

# Motivational influences on perceptual judgments: How what we want changes what we see

Deshawn Sambrano, Yuan Chang Leong, & Jamil Zaki, PhD.

Research Institution: Stanford University

Home Institution: California State University, Fullerton



TABLE 2  
DATA FROM SECOND QUESTIONNAIRE CHECKED WHILE  
SEEING FILM

GROUP	N	TOTAL NUMBER OF IN- FRACTIONS CHECKED AGAINST			
		DARTMOUTH TEAM		PRINCETON TEAM	
		MEAN	SD	MEAN	SD
Dartmouth students	48	4.3*	2.7	4.4	2.8
Princeton students	49	9.8*	5.7	4.2	3.5

\* Significant at the .01 level.

Hastorf & Cantril, 1954

# Research Questions

- Can people's motivation influence their perceptual judgements? If so, can we replicated in a laboratory controlled environment?
- What are the cognitive processes that underscore this phenomenon?

T1

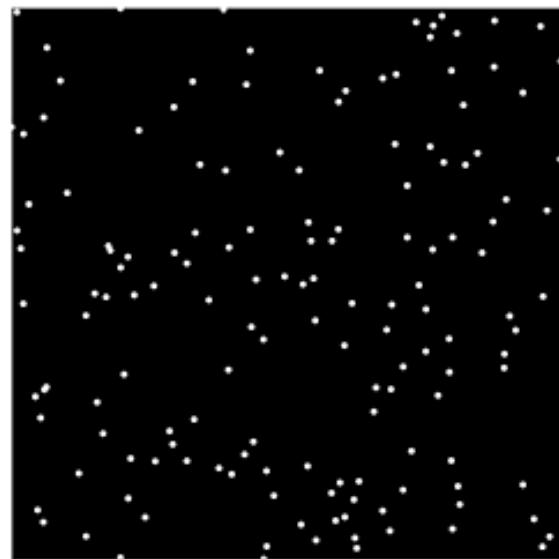
Right



Left

Left

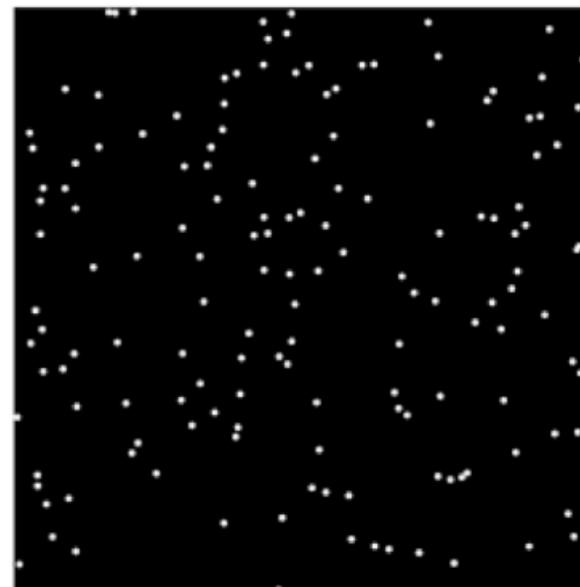
Right



