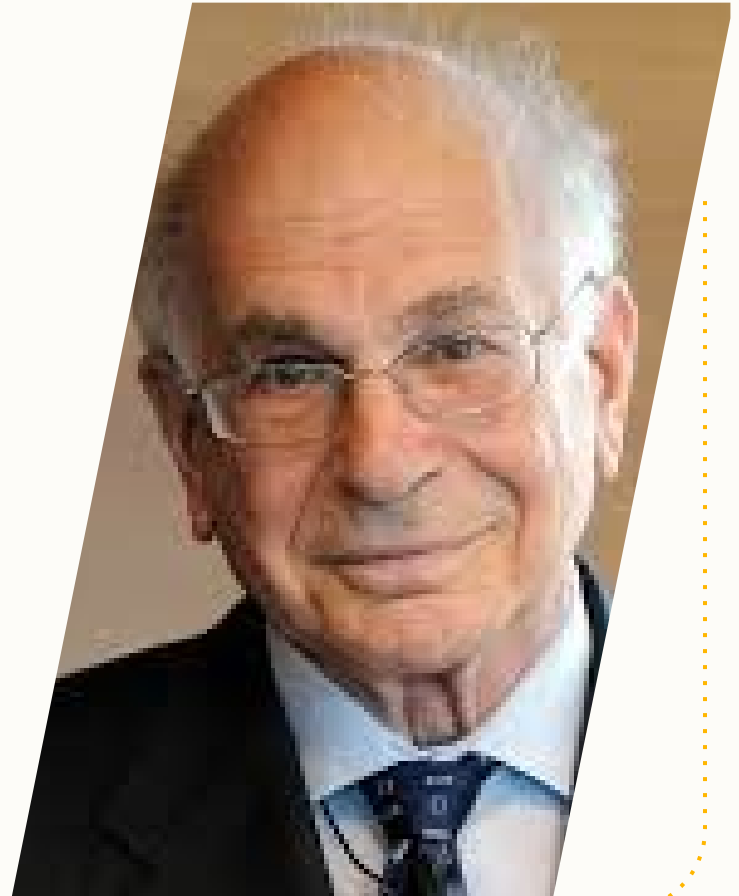
THINKING,
FAST AND SLOW



DANIEL
KAHNEMAN

WINNER OF THE NOBEL PRIZE IN ECONOMICS

READ BY PATRICK EGAN • AN UNABRIDGED PRODUCTION



Q: Does activating one of the dual systems cause a shift in behavior?



*“automatic nonconscious
processes pervade all
aspects of mental and
social life”*

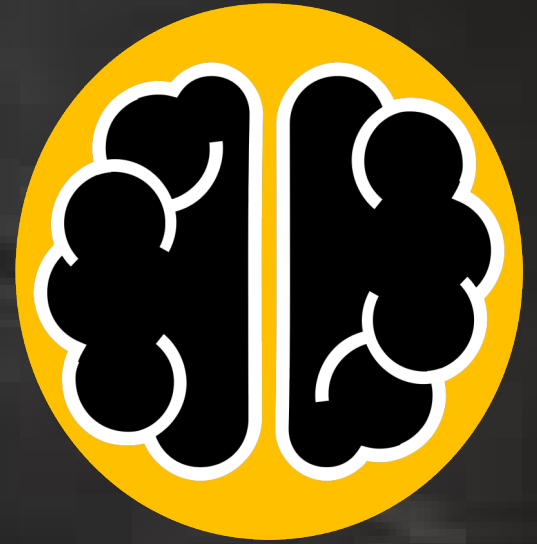
John Bargh, Yale University.

