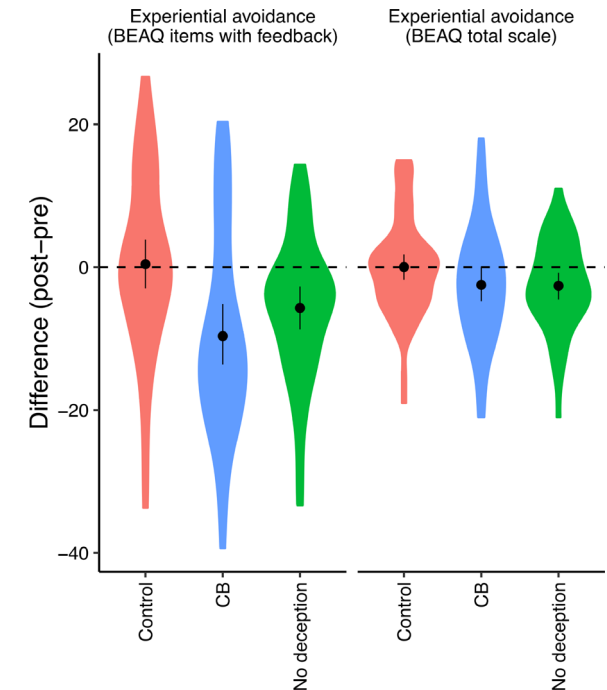


Exploring the mechanism of choice blindness: Generalisation of effects and necessity of deception

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<p>Control condition</p> <p>Can you explain why you responded in this way?</p>	<p>I go out of my way to avoid uncomfortable situations.</p> <p>Strongly disagree ————— Strongly agree</p> <p style="text-align: center;">X</p>
<p>CB condition</p> <p>Can you explain why you responded in this way?</p>	<p>I go out of my way to avoid uncomfortable situations.</p> <p>Strongly disagree ————— Strongly agree</p> <p style="text-align: center;">X</p>
<p>No-deception condition</p> <p>The top answer is your original answer, and the bottom answer is the answer that we would like you to imagine is yours. Can you explain why you responded in this way?</p>	<p>I go out of my way to avoid uncomfortable situations.</p> <p>Strongly disagree ————— Strongly agree</p> <p style="text-align: center;">X</p> <p>Strongly disagree ————— Strongly agree</p> <p style="text-align: center;">X</p>



The choice blindness paradigm does not require deception to work, but it remains unclear how well its effects generalise.