

of erotic pictures on the computer to help him get to the right level of arousal; then he would answer the same questions as before.

WITHIN THREE MONTHS, some fine Berkeley undergraduate students had undergone a variety of sessions in different orders. In the set of sessions conducted when they were in a cold, dispassionate state, they predicted what their sexual and moral decisions would be if they were aroused. In the set of sessions conducted when they were in a hot, aroused state, they also predicted their decisions—but this time, since they were actually in the grip of passion, they were presumably more aware of their preferences in that state. When the study was completed, the conclusions were consistent and clear—overwhelmingly clear, frighteningly clear.

In every case, our bright young participants answered the questions very differently when they were aroused from when they were in a “cold” state. Across the 19 questions about sexual preferences, when Roy and all the other participants were aroused they predicted that their desire to engage in a variety of somewhat odd sexual activities would be nearly twice as high as (72 percent higher than) they had predicted when they were cold. For example, the idea of enjoying contact with animals was more than twice as appealing when they were in a state of arousal as when they were in a cold state. In the five questions about their propensity to engage in immoral activities, when they were aroused they predicted their propensity to be more than twice as high as (136 percent higher than) they had predicted in the cold state. Similarly, in the set of questions about using condoms, and despite the warnings that had been hammered into them over the