Two -track mind:

Thinking Fast



Thinking Slow



Thinking Fast

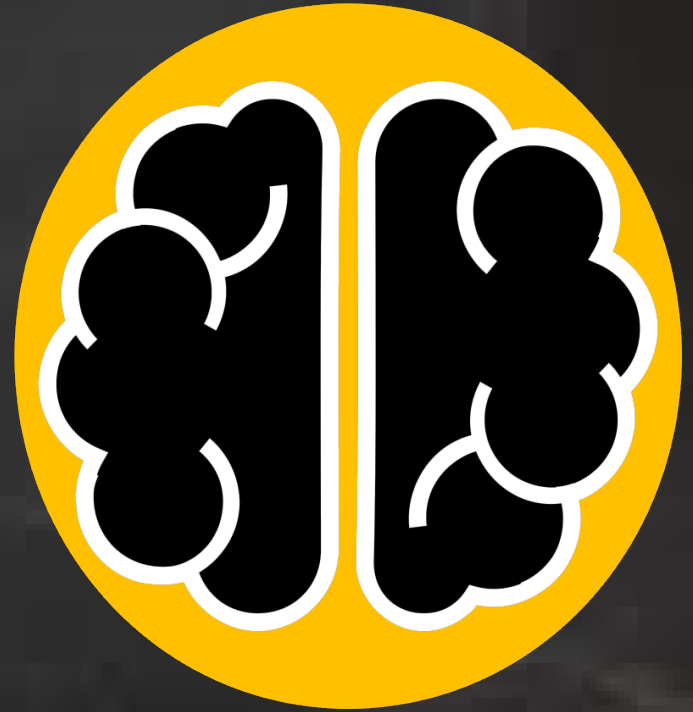


INTUITION !!

- fast
- automatic
- effortless
- implicit
- emotional

Thinking Slow

- slow
- deliberate
- sequential
- rational
- effortful
- explicit



Thinking Fast



INTUITION !!

- fast
- automatic
- effortless
- implicit
- emotional

① Heuristics

→ rules of thumb



② Learned Associations

feelings → guide our judgements



Continuously
scans the
environment



Fast, but
error prone



Works
automatically
& effortlessly

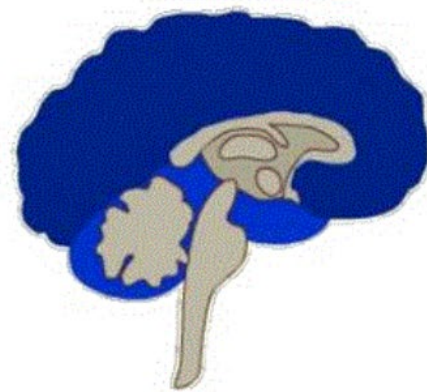
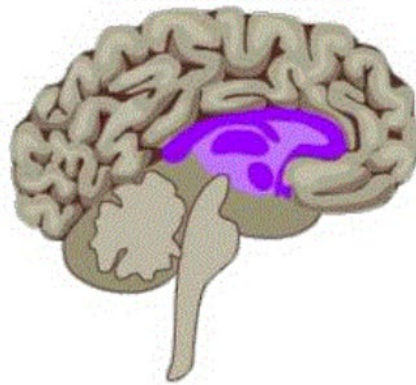
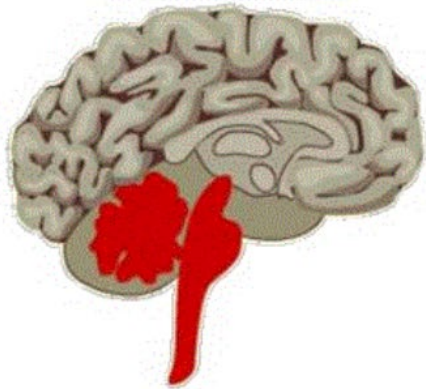
THINKING FAST - IMPLICIT

How robust & reliably Q.
can the emotional system
shift decisions?



