Role of Individual Differences in Decision Making

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Anchoring in Social Experiments

- Introduce Object and Anchor
- Imprint Anchor with Object
- Collect Response
Big Five Personality Traits

Openness
Conscientiousness
Extraversion
Neuroticism
Agreeableness
Objective

Demonstrate Anchoring

Study Effect of Personality

Q 1) Is the height of the Eiffel Tower greater than or lesser than 840 feet?
Answer-

Please answer the question below after attempting the above question.

Q 2) Estimate the height (in feet) of the Eiffel Tower
Answer -
Anchoring Demonstration

Correlations

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<th>Cue</th>
<th>Response</th>
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<tr>
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<td>.744**</td>
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<td>Sig. (2-tailed)</td>
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**. Correlation is significant at the 0.01 level (2-tailed).
Effect of Openness to Experience
Future Goals