

## Left-handers associate left with nice, right with ugly

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Left-handers tend to associate the left with nice and



In all tasks, right-handers tended to evaluate the object on the right better, while left-handers favoured the one on the left.

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good things and the right with ugly and bad things, a research has found.

The above conclusion is a part of the many studies compiled by professor Julio Santiago de Torres, from the Department of Experimental Psychology and Behavioural Physiology at the University of Granada, published in Ciencia Cognitiva: Revista Electrónica de Divulgación.

Researcher Daniel Casasanto (Stanford University) found out that left-handers tend to associate the left with nice and good things and the right with ugly and bad things, which goes against the enormous power of cultural context in which they live and the language they use.

In one of his experiments, Casasanto presented participants a diagram that depicts a character who was planning a trip to the zoo, and who loves zebras and thinks they are good, but dislikes pandas and thinks they are bad. The participant had to draw a zebra in the box that best represented good things and a panda in the box that best represented bad things.

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lost of right-handed people located good things in the box on the right while left-handers placed them in the box on the left. Interestingly, only 14 percent of participants thought that his election had to do with what his dominant hand was.

Then, to see whether the left or right location could affect rating dimensions on abstract personality, he asked another group of participants to rate pairs of objects depicted in another drawing, indicating which of the two seemed more intelligent, more honest, more attractive and happier. And in a final experiment, participants were asked to assess which candidate would they chose for a job, or what product would they buy in a store.

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