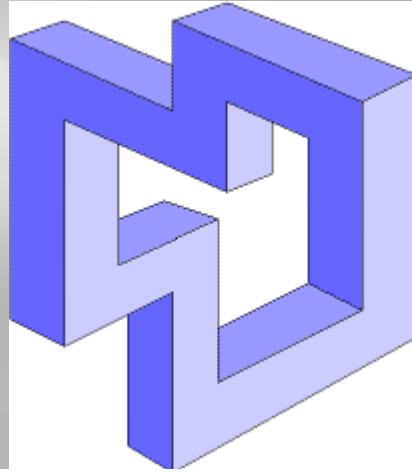




The Costs of a Peaceful Mind

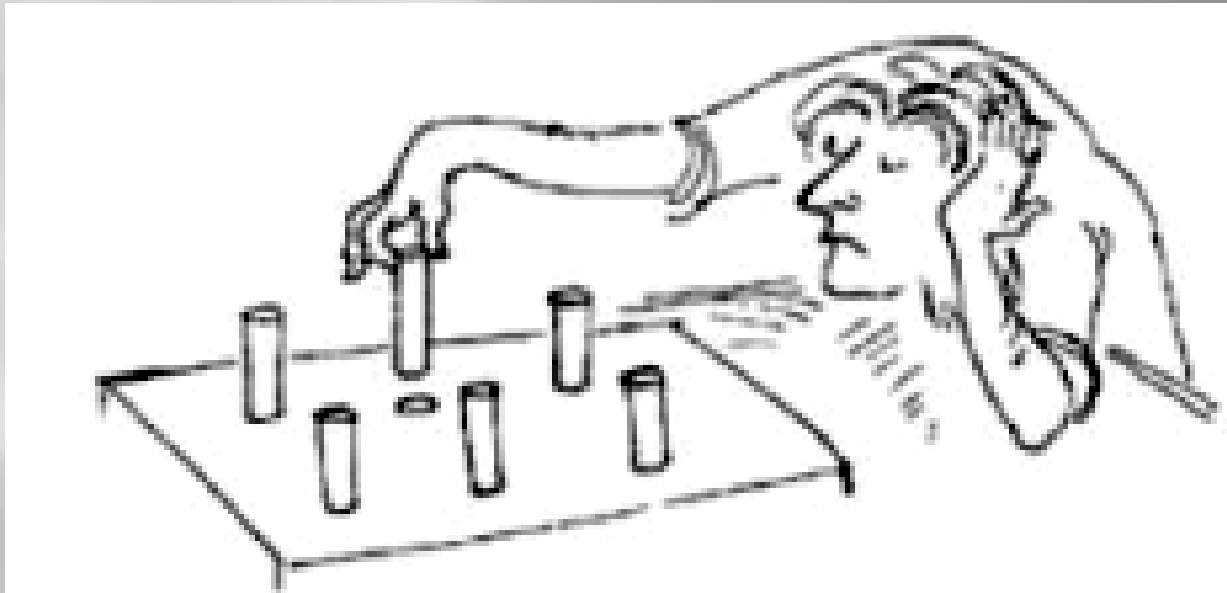


What disturbs people's peace of mind?



How much is your frustration worth?

- ▣ Festinger & Carlsmith, 1959



How much is your frustration worth?

Festinger, L., & Carlsmith, J. M. (1959). Cognitive consequences of forced compliance. *The Journal of Abnormal and Social Psychology*, 58(2), 203.

Group A:

- ▣ Asked to do a tedious task for more than 1 h
- ▣ Asked to do a „favour“ for the experimenter:
- ▣ Persuade next participant that the task was interesting
- ▣ **Paid \$ 20**







Group B:

- ▣ Asked to do a tedious task for more than 1 h
- ▣ Asked to do a „favour“ for the experimenter:
- ▣ Persuade next participant that the task was interesting
- ▣ **Paid \$ 1**

How much is your frustration worth?

Festinger, L., & Carlsmith, J. M. (1959). Cognitive consequences of forced compliance. *The Journal of Abnormal and Social Psychology*, 58(2), 203.

