Chapter 6
Emotional Influences
Main Topics

I. When Emotion and Cognition Collide
II. Self-Serving Reasoning
III. Controls on Decision Making
I. When Emotion and Cognition Collide
I. When Emotion and Cognition Collide

“The mind is a charioteer driving twin horses of reason and emotion. Except cognition is a smart pony, and emotion an elephant”

— Colin Camerer & George Loewenstein
I. When Emotion and Cognition Collide

Multiple Selves

Struggle between desire for immediate gratification and recognizing value of greater future rewards

- Addiction
- Overeating
- Procrastinating
- Examples from the audience
Multiple Selves

*Economic Consequences*

- Large industries developing smoking products and products or treatments to help people to quit smoking
- Simultaneous increase in obesity and popularity of diet programs
- Examples from the audience
II. Self-Serving Reasoning
III. Self Serving Reasoning

*Ball games* (other side plays less fair)

*household chores* (sum of team input is always more that 100%, “I do all the work”)

*pollution* (West blames Third World for burning the rain forest, and overpopulation, Third world blames West for overconsumption)

*standards of proof* (choice of coworkers, we do not ask for extensive evidence that the friendlier one is smarter)

*CEO pay* (executives believe that paying themselves enormous salaries is in best interest of the shareholders)

*politicians* accept generous campaign contributions believing it will not influence their votes.
IV. Controls
IV. Controls

- Awareness
- Accountability
- Institutional controls