

Can a forward posture enhance willingness to change ones own attitude in decision making? Nudging with embodied cognition approach

Masaru Shirasuna

The University of Tokyo, Tokyo, Japan

Hidehito Honda

Yasuda Womens University, Hiroshima, Japan

Kazuhiro Ueda

The University of Tokyo, Tokyo, Japan

Abstract

Recently, nudging approaches wherein peoples decisions are altered in a predictable direction have attracted attention. Conversely, many embodied cognition approaches that relate peoples mind with their body have been studied in cognitive science. Based on these approaches, we investigated whether a forward posture (defined by leaning forward in a chair) generated by the environment can enhance a particular decision. We also evaluated the types of decisions that are likely to be enhanced by the forward posture. Behavioral experiments via a forward or normal chair where the seat allows little or no lean revealed that a forward posture can affect the decision making, particularly participants willingness to change their own attitude. We discuss the possible applications of leading predictable decisions from the environment and setting the decision environment in the real world.