Ratings of task after payment:

	Enjoyable?	Again?
Control Group		
\$ 20		
\$ 1		

How much is your frustration worth?

- ▣ Aronson & Mills, 1959



How much is your frustration worth?

- ▣ Aronson & Mills, 1959



How much is your frustration worth?

Aronson, E., & Mills, J. (1959). The effect of severity of initiation on liking for a group. *The Journal of Abnormal and Social Psychology*, 59(2), 177.

Group A:

- ▣ Ready to join a discussion group
- ▣ Initiation: **Reading sex-related text**
- ▣ Asked to rate conversation of the group they joined




Group B:

- ▣ Ready to join a discussion group
- ▣ Initiation: **Reading embarrassing pornographic text**
- ▣ Asked to rate conversation of the group they joined

How much is your frustration worth?

Aronson, E., & Mills, J. (1959). The effect of severity of initiation on liking for a group. *The Journal of Abnormal and Social Psychology*, 59(2), 177.

Ratings of recorded (boring) conversation:

	Interesting discussion?
Control Group	
Low embarrassment	
High embarrassment	

How much is your frustration worth?

▣ Mazis, 1975



How much is your frustration worth?

Mazis, M. B. (1975). Antipollution measures and psychological reactance theory: A field experiment. *Journal of Personality and Social Psychology*, 31(4), 654.

Tampa, 1972:



Miami, 1972:







- ▣ Antipollution law: No phosphates!



How much is your frustration worth?

Mazis, M. B. (1975). Antipollution measures and psychological reactance theory: A field experiment. *Journal of Personality and Social Psychology*, 31(4), 654.

Quality rating of phosphate detergents:

	Tampa	Miami
Freshness		
Stain removal		
Cleans in cold water		

How much is your frustration worth?

Mazis, M. B. (1975). Antipollution measures and psychological reactance theory: A field experiment. *Journal of Personality and Social Psychology*, 31(4), 654.

Miami
Brand Nonswitchers



Miami
Brand Switchers



How much is your frustration worth?

Mazis, M. B. (1975). Antipollution measures and psychological reactance theory: A field experiment. *Journal of Personality and Social Psychology*, 31(4), 654.

Difference in rating of phosphate and no-phosphate detergents:

	Switchers	Nonswitchers
Freshness	1.63	.91
Stain removal	1.66	.70
Cleans in cold water	2.36	.83

**What is the difference
between the two situations?**

Conclusions

- ▣ Experiment 1 and 2:
- ▣ **Cognitive dissonance**

When faced with contradictory beliefs, experiences or behaviours, people tend to reduce the conflict through

- Changing one's thinking and preferences
- Changing one's behaviour
- Changing one's beliefs about the discrepancy between thinking and behaviour

Conclusions

- ▣ Experiment 3:
- ▣ **Psychological reactance**

When one's freedom of choice is threatened or eliminated, one tends to restore this freedom by

- Choosing the 'forbidden fruit'
- Craving the 'forbidden fruit'



Dissonance x Reactance

▣ Dissonance

NO CHOICE

People tend to seek unambiguousness in information processing. When faced with **conflict that cannot be avoided**, they tend to reduce this conflict.

▣ Reactance

CHOICE

People are motivated to protect the freedom and range of **choice they have previously experienced**.

Which one makes you feel better...?



or



Keeping doors open

- ▣ Shin & Ariely, 2004



Keeping doors open

Shin, J., & Ariely, D. (2004). Keeping doors open: The effect of unavailability on incentives to keep options viable. *Management Science*, 50(5), 575-586.



Keeping doors open

Shin, J., & Ariely, D. (2004). Keeping doors open: The effect of unavailability on incentives to keep options viable. *Management Science*, 50(5), 575-586.

