

אנו שמחים לארח את

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### *Embodiment in judgment and decision making: Of fishy smells, dirty hands, and sticky luck*

Recent psychological research shows that complex cognitive processes are grounded in evolutionarily older sensory processes in ways that are often reflected in metaphors. As a result, incidental sensory experiences can profoundly affect judgment and decision making. For example, incidental fishy smells can undermine trust, reduce investment in economic cooperation games, and improve critical reasoning; conversely, socially induced suspicion enhances the sensory perception of fishy smells. Moral transgressions leave a “dirty” feeling and induce a desire to clean; conversely, physical cleansings can remove traces of the past, metaphorically “wiping the slate clean”. Cleaning one’s hands with an antiseptic wipe (but not a moisturizing wipe) can metaphorically remove those traces, resulting in less doubt about past decisions; reduced cognitive dissonance; less influence of recent streaks of good or bad luck on current risk taking; and a reduced impact of sunk cost. I review select findings from my lab and discuss their implications for the conceptualization of decision processes.

ההרצאה תתקיים ביום ב' ה-17 במרץ 2014, בשעה 14:15

במעמק"ה, הבניין הרב תכליתי, אוניברסיטת חיפה.

נשמח לראותכם בין אורחינו

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