

**Max-Wertheimer Minerva Center for  
Cognitive Processes and Human Performance**  
Head of Center: Prof. Ruth Kimchi ראש המרכז פרופ' רות קמחי

אנו שמחים לארח את

**Dr. Assaf Botzer,  
Ben-Gurion University**

### ***Strategic Behavior, Single Decisions and User Effort When Using Binary Cues***

Responses to binary cues may be conceptualized as single decisions. For example, greater tendency to report an area as containing a target when it is cued than when cues are not in use in a target detection task. In our study we also examined responses to cues from the strategic level. We tested whether binary cues affected the order of processing of stimuli and decisions whether to process some information at all. Finally, we tested whether using cues would affect the effort invested in a task. The experimental task was a simulated quality control task. Participants had to decide whether each item in a 5X5 matrix of items was intact or faulty. In half the experimental blocks decisions could only be based on the visual properties of the items. In the other half, participants were aided by imperfect binary cues indicating items as faulty or intact. We used eye tracking to study scan patterns and fixation durations on items. The reports of our participants indicated that using cues reduced their effort in the task. We found a weak effect of the cues on the order of scanning of items but a greater probability to fixate on items indicated faulty than on items indicated intact. For single decisions, items indicated faulty received longest fixation durations, next were items in blocks without cues and last were items indicated intact. We conclude that trust in cues is translated into strategic allocation of effort across stimuli in a way that also affects single decisions.

**ההרצאה תתקיים ביום ב' ה-6 ביוני 2011, בשעה 14:00**

בחדר ההרצאות במעמק"ה, הבניין הרב תכליתי, אוניברסיטת חיפה.

**נשמח לראותכם בין אורחינו**

המעוניינים באישור כניסה לרכב לאוניברסיטה - אנא שלחו מייל בהקדם לרינת גיל:

[rgil@univ.haifa.ac.il](mailto:rgil@univ.haifa.ac.il)