

Cultural shocks enhance cognitive performance

Do you think a 'cultural shock' can't

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affect how likely it is that you will to buy something, or your output

in a reasoning test? Think again. This is the main conclusion found in a

series of experiments recently published at the Journal *Social Cognition*.

In this study lead author Daphna

Oyserman and colleagues exposed people to different situations, some of

which were culturally common, and some of which were not. For example,

people were either shown 'normal' wedding pictures (bride in a white