Bhavay Aggarwal 2018384

Q1. a) Being a researcher of his acumen, showcased by the high acceptance level in his field of expertise, it was plausible that he would conduct a holistic investigation on March 15th about the issue of social relevance that has been dumped into oblivion by the public.

b) Even though punctuations matter a lot, it has been observed that its learning strategies have been given little attention and only a few but major studies have been undertaken which give prominence and impetus to its learning strategies.

c) The sudden proliferation of the contemporary sphere of social behavior is empowering social scientists to interpret the newness of the field, entwined with a prodigious occasion to scrutinize behavior in a realistic backdrop.

d) The major contemporary disturbances which are violent are mostly regarding

cultural antagonisms in which the presence of the ‘other’ is understood as a real danger and if you notice is terribly discriminatory against the ‘other,’ particularly strangers, refugees, or migrants.

Q2. a) I do not believe that the title suits the research paper as assuming a choice to be “right” itself requires considerable conscious thought and the “right” choice can be different for different people. For example, the authors experimented about choosing cars. The authors would have also had some criteria in selecting which of the 4 cars was the right one, but for the participants, the criteria might have been different as some would be interested in muscle cars whereas someone else would prefer a hatchback.

b) In this research paper, the authors are comparing the correctness of conscious decision making versus unconscious decision. Unconscious decision here is referred to as Deliberation-Without-Attention which means even though there is some conscious thinking being put into the decision, the final choice is made with unconscious thought.

c) To compare conscious decision making and unconscious decision making, the authors conducted several experiments in the laboratory and among shoppers. The participants were subject to 2 tasks and were divided into 2 groups of conscious and unconscious decision-makers. Both groups were given 4 minutes to make their decision but unconscious decision-makers were involved in other activities like solving anagrams while making decisions. For the first task, a small number of descriptors were provided and for the second task, a larger number of tasks were provided to make the decision-making process complex. The decisions were then compared and ranked.

d) Yes, the result of the paper echoes with the author’s claim, and 3 out of the 4 studies conducted also support the author’s claim. Although, one can question the author’s claim itself, but if one were to accept it then the authors have sufficient proof to back it.

e) This research paper is an **Original Article** because the authors present a novel hypothesis and conduct research to support their claim.

f) This research paper helps emphasize the importance of unconscious thinking while decision making and how while making complex choices, consciously thinking might lead to worse decisions. The authors believe that complex decisions should be handled unconsciously.

Q3. **On Making a Better Choice: The Deliberation-Without-Attention Effect**

It is a common preconception that before making complex and important decisions, one should spend time consciously thinking to make the best decision possible and not much attention is paid to decisions of lesser importance such as purchasing towels. Conscious thought refers to the thought or deliberation while conscious attention is directed at the problem at hand, unconscious thought can be defined as thought or deliberation in the absence of conscious attention directed at the problem. Existing research has emphasized the role of conscious thinking in decision making for many years while the significance of unconscious thinking only has been investigated infrequently.

These characteristics of conscious and unconscious thought led us to postulate the

‘deliberation-without-attention’ hypothesis, on the relation between mode of thought or deliberation (conscious versus unconscious) and the complexity and quality of choice. Complexity is defined as the amount of information a choice involves. Conscious thought is hypothesized, due to its precision, to lead to good choices in simple matters. However, because of its low capacity, conscious thought leads to progressively worse choices with more complex issues. To compare conscious decision making and unconscious decision making, the authors conducted several experiments in the laboratory and among shoppers. The participants were subject to 2 tasks and were divided into 2 groups of conscious and unconscious decision-makers. Both groups were given 4 minutes to make their decision but unconscious decision-makers were involved in other activities like solving anagrams while making decisions. For the first task, a small number of descriptors were provided and for the second task, a larger number of tasks were provided to make the decision-making process complex. The decisions were then compared and ranked. In sum, in four studies we demonstrated the

deliberation-without-attention effect. Conscious thinkers were better able to make the best choice among simple products, whereas unconscious thinkers were better able to make the best choice among complex products. Among people who knew the product they purchased before they went on a shopping trip, the amount of conscious thought was positively related to post-choice satisfaction for simple products and negatively related to post-choice satisfaction for complex products. Although only consumer products were investigated in our studies, there is no reason to believe that Deliberation-Without-Attention does not generalize to various other choices such as political or managerial or otherwise.