**Blink Study Guide Questions**

**Introduction – The Statue that Didn’t Look Right**

1. What exactly is a *kouros*? What features distinguish a *kouros* from other art pieces and what makes it unique in the art world?

2. As the Getty Museum is showing their kouros around, what patterns of behavior keep popping up amongst art experts?

3. Quote some of the comments the experts made. (At least two)

4. How did the passage of time effect the Getty’s case for the validity of their *kouros* (page 7)?

5. According the Gladwell, what is the book, *Blink*, about?

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**Fast and Frugal**

1. Describe the rules governing the University of Iowa experiment.

2. What does the Iowa experiment tell us about our brains? What two theories are proposed to explain how our brains make sense of a situation?

3. Which theory is the most central to the theme of the book? What is it nicknamed?
The Internal Computer
1. What is “adaptive unconscious”? 3. What is the second task of Blink?

2. What is the first task of Blink? 4. What is the third task of Blink?

Chapter 1 – The Theory of Thin Slices: How a Little Bit of Knowledge Goes a Long Way

The Love Lab
1. What all is involved in John Gottman’s analysis of married couples? (pg. 21) 2. What is “thin-slicing”? (pg. 23)

Marriage and Morse Code
1. What is the “yes-but” tactic? (pg. 24) 3. What is “positive sentiment override”? (p. 29)

2. What does Gottman say the positive to negative emotion ration needs to be in order for a marriage to survive? (pg. 26) 4. What is “negative sentiment override”? (pg. 29-30)
**The Importance of Contempt**

1. What are Gottman’s “Four Horsemen”? (pg. 32)

2. Which of the “Four Horsemen” does Gottman believe to be the most important and how does he define it? (pg. 32-33)

**The Secrets of the Bedroom**

1. What does the “Big Five Inventory” entail? (pg. 35)

4. What does this suggest about getting to know people? (pg. 36)

2. Describe Gosling’s experiment. (pg. 35-36)

5. What are the three kinds of clues a person’s bedroom gives? (pg. 37)

3. What did Gosling find out due to his experiment? (pg. 36)

**Chapter 2 – The Locked Door: The Secret Life of Snap Decisions**

**Primed for Action**

1. Describe John Bargh’s “priming experiment”. (pg. 52-53)

2. Describe what happened with the NYU priming experiment. (pg. 54-55)
3. How is it that priming is not brainwashing? (pg. 55)

4. What did the psychologists Claude Steele & Joshua Aronson determine about standardized testing? (pg. 56-57)

5. What do the results from the priming experiments suggest? (pg. 58)

6. What is the “mental valet”? (pg. 58)

7. What part of our brain affects our judgment? (pg. 59)

******Skip - The Storytelling Problem*******

Chapter 3 – The Warren Harding Error: Why We Fall for Tall, Dark and Handsome Men

Warren Harding:

1. How did Mark Sullivan describe Warren Harding? (pg. 73)

2. Why did Harry Daugherty think Harding would make a good president? (pg. 74)

3. What kind of presidency did Harding have? (pg. 75)
**The Dark Side of Thin Slicing**

1. In Chapter 2, Gladwell explains that certain words have connotations that prime our subconscious, in Chapter he wants to focus on other attributes that can cause similar associations. What are some of those attributes? (pg. 76)

2. What was the “Warren Harding Error”? (page 76)

**Blink in Black and White**

1. What does the Implicit Association Test (IAT) suggest? (page 77)

2. Why has the IAT become so popular? (page 81)

3. What are our racial conscious attitudes? (page 84)

4. What are our racial unconscious attitudes? (pages 84-85)

5. What is interesting and disturbing about the IAT? (page 85)

6. What did Gladwell determine about height? (page 88)

****Skip – Taking Care of the Customer and Spotting the Sucker****
Think About Dr. King

7. How can we change our unconscious and first impressions? (pages 97-98)

Chapter 6 – Seven Seconds in the Bronx: The Delicate Art of Mind Reading

Diallo

1. Why did the police open fire on Diallo? (pg. 192)
2. What shows that the judgment of the police officers was incorrect? (pg. 194)

Three Fatal Mistakes

1. What is the most common and most important form of rapid cognition? (pg. 194)
3. What are mind-reading failures? (pg. 197)

2. What is classic thin-slicing? (pg. 195)
Arguing with a Dog

1. How does our body react to stress? (pg. 224)

2. What is the heart-rate range when stress improves performance? (pg. 225)

3. What happens when we go past that optimal state of “arousal”? (pg. 225)

Running Out of White Space

1. What is the second critical cause of mind-blindness? (pg. 230)

2. What does Payne say about making split-second decisions? (pg. 233)

3. What do snap judgments need? (pg. 233)

4. Why are one-car police officers better? (pg. 234)
5. What does police training do? (pg. 234-235)

“Something in My Mind Just Told Me I Didn’t Have to Shoot Yet”

1. What does Gladwell say about our unconscious thinking? (pg. 237)

3. What is the gift of training and expertise? (pg. 241)

2. How can we become “mind readers”? (pg. 238)

Tragedy on Wheeler Street

1. What happened in in the situation with Diallo and the four police officers? (page 243)