Group A:

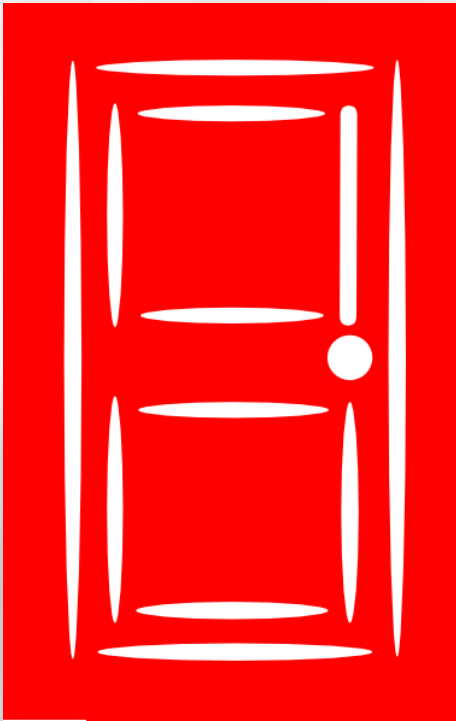
- ❑ Objective: earn as much money as possible
- ❑ Limited number of clicks
- ❑ Only clicking inside the room was rewarded
- ❑ **Doors disappeared gradually with each click**
- ❑ **Doors could be restored with a single click**

Group B:

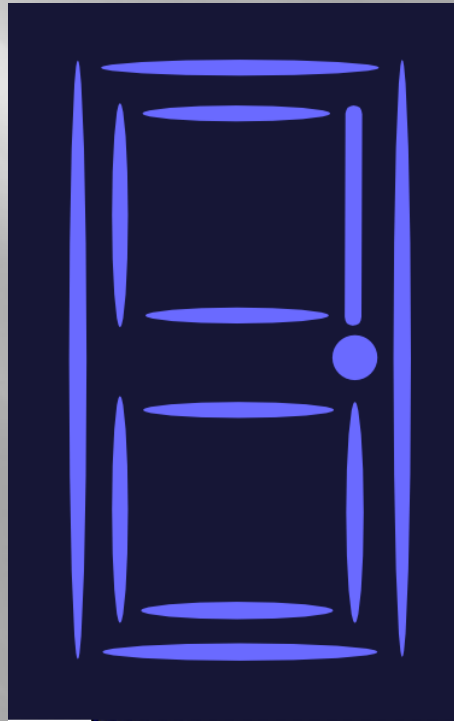
- ❑ Objective: earn as much money as possible
- ❑ Limited number of clicks
- ❑ Only clicking inside the room was rewarded
- ❑ Doors stayed the same

Keeping doors open

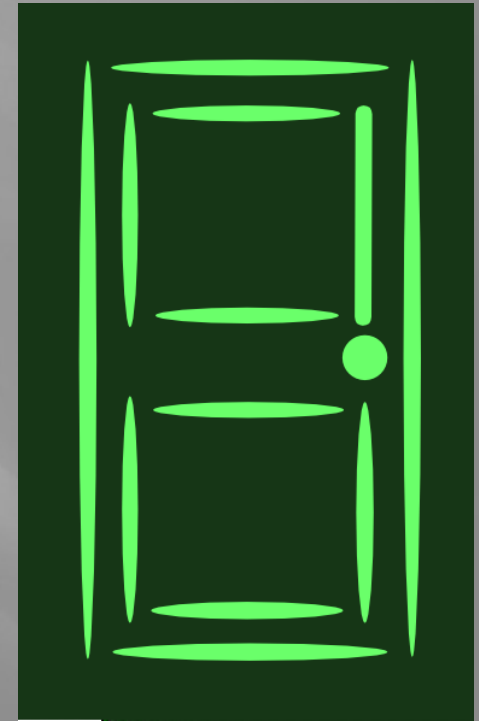
Shin, J., & Ariely, D. (2004). Keeping doors open: The effect of unavailability on incentives to keep options viable. *Management Science*, 50(5), 575-586.



