

**Original citation:**

Kunar, Melina A., Yu, Miao, Tsetsos, Konstantinos, Chater, Nick and Watson, Derrick G. (2015) Attention! Now that I've got your attention let me sway your judgement : irrelevant, salient stimuli and extreme outliers affect decisions on value. In: European Conference on Visual Perception, Liverpool, 23-27 Aug 2015

**Permanent WRAP url:**

<http://wrap.warwick.ac.uk/77709>

**Copyright and reuse:**

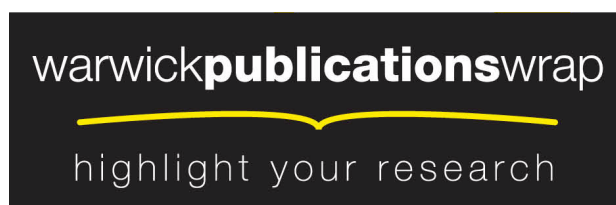
The Warwick Research Archive Portal (WRAP) makes this work of researchers of the University of Warwick available open access under the following conditions. Copyright © and all moral rights to the version of the paper presented here belong to the individual author(s) and/or other copyright owners. To the extent reasonable and practicable the material made available in WRAP has been checked for eligibility before being made available.

Copies of full items can be used for personal research or study, educational, or not-for-profit purposes without prior permission or charge. Provided that the authors, title and full bibliographic details are credited, a hyperlink and/or URL is given for the original metadata page and the content is not changed in any way.

**A note on versions:**

The version presented in WRAP is the published version or, version of record, and may be cited as it appears here.

For more information, please contact the WRAP Team at: [publications@warwick.ac.uk](mailto:publications@warwick.ac.uk)



<http://wrap.warwick.ac.uk/>

## Attention! Now That I've Got Your Attention Let Me Sway Your Judgement: Irrelevant, Salient Stimuli and Extreme Outliers Affect Decisions On Value

Melina A. Kunar, Miao Yu, Konstantinos Tsetsos, Nick Chater, and Derrick G. Watson

We often have to make decisions on the basis of multiple sources of information. Previous work has found that people are able to accurately integrate values presented in Rapid Serial Visual Presentation (RSVP) streams to make an informed judgement of the overall value of the stream (Tsetsos, Chater & Usher, 2012). In this study we investigated whether people's value judgements can be influenced by salience driven attentional processes. Experiments 1 and 2 examined whether the presentation of irrelevant salient red items in a stream influenced accuracy of the perceived value of the stream. The results showed that an irrelevant high or low value red item led people to judge the stream as having a higher or lower overall value, respectively, compared to when the red item was absent. Experiments 3 and 4 showed that extreme outliers presented in the RSVP stream captured attention automatically, leading to less accurate report of subsequent items in the stream. Taken together the results show that people's valuations can be swayed by salient items and that outlier items automatically capture attention, leading to over-weighting of extreme values and less accurate judgements of value.