To what extent does reason and emotion affect our decision making?

By: Alix Juery

Reason and emotion through decision making



The Rokia Experiment

a) Any money that you donate will go to Rokia, a 7-year old girl from Mali, Africa. Rokia is desperately poor, and faces a threat of severe hunger or even starvation. Her life will be changed for the better as a result of your financial gift. With your support, and the support of other caring sponsors, Save the children will work with Rokia's family and other members of the community to help feed her, provide her with education, as well as basic medical care and hygiene education.

b) Food shortages in Malawi are affecting more than three million children. In Zambia, severe rainfall deficits have resulted in a 42% drop in maize production from 2000. As a result, an estimated three million Zambians face hunger. Four million Angolans - One third of the population - have been forced to flee their homes. More than 1 million people in Ethiopia need immediate food assistance.

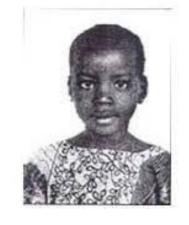
Real life situation

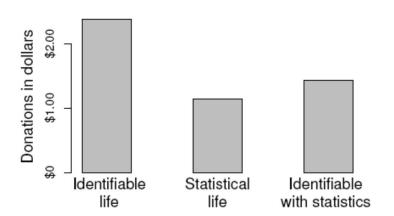
Which option did you pick a or b?

Rokia case - conducted by Deborah

Identifiable life \rightarrow A specific case and personal story as opposed to the broader population impacted less visibly through conceptualisation as statistics.

Humans are impacted by emotion as opposed to pure logic → meaning lack of understanding





- Conclusion → To increase charitable donations, appeal to the heart not the head
 - People are more likely to donate to causes, including personal stories rather than statistics.

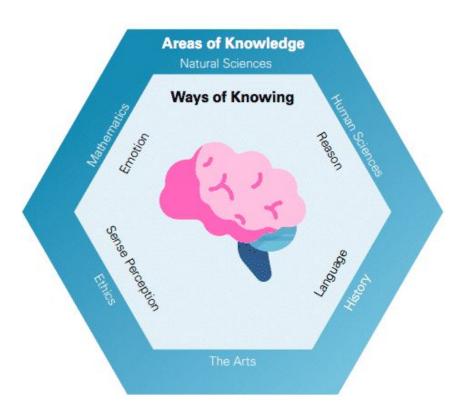
"if organizations want to raise money for a charitable cause, it is far better to appeal to the heart rather than the head"

Emotion VS reason

- Emotion is giving us a reason but is it smart?

Knowledge question (1)

WOK



Definition: A strong feeling derived from one's circumstances, mood, or relationships with others

Emotion

Claim



shutterstock.com • 751563748

- The powerful external force
- Moral and ethical functioning
- Allow us to see more options for problem solving
 - Build our resilience
 - Positive vs negative emotions

Counterclaim



All decisions are made through emotions:

- Impact of emotions
 - sound judgment
- emotions →Vulnerability
- Biased views and opinions
- Charles darwin "emotions always got its way over reason"

Definition: A cause, explanation, or justification for an action or event

Reason

Claim



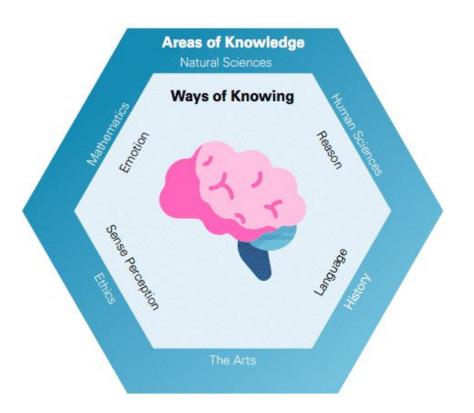
- Process information and situations → solution
 - Inductive and deductive reasoning
 - Justify our thoughts
 - Logic/ Understanding

Counterclaim

- Biased and claim
- Misleading → wrong decisions
 - Without meaning
 - Absurd



AOK



Knowledge question (2)

To what extent does reason and emotion affect our ethical decisions

Definition: The study/ cognition of moral principles guiding our lives

Ethics

Claim

Reason Emotion

- Ethical decisions → reasons
 - Ethical principles
- Reason prevents emotions

Emotions provide the moral compass in ethical decision making



 rational decision making may license unethical behaviour



- Emotions bias our thinking and violate impartiality

Conclusion

Reason and emotion → valuable to developing and gaining knowledge

- Reason applies logic and helps in decision making processes

Reasons and emotions → both needed in making ethical decisions

- Emotions guide reason when making decisions

Bibliography

"Emotional Wellness Blog: Emotions Effect On Decisions: Bach Flower Remedies." *North American Office*, www.bachremedies.com/en-us/emotional-health-blog/how-do-our-emotions-affect-decision-making.

Gaitskell, Jocelyn. "The Rokia Experiment." *The Rokia Experiment*, 4 Mar. 2019, www.shecon.co.uk/2019/03/the-rokia-experiment.html?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A% 2Bco%2FRCaD%2B%28Shecon%29&m=1.

Jun 27, 2007

Podcasts

IV

iddle East & Africa. "To Increase Charitable Donations, Appeal to the Heart - Not the Head." *Knowledge@Wharton*, knowledge.wharton.upenn.edu/article/to-increase-charitable-donations-appeal-to-the-heart-not-the-head/.