cents on average) for the same annoying experience. Do you see the difference that the suggested price had?

BUT THIS WAS only the start of our exploration. We also wanted to know how influential the anchor would be in future decisions. Suppose we gave the participants an opportunity to drop this anchor and run for another? Would they do it? To put it in terms of goslings, would they swim across the pond after their original imprint and then, midway, swing their allegiance to a new mother goose? In terms of goslings, I think you know that they would stick with the original mom. But what about humans? The next two phases of the experiment would enable us to answer these questions.

In the second phase of the experiment, we took participants from the previous 10-cents and 90-cents groups and treated them to 30 seconds of a white, wooshing noise. "Hypothetically, would you listen to this sound again for 50 cents?" we asked them at the end. The respondents pressed a button on their computers to indicate yes or no.

"OK, *how much* would you need to be paid for this?" we asked. Our participants typed in their lowest price; the computer did its thing; and, depending on their bids, some participants listened to the sound again and got paid and some did not. When we compared the prices, the 10-cents group offered much lower bids than the 90-cents group. This means that although both groups had been equally exposed to the suggested 50 cents, as their focal anchoring response (to "Hypothetically, would you listen to this sound again for 50 cents?"), the first anchor in this annoying sound category (which was 10 cents for some and 90 cents for others) predominated.

Why? Perhaps the participants in the 10-cents group said