International Journal of Studies in Psychology
E-ISSN: 2710-2327, P-ISSN: 2710-2319
Vol 5, No. 2, pp 46-54. https://doi.org/10.38140/ijspsy.v5i1.1951
GAERPSY Publishing, 2025

History of the article
Submitted 28 April 2025
Revised 19 May 2025
Accepted 23 May 2025
Published 30 June 2025

Regulatory focus and deliberate ignorance: When perceived accessibility leads to the decision to ignore information

[1*]Raymond Godwin, [2]Agnes Sianipar, and [3]Bagus Takwin
[1,2,3]Faculty of Psychology, Universitas Indonesia, Depok, Indonesia
[1]Department of Psychology, Faculty of Humanities, Bina Nusantara University, Jakarta, Indonesia
[1*]Primary author: raymond.godwin81@office.ui.ac.id

***Abstract*—** While extensive research has focused on information seeking, the phenomenon of deliberate ignorance, where individuals choose not to know available information despite negligible acquisition costs and potentially high benefits, remains less understood. This study investigated the interplay of regulatory focus, perceived importance of learning, and perceived accessibility in predicting deliberate ignorance among young Indonesians. Employing a within-subjects, vignette-based experimental design with 114 respondents, we observed deliberate ignorance across all manipulated regulatory focus conditions. Generalised Estimating Equations revealed a significant interaction: a promotion focus, driven by the anticipation of pleasant emotions, strengthened the positive effect of perceived accessibility on deliberate ignorance. Conversely, the perceived importance of knowing consistently reduced deliberate ignorance, independent of regulatory focus. These findings highlight a nuanced relationship between cognitive factors, anticipated emotions-based regulatory focus, and the decision to remain ignorant. Consistent with regulatory focus theory, our results suggest that a promotion focus heightens sensitivity to potential emotional losses, increasing the likelihood of ignoring easily accessible information. Since most of the information offered in this research was internet-based, online communicators should be attentive to how information accessibility interacts with promotion-focused motivations. At the same time, educators can leverage these insights to empower young adults with strategies for navigating digital information overload.

Keywords: Anticipated emotions, Deliberate ignorance, Perceived importance of knowing, Perceived accessibility, Regulatory focus

To cite this article (APA): Godwin, R., Sianipar, A., & Takwin, B. (2025). Regulatory focus and deliberate ignorance: When perceived accessibility leads to the decision to ignore. *International Journal of Studies in Psychology, 5*(2), 46-54. 951https://doi.org/10.38140/ijspsy.v5i2.1951

I. INTRODUCTION

HUMANS are generally motivated to seek or look for information when perceived as essential to be known and accessible (Afifi & Weiner, 2004; Case et al., 2005; Connaway et al., 2011; Spitzer et al., 2024). However, despite its importance and availability, people sometimes choose not to seek the information. This paradoxical decision, known as *deliberate ignorance*, refers to an individual's conscious decision not to seek or use information, even when acquisition costs are negligible and the potential benefits are potentially large (Hertwig & Engel, 2016). This phenomenon has been observed across various domains, including consumer decision-making, healthcare choices, and interpersonal relationships (Barbour et al., 2012; Ehrich & Irwin, 2005; Hussain et al., 2021; Taber et al., 2015), but the factors and mechanisms that can weaken the positive effect of the perceived importance and accessibility in the information behaviours remain unclear.

Conditions of deliberate ignorance

Deliberate ignorance, based on its definition, comprises three key conditions. *First*, it is intentional; decision-makers consciously create barriers between themselves and information (Schwartz et al., 2021). This condition distinguishes deliberate ignorance from situations where information is simply inaccessible (DeNicola, 2017; Gigerenzer & Garcia-Retamero, 2017) or where ignorance is a byproduct of pursuing other information or actions, which might be considered more critical or accessible (Engel & Hertwig, 2021; Schwartz et al., 2021). *Second*, the decision-makers perceive that acquiring the information is relatively easy and requires minimal resources. This decision appears to contradict previous findings from studies investigating information-seeking behaviours. Several studies have demonstrated that information accessibility, including the ready availability of sources and low cost, facilitates an individual's decision to seek or access information, as some individuals may even prioritise ease of access over the content of the information (Connaway et al., 2011; Robson & Robinson, 2013).

