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Proceedings of the Annual Meeting of the Cognitive Science Society

Title

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Permalink

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Journal

Proceedings of the Annual Meeting of the Cognitive Science Society, 31(31)

ISSN

1069-7977

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Publication Date

2009

Peer reviewed

The Believability of Anthropomorphic Explanations of Natural Phenomena

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Abstract: Anthropomorphic explanations can be observed in formal academic settings as well as everyday discussions. The fact that people endow human characteristics to inanimate phenomena has been observed in a wide variety of disciplines. Unfortunately, the theoretical interest in this phenomenon has not translated into an extensive empirical literature. Those studies that have been conducted (e.g., Tamir & Zohar, 1991