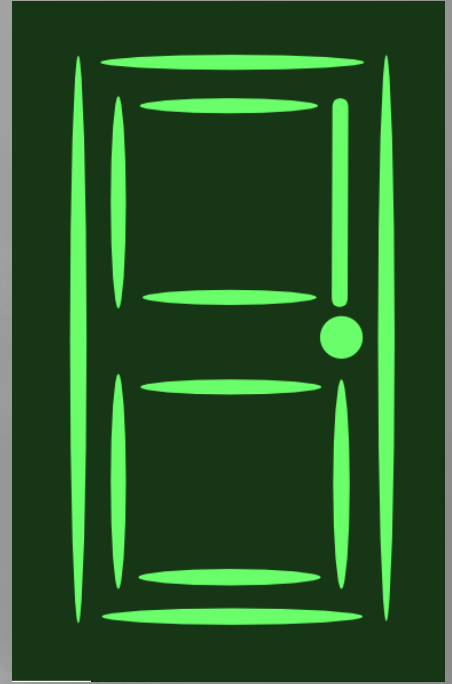
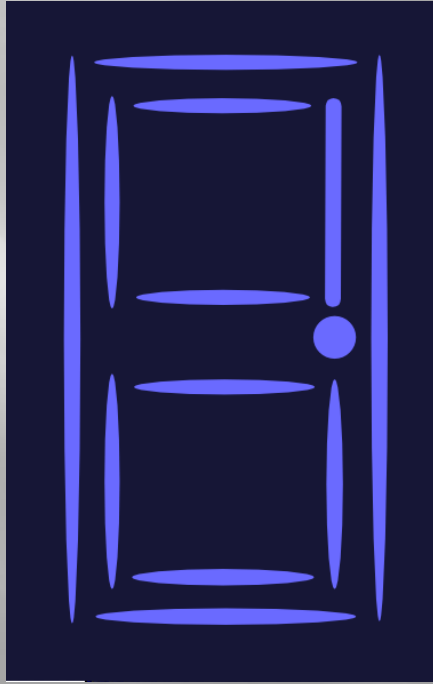
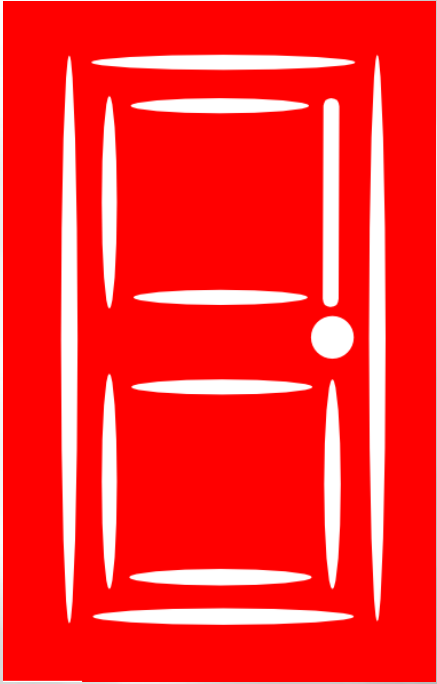
Average: 3 ¢
Range: 0-7 ¢



Average: 3 ¢
Range: 1-5 ¢

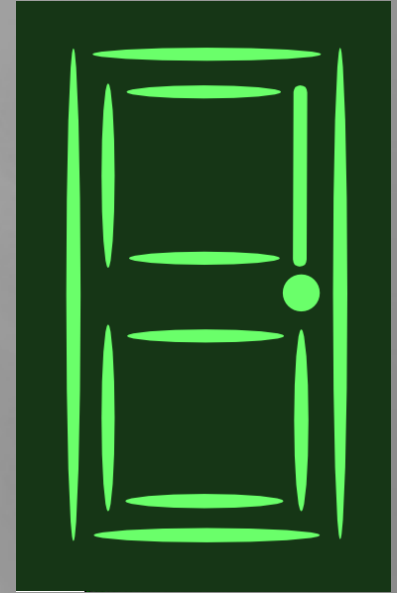
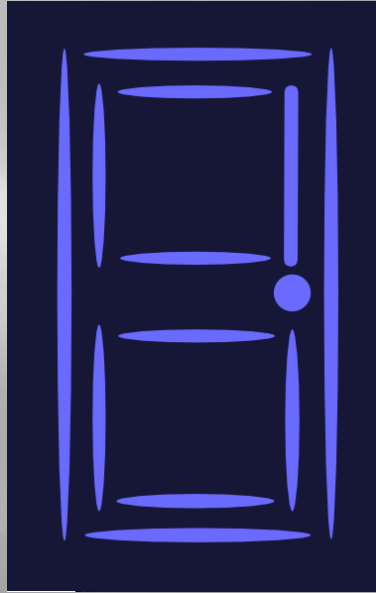
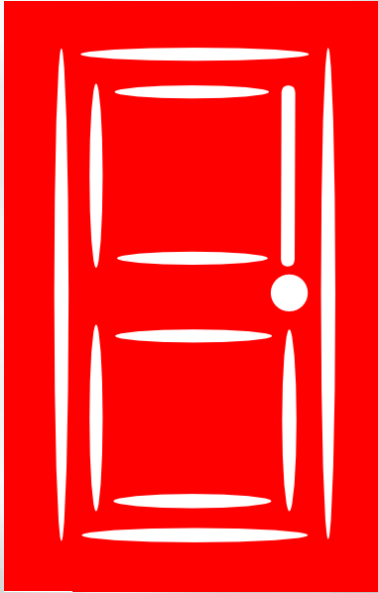


