

# Uncovering The Myth Of Rational Thinking: Why Our Decisions Are Driven by Emotion

CROMATTI



**“I NEVER MADE  
ONE OF MY  
DISCOVERIES  
THROUGH THE  
PROCESS OF  
RATIONAL  
THINKING”**

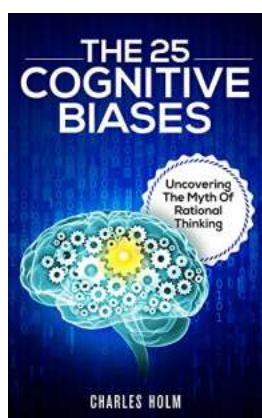
**ALBERT EINSTEIN**

Human beings like to believe that they are rational creatures, capable of objectively assessing information and making logical decisions. However, scientific studies and real-life observations tell us a different story – our decisions are often driven by emotions rather than rational thinking. In this article, we will

delve into the fascinating world of human decision-making to uncover the myth of rational thinking.

## The Dominance of Emotion

From choosing what to have for breakfast to deciding which candidate to vote for, our emotions play a significant role in shaping our decisions. While we may believe that we carefully weigh the pros and cons before reaching a , studies have repeatedly shown that emotions have a profound influence on our actions.



### The 25 Cognitive Biases: Uncovering The Myth Of Rational Thinking by Gary W Hartz (Kindle Edition)

★★★★☆ 4.2 out of 5

Language	: English
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Screen Reader	: Supported
Enhanced typesetting	: Enabled
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Research conducted by psychologists has revealed that people base their decisions on emotions while rationalizing them with logic after the fact. Emotions serve as a guide, helping us quickly assess a situation and make choices based on our ingrained biases and experiences. This mechanism has evolved over time to ensure our survival and adaptation in a complex world.

## The Power of Unconscious Bias

One of the primary factors influencing our decisions is unconscious bias. These biases are automatic and often outside our conscious control, shaping our perceptions and judgments. Our brains receive an overwhelming amount of information every second, and to simplify the decision-making process, we rely on mental shortcuts called heuristics, which are influenced by our biases.

Studies have shown that unconscious biases can affect various aspects of our lives, including hiring practices, financial decisions, and even medical diagnoses. Understanding these biases is crucial for uncovering the myth of rational thinking and improving the quality of our decisions.

## **The Emotional Appeal of Clickbait**

In today's digital age, emotions play a pivotal role in our online behavior. Clickbait titles, designed to grab our attention and entice us to click on a link, rely heavily on emotional triggers. Whether it's curiosity, fear, or outrage, clickbait titles exploit our emotions to drive engagement and generate revenue.

By leveraging long tail clickbait titles, content creators have discovered effective ways to grab our attention and, in turn, affect our decision-making processes. This phenomenon further highlights the power of emotions in guiding our choices, even in the digital realm.

## **Deconstructing Rational Thinking**

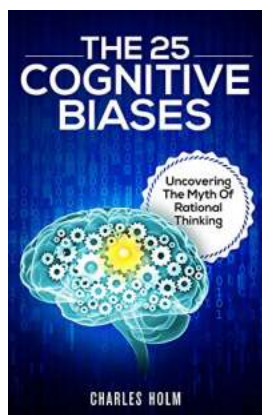
Rather than dismissing rational thinking as a myth, it is essential to understand that it is only one aspect of decision-making, heavily entwined with emotional processes. Emotions are not the enemy of rationality; they are integral to it. Emotions provide us with valuable insight, intuition, and motivation, allowing us to navigate a complex world efficiently.

Recognizing the influence of emotions on our decisions can help us become more self-aware and make better choices. By acknowledging our biases, questioning our impulses, and incorporating critical thinking, we can strive to make more objective decisions, ultimately leading to personal growth and improved outcomes.

## The Journey Continues

Uncovering the myth of rational thinking is an ongoing scientific journey. As researchers delve deeper into understanding the intricate workings of the human mind, new insights continue to emerge. By embracing the interplay between rationality and emotions, we can gain a better understanding of ourselves and the world around us.

So, the next time you find yourself embarking on a decision-making process, take a moment to reflect on the emotions that may be guiding you. By harnessing the power of both rationality and emotions, you can unlock a world of improved decision-making and self-discovery.



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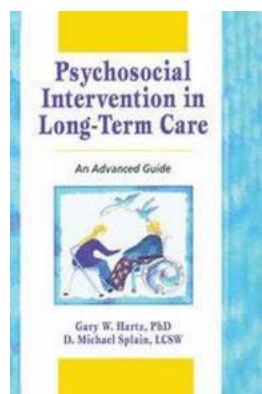
We humans applaud our ability to be rational, objective thinkers. In reality this is not the case at all. We all have the tendency to overestimate our rationality to the point of denying reality. The many ways in which we do this are collectively called cognitive biases. Our brain may be the most complicated thinking machine but it is not without limitations. In our attempt to understand the world around us through our lens we simplify things and fall prey to cognitive biases. Sometimes these biases are caused by heuristics or mental shortcuts which help us reach quick judgments when we have little time. At other times our judgment is clouded by situational factors and inner motivations and emotions.

However we are not completely helpless in this aspect. Knowing these biases exist can help us avoid them through conscious efforts. We need to be able to recognize these biases in our decision making. They are inevitable in most cases but they are not impossible to bypass.



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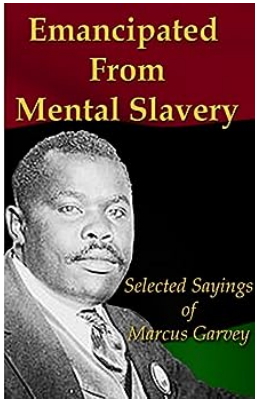
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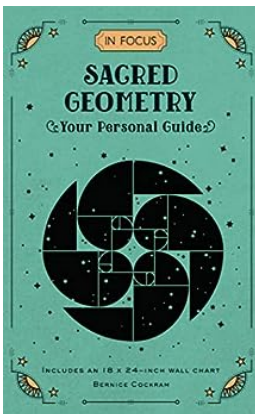
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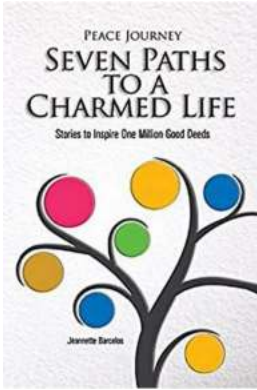
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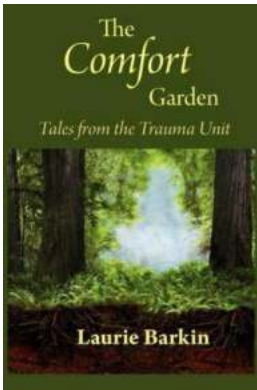
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