

Heiti á bacheloruppgávu

The Interplay Between Processing Styles and Decision Making.

- The Utilities of Our Intuition.

Abstract

According to the Unconscious-Thought Theory, complex decisions are best made by our “unconscious thoughts”. The current study wanted to elaborate further on these findings. If unconscious thought is better than conscious reasoning when making complex decisions, maybe people who are more intuitive will outperform people who are more rational when making these decisions. Since intuition is based on unconscious processes this could mean that the unconscious thought works more in their favour than for rational people, who have a more logical approach to decision making. Also, do these processing styles influence motivation to make good decisions? 337 participants of varying nationalities ranging from 17 to 79 years participated in this online study. Even though there were no significant findings, it is clear that people think unconsciously as well as consciously, which is the most important contribution of the Unconscious-Thought Theory. What remains is finding a way how to encode the relevant information in a comparable way for both the unconscious and conscious groups.