

An Implicit Preference for Intuitive Decision-Makers

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Abstract. People assign more value to **deliberative** than to **intuitive** decision-making styles. However, political candidates perceived as more **intuitive** are more likely to be elected for office, and **intuitive decision-makers** are rated higher than **deliberative decision-makers**. Beliefs about the superior ability to come to good decisions quickly mediate these implicit preferences for intuitive decision-makers, with general speed of decisions, the use of emotions, and accumulated knowledge in decision-making ruled out as alternative mechanisms.

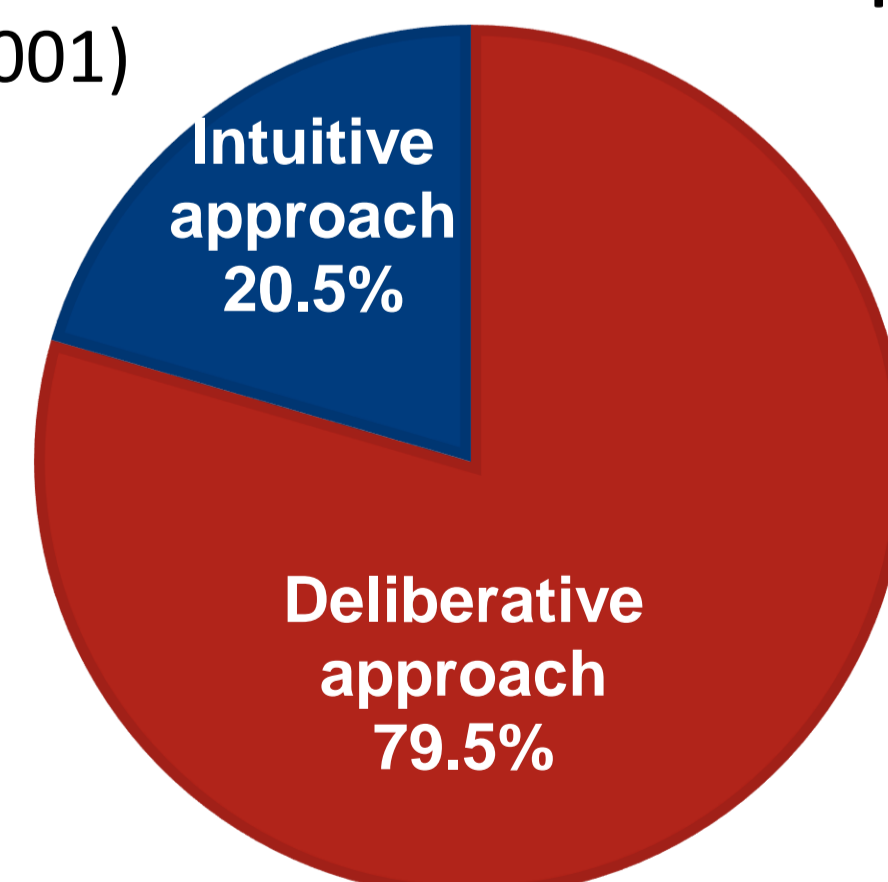
STUDY 1: Explicit preferences for deliberative decision-making styles

Methods

- Randomized experiment (Mturk, n = 219)
- Within-subject design
- Participants 1) chose between a deliberative and an intuitive decision-making process and; 2) rated the importance of deliberation and intuition in decision-making

Results

- 1) 79.5% prefer a deliberative approach ($\chi^2 = 75.99, p < .001$)



- 2) **Deliberation** (M = 7.42, SD = 1.27) is rated as being **more important than intuition** (M = 7.16, SD = 1.40) in decision-making, $t(218) = 2.28, p = .023$.

STUDY 2. Implicit preferences for intuitive decision-makers: Politicians perceived as intuitive are more likely to be elected

Methods

- Randomized survey (Mturk, n = 742)
- Between-subjects design
- Participants watched **6 second silent clips of the two top candidates from 41 electoral races**.



- Participants randomly answered one of these three questions:
 1. Who is the more **intuitive** candidate?
 2. Who is the more **deliberative** candidate?
 3. Who is the more **competent** candidate?

