Choice

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. This is still **attitude automaticity.**

The same experimenters measured participants awareness of switches in ice cream and tea flavours. No more than a third over all trials detected the switch. Even when participants were told they could take the product home. They were however able to distinguish the two products by taste easily (post-experiment).

This is an example of quite irrelevant attitudes. What about stronger attitudes? The same researchers have shown that around 60% of participants will justify decisions about immigration that they didn't make.

The Door Study (Simons and Levin, 1997) A field study in which people are asked for directions, then blocked with a door and the asker switches. The person giving directions carries on giving directions and has no awareness of the switch. This is an example **automaticity governing behaviou**r. Social interactions are automatic according to **scripts**, and are the foundation of choices and attitudes.