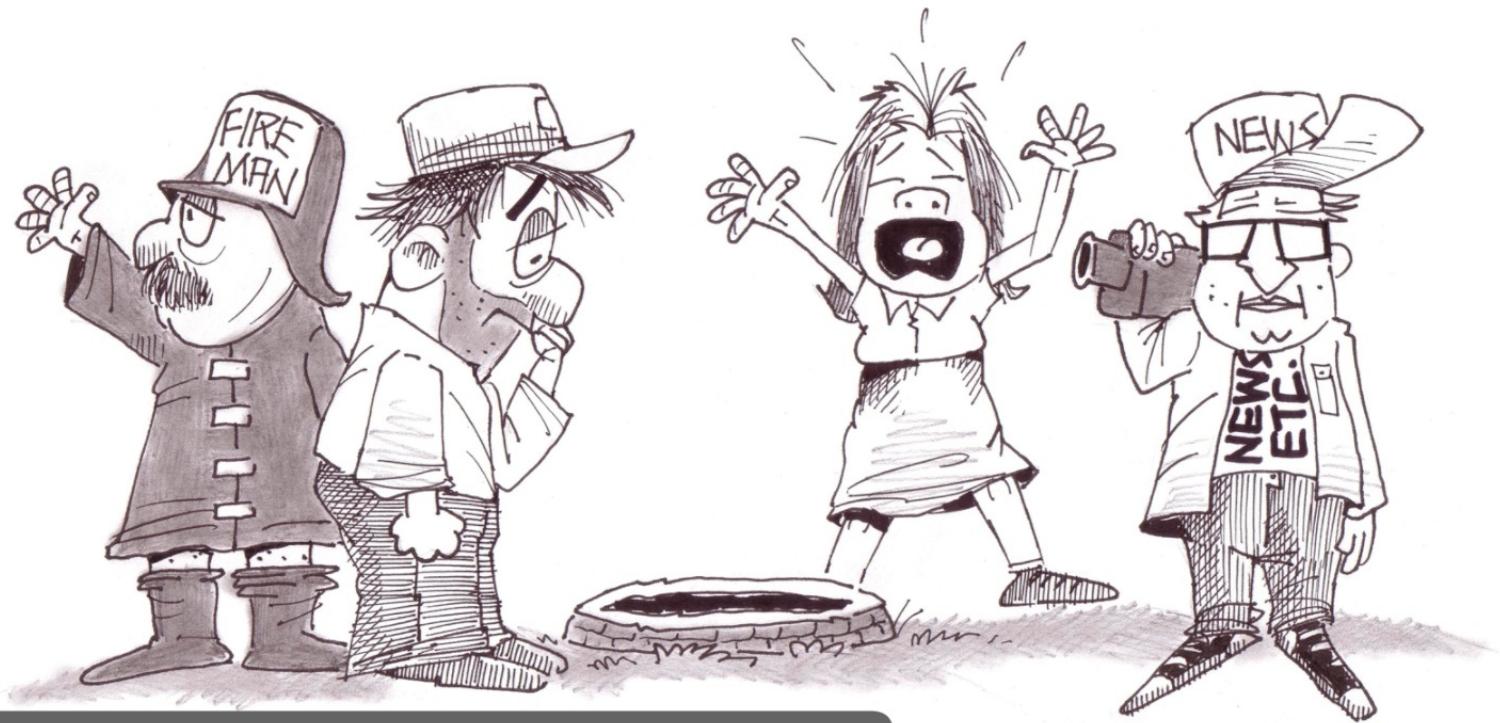


## **Part 4:**

### Emotional Decision Making



"Baby Jessica" received more news coverage than Rwanda and Darfur combined.

TED W.



**Albert Szent-Györgyi**

**“** I am deeply moved if I see one man suffering and would risk my life for him. Then I talk impersonally about the possible pulverization of our big cities, with a hundred million dead. I am unable to multiply one man's suffering by a hundred million. **”**

**“** The numbers are important, and yet they are not everything. For whatever reasons, images often strike us more powerfully, more deeply than numbers. We seem unable to hold the emotions aroused by numbers for nearly as long as those of images. We quickly grow numb to the facts and the math. **”**

*The Book of Yaak (1996)*



**Rick Bass**

**“** ...the atrocities that were known remained abstract and remote... Because the savagery of genocide so defies our everyday experience, many of us failed to wrap our minds around it. Bystanders were thus able to retreat to the ‘twilight between knowing and not knowing’.

