

## Interesting Studies in Psychology

### What you decide to buy / preference for products

1. Laundry detergent in blue packaging, yellow, or blue with splashes of yellow – ask people to test and tell them which is the best – it is really the SAME detergent – People overwhelmingly state that the blue with yellow is the BEST detergent.
2. Grocery store has both French and German wine – on days they play French music, 77% of the wine purchased was French. When they played German music, 73% of the wine purchased was German.
3. Taste test – from two bottles of wine – one from a \$10 bottle and one from a \$90 bottle – all subjects say the \$90 is better – REALLY THE SAME WINE – even more crazy – tasted while under an fMRI machine – orbitofrontal cortex lit up much more for \$90 bottle (key region of the brain in experiencing pleasure).
4. Restaurant – put one REALLY high priced item on a menu – people will not buy it, but are significantly more likely to buy the 2<sup>nd</sup> highest priced item on the menu.
5. Waitresses get tipped more when they add a touch on the arm
6. We like tea that has first 3 letter of our name – name is Tom we like Tomava tea better than Lauva tea – even though both cups have the same tea in it!

### Who are we attracted to and fall in love with?

#### IMPLICIT EGOTISM

1. We are more likely to marry people who have the same first letter of their name as we do – Joe and Jane
2. We are (slightly) more likely to marry people who have the same last name as us (show chart on pg. 19 of subliminal).
3. Men asked to rank how attractive pictures of women's faces are. Men consistently rank women with dilated eyes more attractive (even though no conscious recognition). (Eye dilation sign of sexual arousal)
4. Study – guys ask girls for phone number – 20% success rate when gentle touch on forearm; 10% success when no touch.
5. Study – woman give men phone number, sometimes on land, sometimes on a wobbly bridge with a 230 foot drop. Guys more likely to call her after interacting on the bridge – the anxiety = physiological arousal which is interpreted as sexual.
  - a. Tell students to hit on girls when they come out of the fitness center, or after practice!!!

### What about what job we choose?

1. People with names like Dennis or Denise more likely to become dentists! Laura or Lawrence more likely to become Lawyers!

What about our Morals?

1. Stage theft in a grocery store, sometimes by a scruffy poorly dressed guy and sometimes by a well-dressed guy – people more likely to report scruffy guy, and ADD DETAILS in their description of what happened.
2. Study – sign saying that visitors tend to steal wood leads to increase in amount of wood stolen.
3. When a person hears another person in the next room having a seizure, he will help 85% of the time if he believes he is the only person hearing it, but if he believes that 3 or more other people can hear, he will help only 31% of the time.