<https://www.youtube.com/watch?v=MtTP1XJWKmA>

Lizard Brain	Mammal Brain	Human Brain
Brain stem & cerebellum	Limbic System	Neocortex
Fight or flight	Emotions, memories, habits	Language, abstract thought, imagination, consciousness
Autopilot	Decisions	Reasons, rationalizes



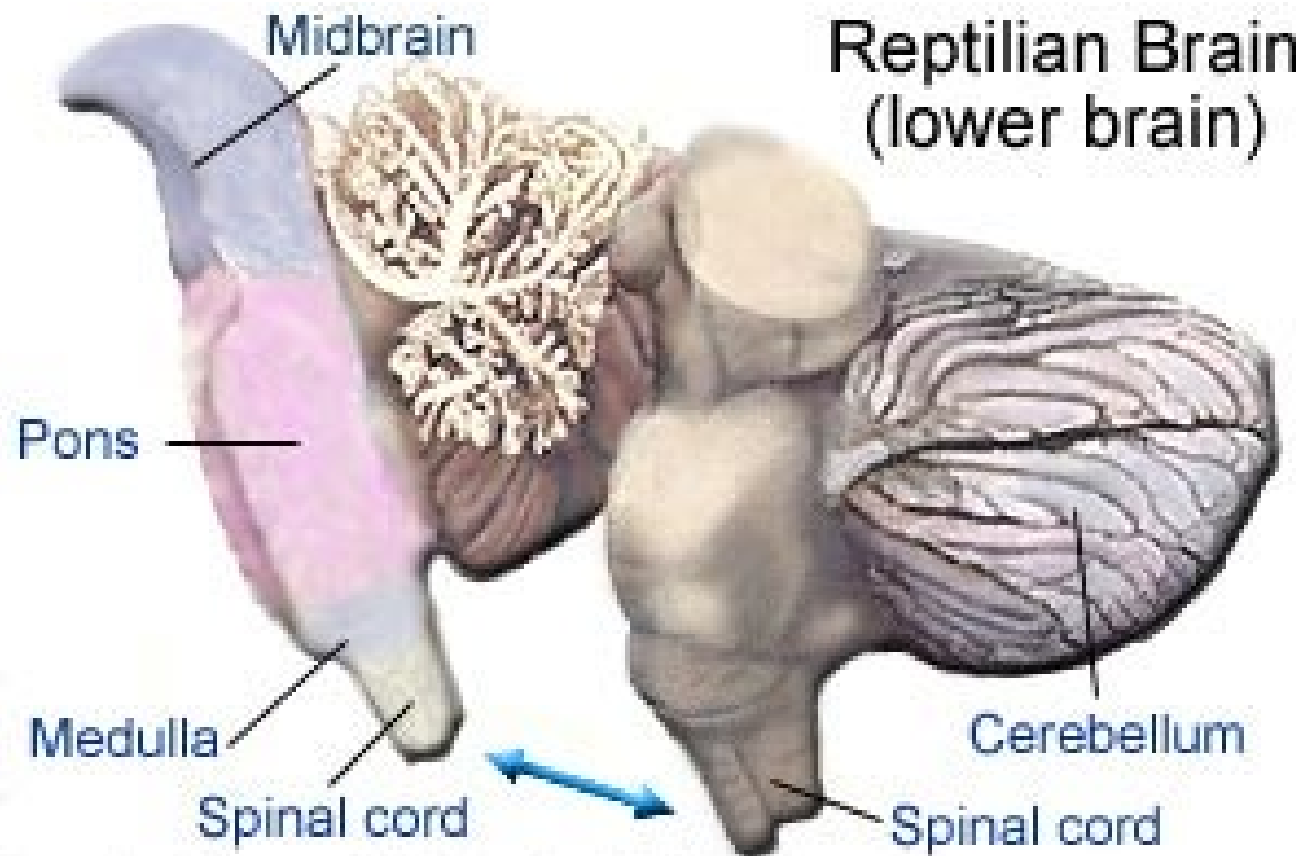


Illustration Courtesy of "Mapping the Mind"

Q. Does emotional taxing change decision-making behavior in a similar manner as does taxing cognitive loads?

