



Summary

Gladwell compares the actions of the adaptive unconscious to a locked door. The human mind is a complicated place, and most of its behaviors are difficult, if not impossible, to understand—in fact, the act of trying to interpret intuition often interferes with intuition itself.

Priming—there are certain stimuli (images, words, etc.) that can influence people to change their behavior in measurable ways.

Speed-dating is a particularly good example of snap judgments in action because it's very difficult to put into words why we want to date specific people and avoid others.