

## **THE COGNITIVE UNCONSCIOUS**

**“...we perceive ourselves to have more control over our everyday behavior than we actually do.” Park (1999)**

**Automatic versus deliberate  
Implicit versus explicit**

**“The possibility that the conscious will does not reflect an actual causal link has been captured in several research findings.” Wegner and Wheatley, 1999**

**Libet  
brain readiness potential (RP), a scalp-recorded slow  
negative shift in electrical potential**

**Core self-will**

**“The primitive or instinctual will is the engine or motive of the deep self, but two aspects of the same concept” Brown, 1996**

**“Given the severe limitations of conscious self regulation capacity. . . it makes sense that even complex self regulatory goals can operate automatically and efficiently, without needing to be instigated and then guided by expensive acts of will and choice. This limited conscious self-regulation is better spared for those occasions when there are real options and choices of which path to take—that is, for situations in which the same conscious choice is not typically made each time.”**

**Bargh and Chartrand (1999)**

**Empirical research demonstrates unconscious influence in how we:**

**evaluate things  
what motivates us  
goal oriented behavior  
emotions  
social interactions.**