

Automaticity & Behaviour

Cesario et al. (2006) showed that automatic associations of behaviour do not simply elicit associated behaviours but are modulated by implicit and explicit attitudes towards the referent. Using a "gay prime" and people that are hostile and favourable towards them, they found that people **prepare to interact according to their attitudes** and that **thinking is for doing that accomplishes goals**.

Choice Blindness

Johansson, Hall et al. (2005) gave participants two photographs. They are asked to choose which one they prefer. Then the experimenter asks the participant to justify that choice, and they do (the faces are controlled for attractiveness, colour and background). The experimenters found no difference in certainty, specificity and emotionality between participants that received switch cards and participants that didn't.

Chameleon Effect

Bargh et al. (1999) similarity leads to liking. As people socially interact, they become more similar – even people on the phone walk at a similar pace. As liking increases, similarity increases.

Schubert & Jonas (submitted) got a confederate and a participant to sit in a room and have a conversation. As the conversation goes on, the participant mimics more and more of the confederate's behaviour. However, halfway through the experiment the confederate reveals a racist t-shirt. The participant stops mimic but does not remember the t-shirt. It is **automatic**.