**”**

*A Problem from Hell (2002)*



**Samantha Power**

## URGENT TRANSFER ASSISTANCE

February 8, 2013 2:28 PM

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FROM: DEBORAH EDWARD

Dear Sir,

My name is Deborah Edwards. I am 23yrs old and student.  
Please assist me as urgent as you can before they kill me.  
My father got a very big some of money deposited with a  
security company .He waspoisoned by associates and they  
will equally kill me hence my mother died three yrs ago  
of breast cancer .  
\$10.5 (TEN MILLION FIVE HUNDRED  
THOUSAND DOLLARS) are with me, I ready give you 30%  
of this money ,if you help me I will transfer this money into  
your account for onward investment in your country  
.please I'm waiting for your urgent reply.

Best regards,

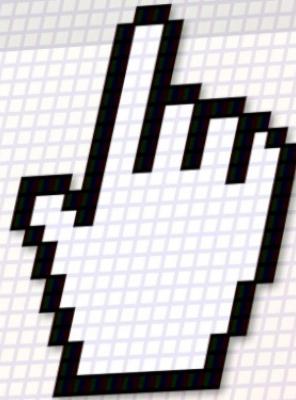
DEBORAH EDWARD.

Inbox

Outbox

Spam (3015)

Trash

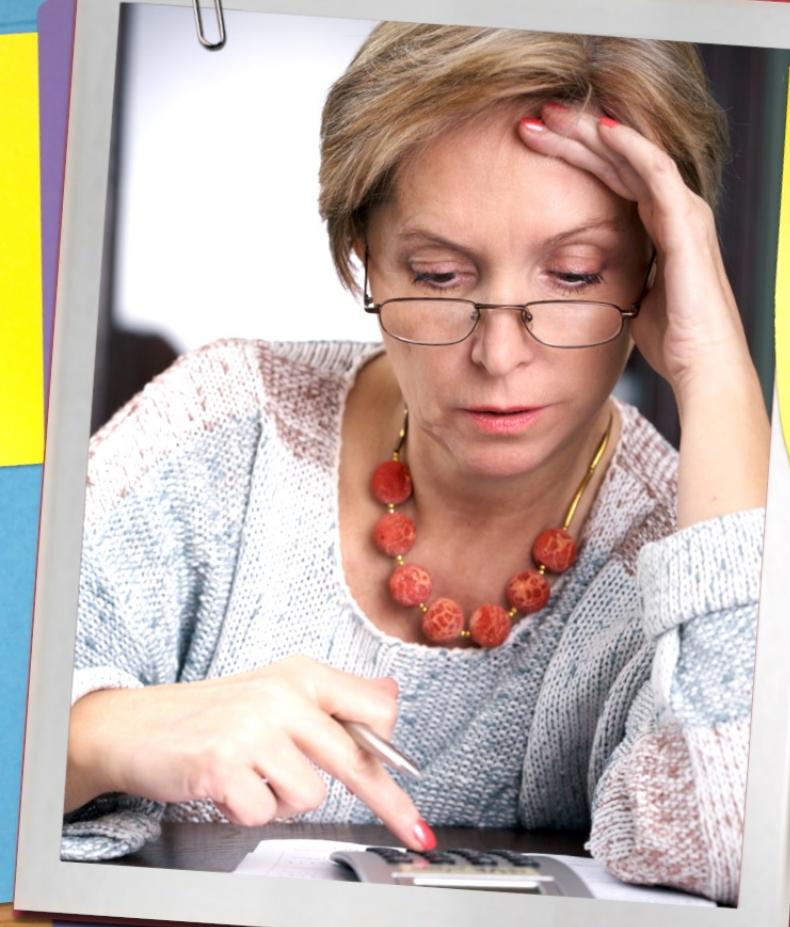


Spammers try to create  
an emotional link.