T2

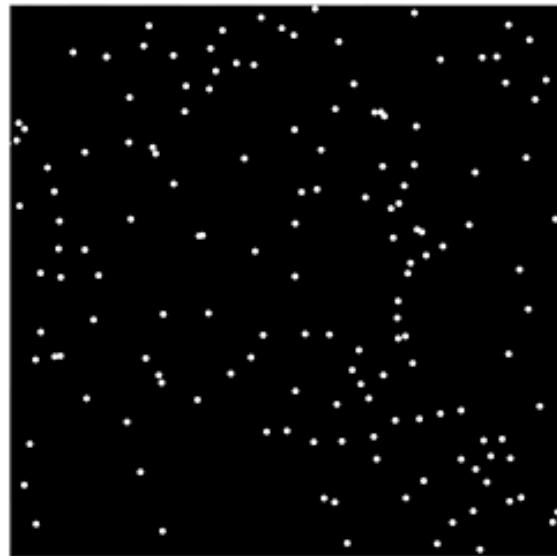
Left

Right



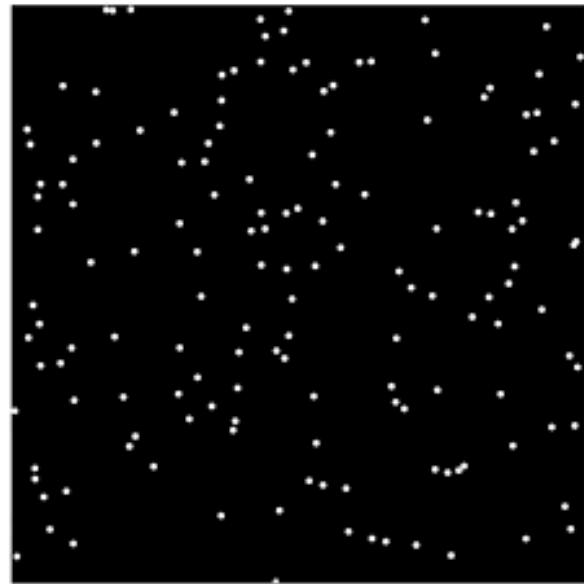
Left

Right



Left

Right



Left

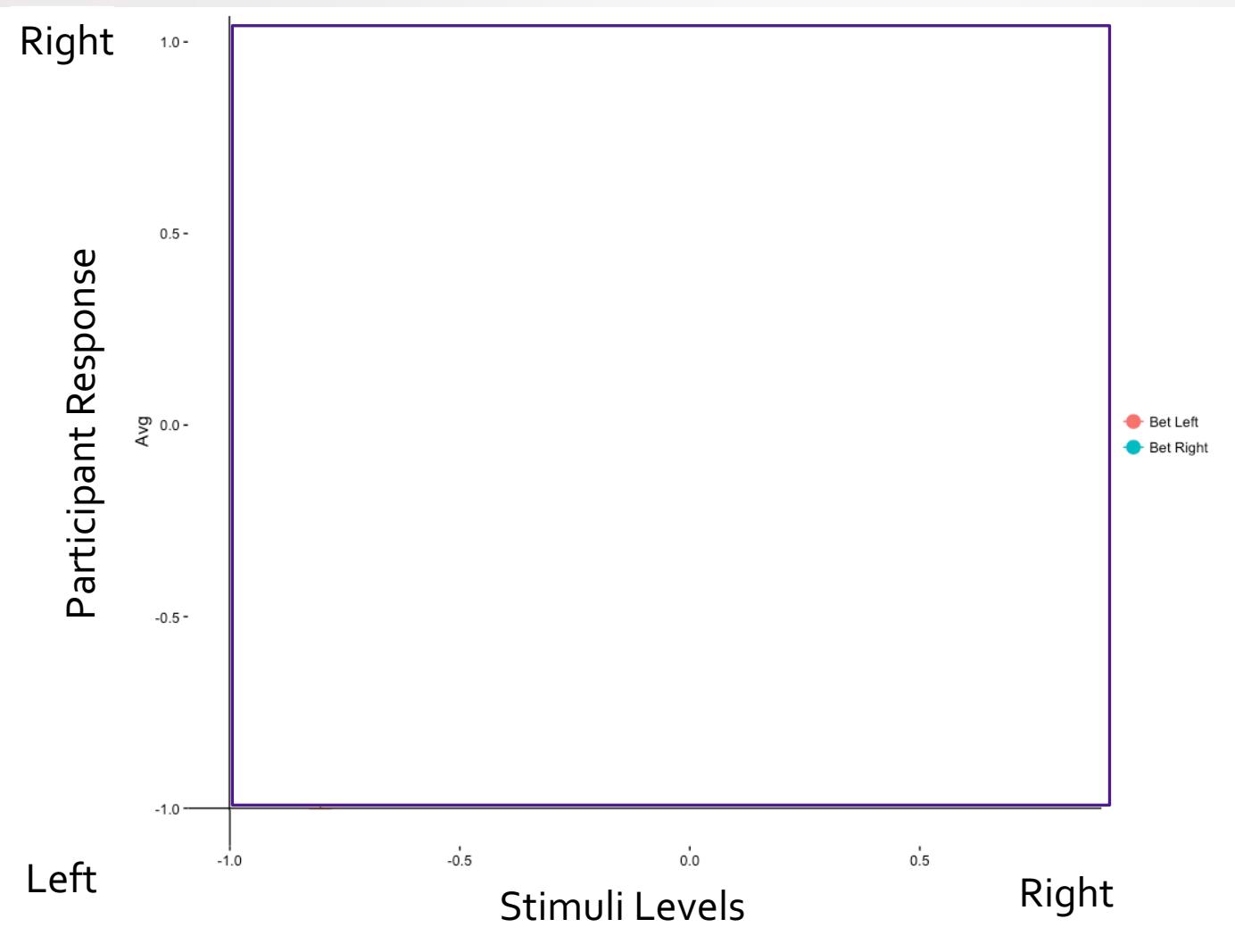
Right



# Motivation Induction

Your partner bet **7 cents** that the next image will have dots moving to the

# Results



# Discussion

- These findings indicate that our motivation can influence how we judge what we see.
- **Limitations:** We cannot distinguish between what people are actually seeing compare to their judgements.
- **Future work:** Does the effect hold under different motivation contexts?



# Why should we care?

# Questions?

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- For more information:
  - website: [DSambrano.com](http://DSambrano.com)
  - email: [3dbrano3@csu.fullerton.edu](mailto:3dbrano3@csu.fullerton.edu)

# Questions?

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