

## THE ROLES OF NUMBER OF ANCHORS AND ANCHOR-CONSISTENCY IN ANCHORING EFFECTS

HSIANG-JU HSIAO    JU-WHEI LEE

*Department of Psychology  
Chung Yuan University*

Anchoring effects refer to the phenomenon that if an individual receives a number before making a quantitative judgment, his or her judgment would be biased by the value of that number. Previous researchers usually presented an anchor (i.e., a number) to the subject. The present study investigated the effects of the number of anchors and anchor-consistency on quantitative judgments. A 2 (anchor level: high/low)  $\times$  2 (anchor-consistency: high/low) multiple-anchor experimental design, plus two single-anchor conditions (anchor level: high/low) were designed for the present study. The results showed that anchoring effects appeared in both single- and multiple-anchor conditions. The anchoring effect was stronger in the multiple-anchor condition than in the single-anchor conditions. With multiple anchors, the anchoring effect was stronger in the high-consistent condition than in the low-consistent condition. The underlying mechanisms of the above results are further discussed.

**Keywords:** Quantitative judgment, Anchoring effect, Number of anchors, Anchor-consistency