

《“安慰剂按钮”——无法控制红绿灯，却能给行人带来心理安慰》

在很多年里，纽约市政部门逐步停用了该市控制人行横道信号灯的大部分按钮，但一直没怎么声张。他们认定，计算机操控的计时器更好用。到了2004年，3250个按钮中只剩不到750个还能发挥作用。但是，市政府并没有拆除已经没用的那些按钮，令无数手指白费一番力气。



Photo by Nout Gons from Pexels

Initially, the buttons survived because of the cost of removing them. But it turned out that even inoperative buttons serve a purpose. Pedestrians who press a button are less likely to cross before the green man appears, says Tal Oron-Gilad of Ben-Gurion University of the Negev, in Israel. Having studied behaviour at crossings, she notes that people more readily obey a system which purports to heed their input.

[illegible]

Inoperative buttons produce placebo effects of this sort (the word placebo is Latin for “I shall be pleasing”)

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