

3. Explain why some people have a “lucky charm” that they like to carry with them wherever they go.

A: People have established a connection in their mind between an object and desirable outcomes that resulted from that object. That’s how it became a “lucky charm” to them. For instance, some students have a “lucky pen” that they like to write with. For whatever reason, they have developed an illusory correlation that the pen is associated with good things, so they keep it with them. Likewise, some people may have a “lucky coin” that they keep in their possession at all times, figuring it will bring them good luck (or at least avoid bad luck). Indeed, illusory correlations are pervasive!