

We Make Better Decisions In Dim Light

Researchers have found that dimming the lights can help you make more rational decisions. Dimming the lights can also help you settle negotiations more easily. Scientists claim that turning down the lights reduces emotional intensity, which allows you to keep a clear head when making difficult decisions.



A new study, led by the University of Toronto, has found that both positive and negative human emotions are felt more intensely in bright light.

Alison Jing and Aparna Labroo conducted a series of studies to examine why bright light affects human emotions.

Other studies have already shown that people are usually more optimistic on sunny days and more depressed on gloomy days. But Alison Aparna's study has shown that the opposite can be true. "We found that on sunny days, depression-prone people actually become more depressed," Alison said.

Participants in the study were asked to rate a wide range of things, such as the spiciness of chicken-wing sauce, how aggressive a fictional character seems to be, or how attractive someone is.

The researchers found that emotions run higher in bright light. As a result, the sauce tasted hotter, fictional characters seemed more aggressive, and people looked more attractive.

Since bright light tends to excite people and stir up their emotions, the research seems to suggest that people should dim the lights when they need to think about an important decision. Doing so will help them keep a clear head and make the best choice.