Average: 3 ¢
Range: -2-10 ¢



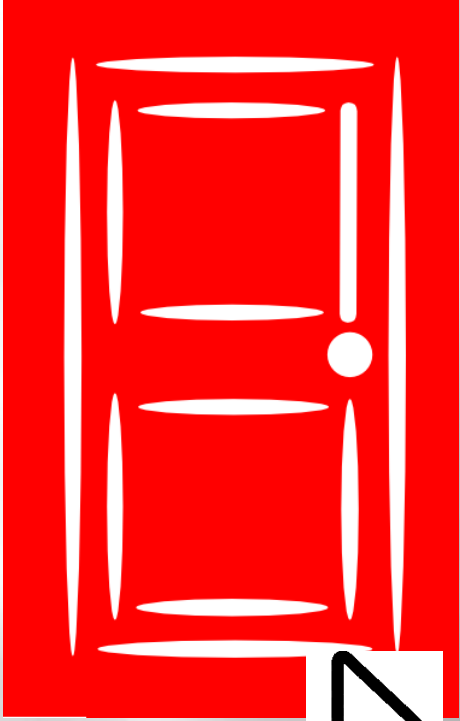
3¢



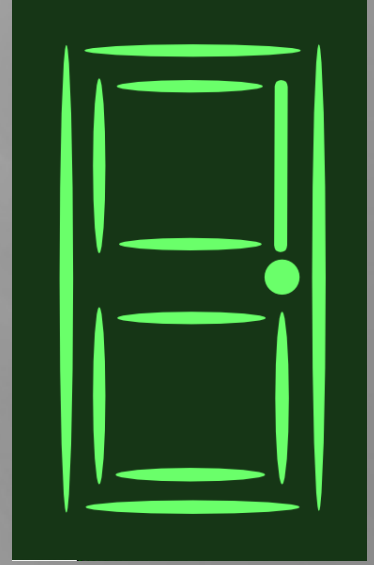
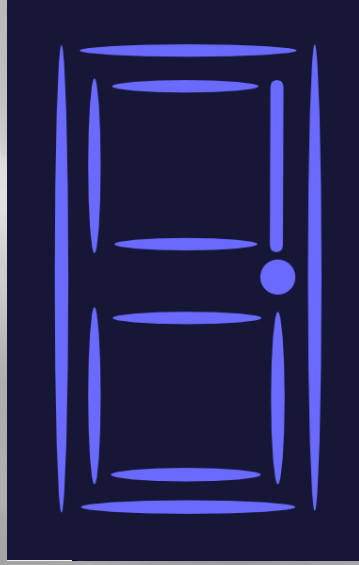