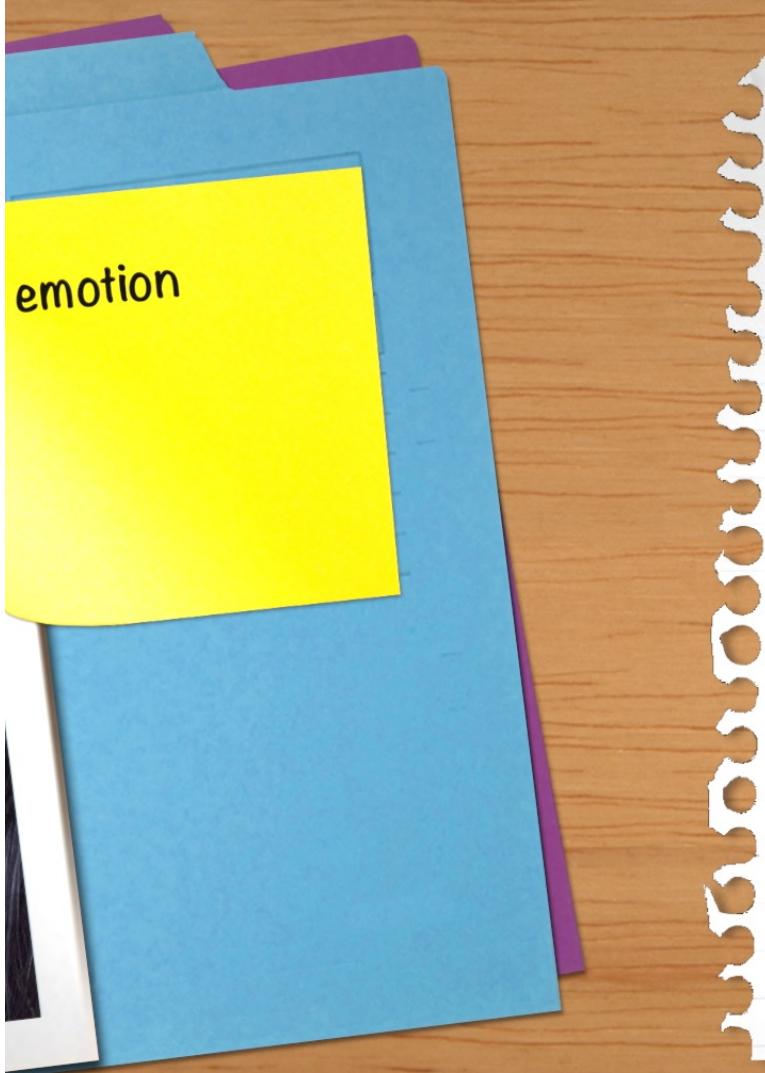
Since spammers test a large population of people, they may be in a convenient position to learn more about human behavior.



emotion



cognition

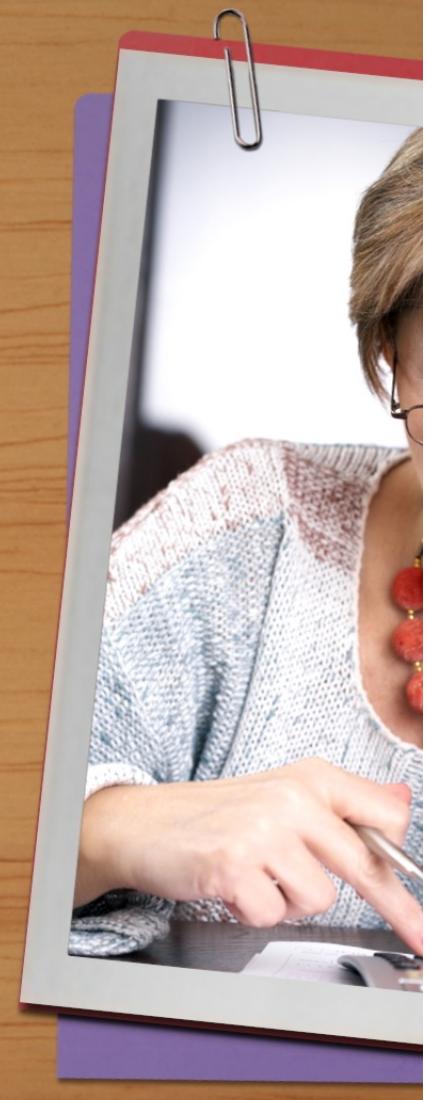


emotion

## Emotion vs. Cognition

When does one overpower  
the other?