Results

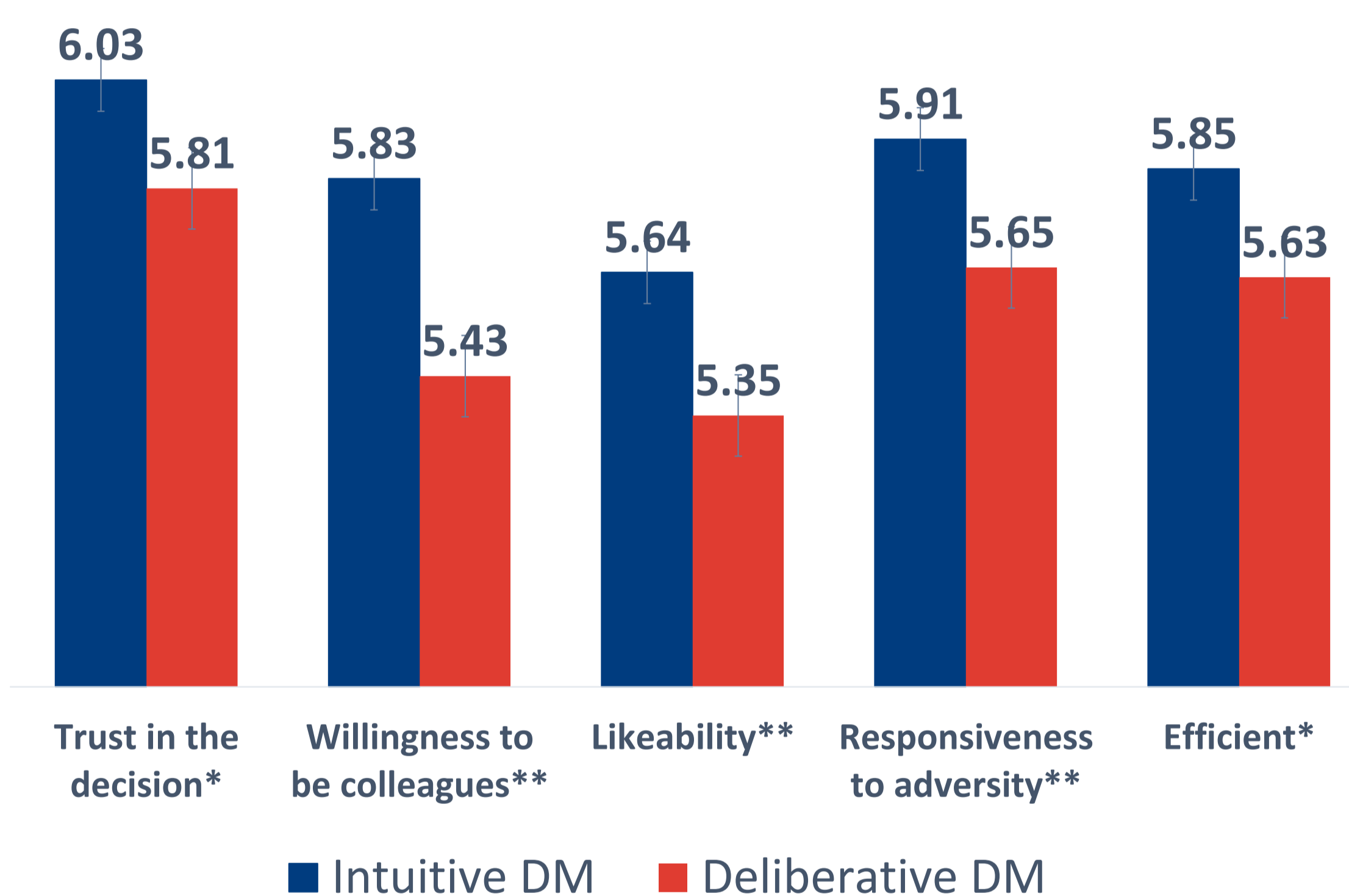
	% Electoral Races correctly predicted	χ^2
Intuitiveness	65.83%	4.122 ($p = .042$)
Deliberativeness	58.53%	1.195 ($p = .274$)
Competence	63.41%	2.951 ($p = 0.086$)

STUDY 3. Generalized Implicit Preferences for Intuitive Decision-Makers

Methods

- Randomized experiment (Mturk, n = 243)
- Between-subjects design
- Setting: recruitment of job candidate
- Participants rated a profile of a short-listed candidate portrayed as intuitive or deliberative (7-point Likert scale)

Results: Implicit Preferences



Mechanism: Ability to make quick and good decisions

