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Proceedings of the Annual Meeting of the Cognitive Science Society

Title

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Permalink

<https://escholarship.org/uc/item/0s3258rv>

Journal

Proceedings of the Annual Meeting of the Cognitive Science Society, 43(43)

ISSN

1069-7977

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Publication Date

2021

Peer reviewed

Moderators of Acquiescing to Intuition: Strength of Intuition, Task Characteristics and Individual Differences.

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Abstract

Will people maintain their initial intuitive decision even when they know the rational answer is different? Some dual-process models assume that there is a process of detection and correction of initial intuitive biases. But do these models also account for patterns of behaviour that some people exhibit when they return to their initial intuitive response, even after acknowledging the rational response?

Over four studies we tested for acquiescence by asking participants to solve congruent and incongruent problems utilising a three-response decision paradigm, manipulating base-rate and ratios as well as measuring both Cognitive Reflection Test (CRT) and Rational-Experiential Inventory (REI) responses.

Results suggest that for incongruent problems participants demonstrated acquiescence across all studies. In addition, although individuals appear to be more rational, and can explicitly recognise the rational response, in some case when moderated by task characteristics, and cognitive reflection, they are unable to suppress their initial intuitive decision.