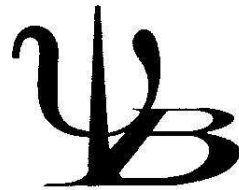


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Choosing and rejecting: An application in the domain of food choice

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Shafir (1993) found that under certain circumstances people chose and rejected the same alternative. He argued that these findings are in line with the principle of compatibility. In the choosing condition participants choose the alternative with the most positive attributes, while in the rejecting condition they reject the alternative with the most negative attributes. When one alternative holds both the most positive and the negative attributes it will be depending on the context be chosen or rejected. The decision problems used by Shafir, however, were rather simple and straightforward.

This presentation describes a study designed to replicate Shafir's findings and extend them to more complex decision problems in the domain of food choice. In this study we used members of the general public instead of college students. We further tested whether the occurrence of elicitation effects, as described by Shafir, are also influenced by the subjects level of Need For Cognition.

The results and the implications for elicitation effects are discussed.

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Acquiring tennis skills in novice players: Role of mental rehearsal

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Effects of mental rehearsal were assessed on the acquisition of tennis skills. Two groups of novice players ($n = 18$) were compared: (1) subjects who received only a physical training, and (2) subjects who benefited from a mental training. All subjects came to the sport centre once a week during seven weeks. During the first and last sessions, forehand performances were registered. The difference between pre-test and post-test session for the forehand performances were analysed qualitatively considering the preparation, stroke and final phases.

Results indicated that the stroke phase significantly improved in the imagery group only. This suggests a positive effect of mental rehearsal on the acquisition of tennis skills. Moreover, significant positive correlations were observed in the imagery group during the post-test session between the preparation and stroke phases on one hand, and between the stroke and final phases on the other hand.

This result seems to confirm a positive effect of mental rehearsal on tennis.

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