

Figure 1.1 Possible Variables in Cereal Choice: Ad Framing and Initial Price

	Price reduction focused	Product gain focused
Low initial price	 <p>\$1.00</p> <p>SALE 50% off</p>	 <p>\$1.00</p> <p>SALE Buy 1, get 1 free</p>
High initial price	 <p>\$5.00</p> <p>SALE 50% off</p>	 <p>\$5.00</p> <p>SALE Buy 1, get 1 free</p>

Figure 1.2 Fictional Data From Framing and Pricing Experiment

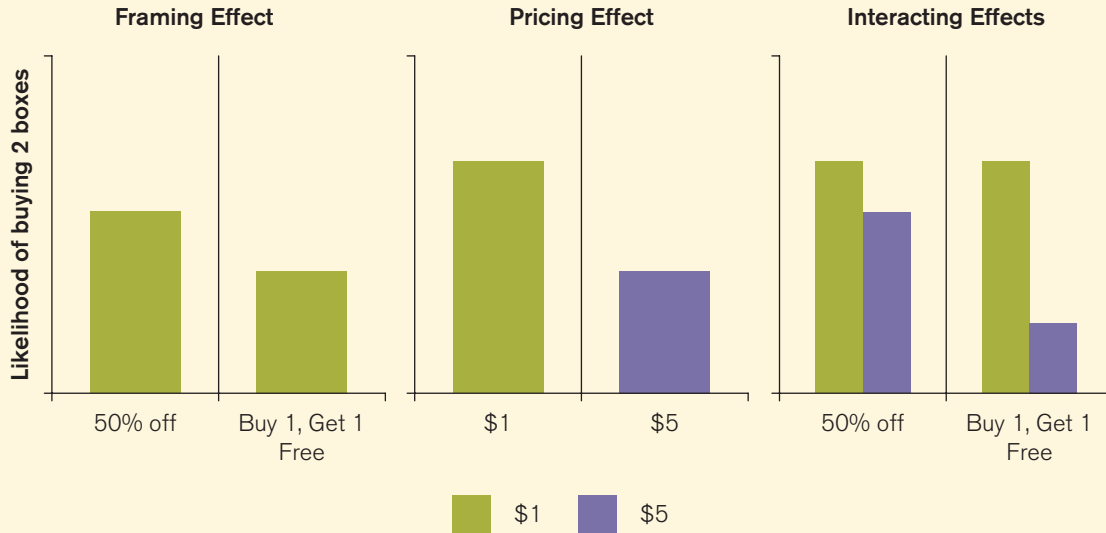
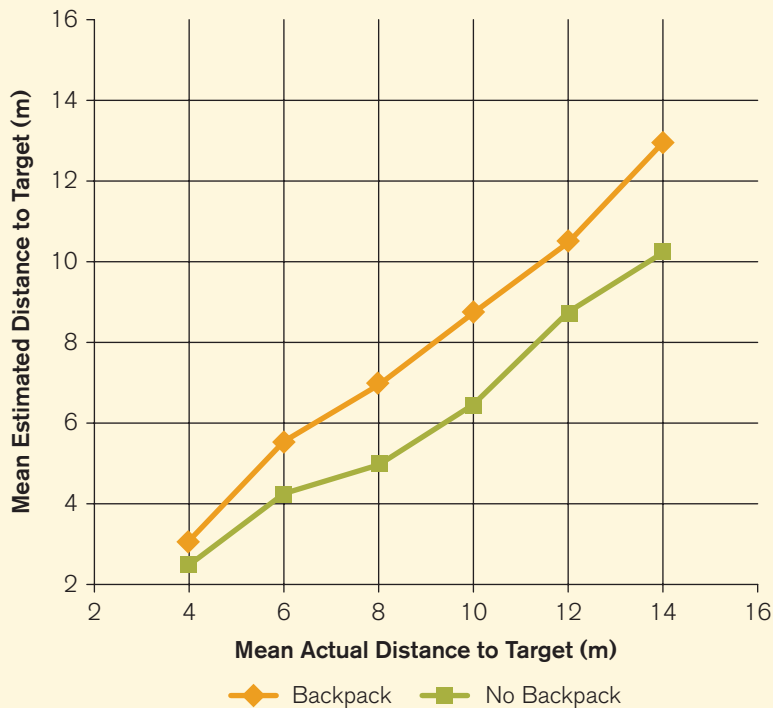


Figure 1.3 Mean Distance Estimates as a Function of Target Distance and Group



SOURCE: Adapted from Proffitt, D. R., Stefanucci, J., Banton, T., & Epstein, W. (2003). The role of effort in perceiving distance. *Psychological Science*, 14, 106–112.



Photo 1.1 Noam Chomsky, an early proponent of cognitive psychology

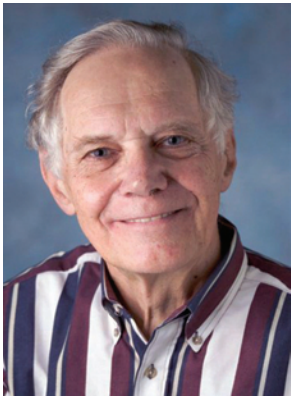


Photo 1.2 Ulric Neisser, an important figure in the development of cognitive psychology



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Photo 1.3 Armadillo



Photo 1.4 Researchers who adhere to the embodied cognition approach believe that perception serves as a process to aid interaction with the environment.



Photo 1.5 How we make decisions in our daily lives depends on a variety of different variables.

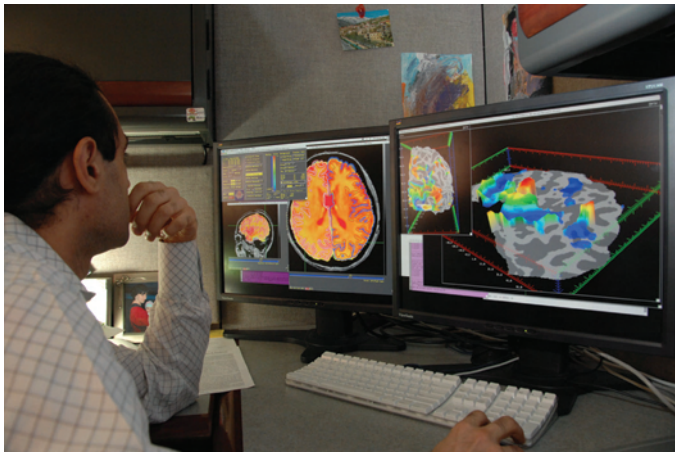


Photo 1.6 A researcher checking fMRI images.