

Döntéshozatal, keret–effektus, implicit memória

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Abstract: There is growing evidence that the biases in decision making are directed by many automatic cognitive processes. It is still the subject of debate whether these biases are based on attentional processes or are defined by implicit memory mechanisms, but recently become more obvious, that the automatic phenomena involved is more complex than we previously believed. Because of the increasing demand for controllability of experiments the decisional tasks lose more and more content related elements, and become more abstract. Identifying and replacing this neglected elements, which are playing an important role in an ecological context, would help us to get closer to the automatic processes responsible for the biases. During the analysis below we find some theoretical supports in favor of the implicit memory. If in the interpretation of the automatic phenomena in the decision making - like the framing effect - the role of implicit memory will increase, it is highly probable that the efforts directed to the collection of empirical evidences will benefit from the interaction of decision alternatives with the social and linguistic context.

Keywords: decision making, framing-effect, implicit memory, priming, social cognition, domain specificity