The School of Psychology invites you to a Special Seminar with

Mrs. Zohar Rusou
Psychology Department
Tel-Aviv University

On:

The Influence of the Decision Task Characteristics On Intuitive and Analytical Decision Making

Tuesday, March 6th, 2012, 10:30 a.m.
Faculty Club, IDC Herzliya Campus

Identifying which thinking mode, intuitive or analytical, yields better decisions has been a major subject of inquiry by decision making researchers, in the domain of dual-processing theories. Yet, to this present day, there is an ongoing debate on the relative preferability of the two thinking modes in decision making. Studies show contradictory results. The ambiguity of the research outcomes might be due to the variability in experimental conditions utilized in the studies.

The aim of presented work investigates the influence of the decision problem characteristics, on the operation of the two thinking modes in decision making. The questions posed here are: (a) whether decision quality is determined by the compatibility between the decision problem and the thinking mode employed, and (b) whether the relative reliance of decision makers on each of the thinking modes is mediated by features of the decision problem. (c) Whether the effectiveness of the different experimental manipulation of the two thinking modes, is influenced by the decision problem type. In order to examine the above questions, six working hypothesis were formulated and examines in four clusters of experiments. The results exhibited a clear trend, according to which, (a) consistency was significantly higher when the thinking mode and the decision task characteristics were compatible. (b), in a given decision situation, the strategy selection for decision making, is adaptive. (c). The effectiveness of the manipulation methods, is dependent on its compatibility with the decision task.

You are invited!