3¢ + 3¢ + 3¢





0



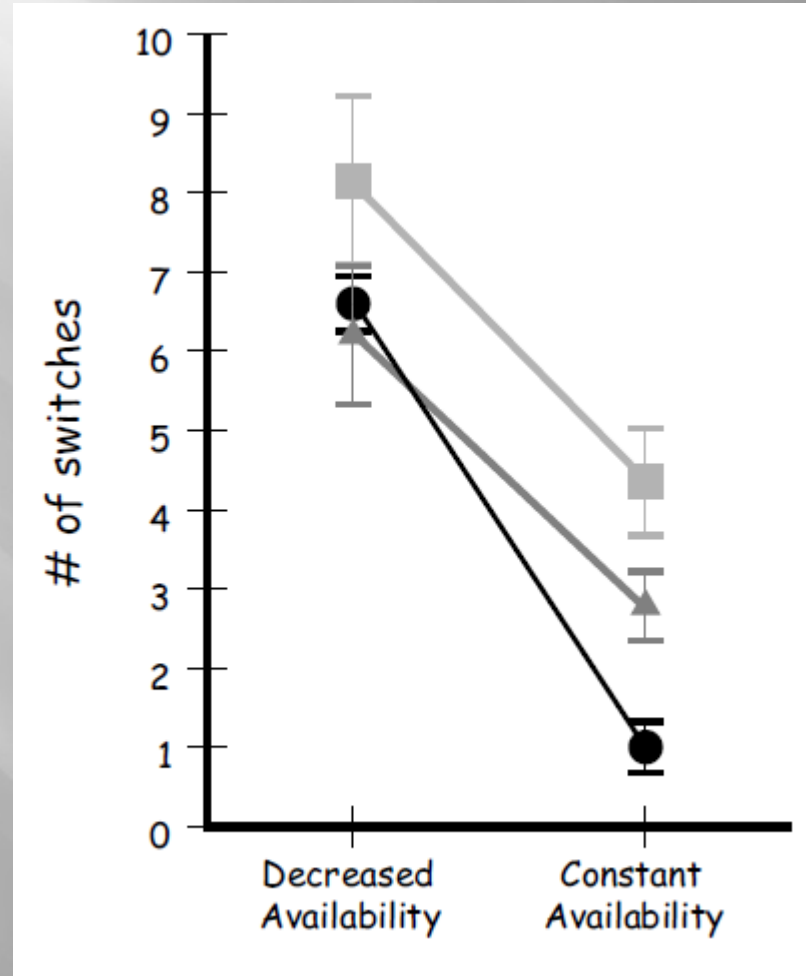
Keeping doors open

Shin, J., & Ariely, D. (2004). Keeping doors open: The effect of unavailability on incentives to keep options viable. *Management Science*, 50(5), 575-586.

A total of 100 clicks	Unchanged doors	Disappearing doors
No. of room-switching clicks	7.47	16.70
Loss	8 %	14 %
Learning	Relatively fast	Gradual

Keeping doors open

Effect of information on reward distribution:



Costs of choice



Costs of choice

▣ A. Kruglanski

▣ Which would you choose?

1. One important goal x One way of achieving the goal
2. One important goal x Several different ways of achieving the goal

Equifinality

Having several means for achieving a goals increases goal attractiveness and goal commitment BUT **reduces commitment to individual paths.**

Costs of choice

- ▣ A. Kruglanski

- ▣ Which would you choose?

1. An activity that serves one need
2. An activity that serves several needs

Multifinality

If an activity leads to several goals, the attractiveness of and commitment to the activity increases **BUT if one of the goals becomes unavailable or unattractive, the commitment is drastically reduced.**

Costs of choice

▣ A. Kruglanski

▣ Which would you choose?

1. An activity that serves one need

2. An activity that serves several needs

Multifinality

Loss aversion



Costs of choice

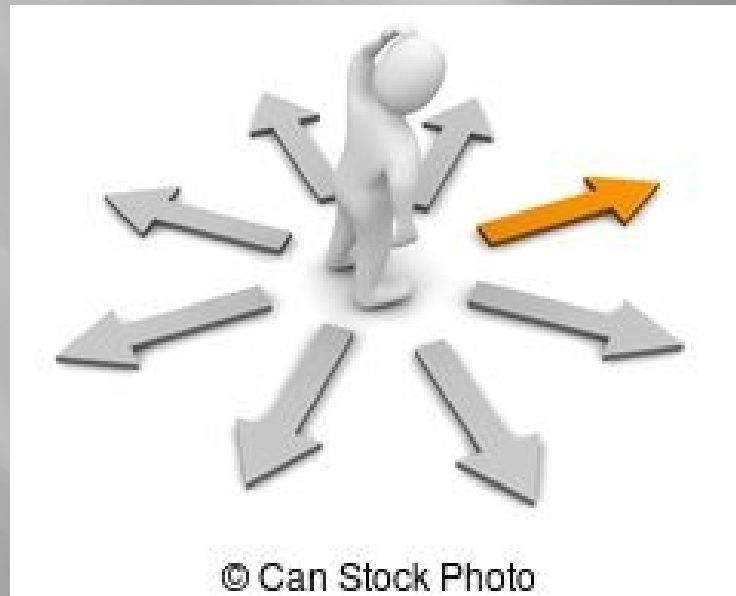
- ▣ People are **attracted to situations of choice** because they represent a possibility of greater reward and more effective coping with future uncertain situations.

