

## Pick a card, any card

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Magicians have astonished audiences for centuries by subtly, yet powerfully, influencing their decisions. But there has been little systematic study of the psychological factors that make magic tricks work. Now, a team of Canadian researchers has combined the art of conjuring and the science of psychology to demonstrate how certain contextual factors can sway the decisions people make, even though they may feel that they are choosing freely - a finding with potential implications even for daily decision-making.

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