When do we get the most  
useful information from each?



A photograph of a woman with short blonde hair, wearing a green cardigan over a white top, standing in front of shelves filled with jars of jam and honey. She is smiling at the camera. The shelves behind her are well-stocked with various jars of different sizes and colors.

Which poster do you prefer?

Which jam would you like?



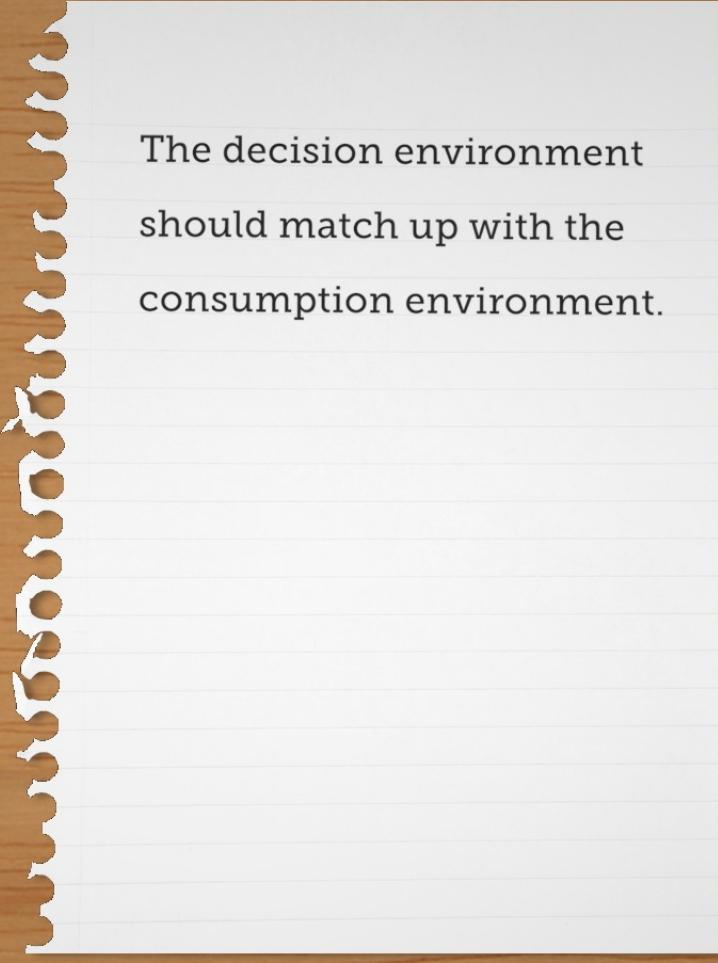
## Which Jam or Poster?

- some chose with their emotions
- others were given cognitive input





For products that are consumed emotionally, lack of cognitive input can lead to increased enjoyment and use.



The decision environment  
should match up with the  
consumption environment.

A close-up photograph of a middle-aged man with light brown hair, wearing a blue sweater over a white collared shirt. He is wearing black over-ear headphones and is looking slightly downwards and to his left with a focused expression. In the background, there is a stack of vinyl records on a shelf, suggesting a music store or a personal collection. A dark grey rectangular box is overlaid on the left side of the image, containing the text.

When comparing stereos at a store, tiny differences in sound quality seem more important than physical appearance.

A photograph of a man with dark hair and a beard, wearing a yellow and white striped button-down shirt. He is leaning against a silver stereo system, holding a black remote control in his right hand and a silver credit card in his left hand. He is smiling at the camera. The background shows a living room setting with a lamp, a vase with red flowers, and a window.

At home (without the relative sound comparison), appearance might weigh more heavily.