Costs of choice

- ▣ However, **decision-making is demanding in terms of self-regulation.**
- ▣ When the options are similarly attractive, human mind tends either to
- ▣ **postpone the choice**
- ▣ **or choose the default option**

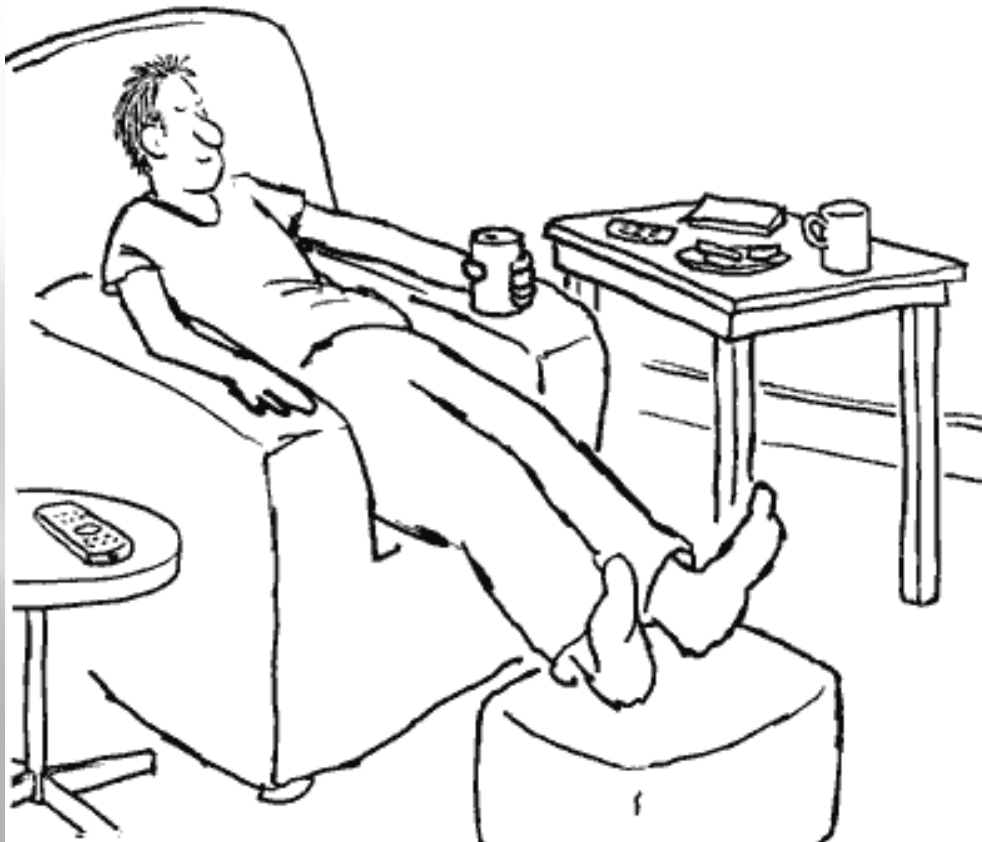
Costs of choice

- ▣ However, **decision-making is demanding in terms of self-regulation**, and when the options are similarly attractive, human mind tends either to **postpone the choice** or **choose the default option**.



© Can Stock Photo

The world's in a big mess because
of the things that people do to it.
I'll do my bit to help it out by
sitting here and doing nothing.



The Costs of a Peaceful Mind

Thank you!