

48-Hour T-Shirt No. 2: "We Have The Same Birthday"



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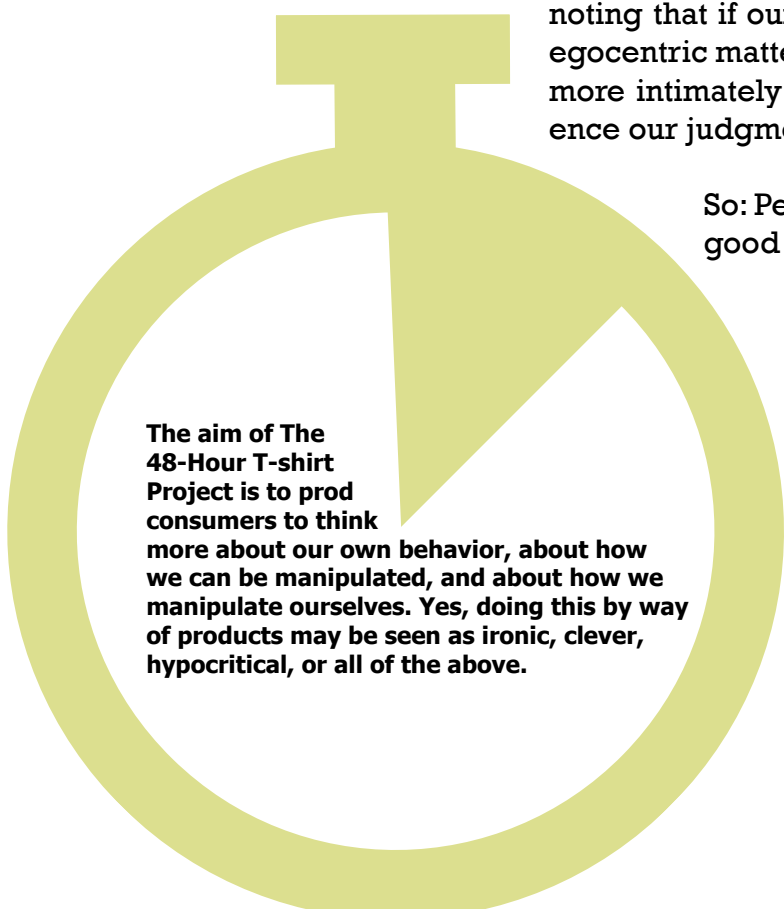
A psychological study offers an interesting lesson in "false consensus."

The research involved dividing into two groups; members of each were asked to read an essay about Rasputin, and then asked to evaluate their feelings about him. One group was given an essay that noted Rasputin's correct birthday. The other was given the identical essay, but the date of his birthday was changed -- to be the same day as that of the reader.

The latter (same birthday) group evaluated Rasputin notably more favorably than the control group did.

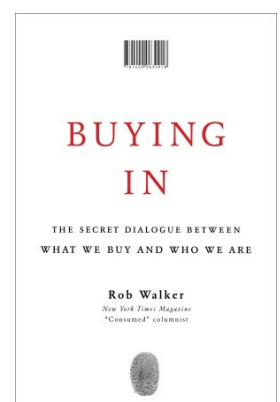
Mark R. Leary cites this research in *The Curse of The Self*, noting that if our opinions can be affected by such a "minor, egocentric matter," it should be no surprise that "factors even more intimately related to our views of ourselves also influence our judgments of other people."

So: Perhaps if you wear this T-shirt, you will make a good impression.



The aim of The 48-Hour T-shirt Project is to prod consumers to think more about our own behavior, about how we can be manipulated, and about how we manipulate ourselves. Yes, doing this by way of products may be seen as ironic, clever, hypocritical, or all of the above.

*The 48 Hour
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