Third, the decision-makers ignored the information, even though they perceived potentially significant benefits from seeing or seeking it. Consistent with Spitzer et al. (2024), we argue that assumptions about the benefits of knowing information help individuals evaluate the importance of seeking or accessing that information. When it is assumed that knowing the information will provide benefits, individuals will perceive it as something essential to seek or access. However, some people still choose to ignore such important information. Thus, the perceived importance of knowing/seeing information is an important characteristic of deliberate ignorance. For instance, it differentiates deliberate ignorance from information avoidance, a concept that has been studied more extensively. Information avoidance research primarily explains factors that drive individuals to decide not to seek or access potentially unwanted information (Golman et al., 2017; Grossman & van der Weele, 2017; Shepperd & Howell, 2015; Sweeny et al., 2010). Those studies did not emphasise the individual's perception of the importance of the information being avoided. In the *Information*

Avoidance Scale (Howell & Shepperd, 2016), a low assessment of the significance of seeing or knowing information indicates a high tendency for information avoidance.

On the other hand, studies on deliberate ignorance consider the importance of seeking or accessing information and the ease of doing so. They aim to identify factors that reduce the influence of importance and accessibility on decision-making, leading individuals to choose not to seek information. The greater the extent and accessibility of the information, the more deliberate the decision to ignore it.

Deliberate ignorance: Influence of regulatory focus

Given its conditions, from an economic perspective, deliberate ignorance can be viewed as a counterintuitive and irrational decision. Nevertheless, the perspective that prioritises the maximisation of utility does not accurately reflect the human decision-making process, which, constrained by knowledge and computational limitations, is more apt to focus on decisions that satisfy rather than optimise (Simon, 1993). Relatedly, *Regulatory Focus Theory* (Higgins, 1997; 2000) suggests that evaluations of a decision are also influenced by the fit between the decision's means (the strategy) and the decision-maker's regulatory focus (i.e., promotion or prevention), which also reflects their underlying motivational drivers in their current circumstances. Regarding deliberate ignorance, choosing not to look into the information becomes the strategy that fits the decision-maker's regulatory focus. For example, to avoid jealousy, people might choose not to see or look for information on their partner's social media despite its ease and importance (Frampton & Fox, 2018). Similarly, parents can preserve the opportunity for surprise, a feeling they rarely experience as adults, by avoiding knowing the sex of their unborn baby (Shipp et al., 2004). In the former case, the decision-makers were driven by a prevention focus to avoid unpleasant emotions (jealousy). In the latter case, the parents embraced a promotion focus, anticipating that revealing the information would reduce the chance of experiencing surprise. In both cases, deliberate ignorance was not only an adaptive but also a rational decision because it directly minimises potential emotional distress or preserves the possibility of surprise. The motivational drivers thus play a crucial role in information decisions, alongside the perceived importance of knowing and the accessibility of the information, which justifies the rationality of deliberate ignorance.

Since motivational drivers are essential for explaining the rationality of deliberate ignorance, we will investigate the underlying motivations that lead decision-makers to choose not to seek information. Previous studies indicate that deliberate ignorance can serve several functions based on emotional, cognitive, or behavioural motivations. In the case of emotional motives, deliberate ignorance is used to either avoid potentially unpleasant emotions (e.g., regret) or maintain potentially pleasant emotions like joy or surprise (Barbour et al., 2012; Gigerenzer & Garcia-Retamero, 2017; Hussain et al., 2021; Lancaster et al., 2016; Taber et al., 2015). Cognitively driven deliberate ignorance may be employed to maintain impartiality and fairness or to ensure cognitive sustainability that, in turn, preserves a space for rational agency (Bawden & Robinson, 2009; Hertwig & Engel, 2016). On behavioural motivations, deliberate ignorance is used to continue specific behaviours, improve performance and self-control, eschew responsibility, avoid liability, or maintain lies for self-interest (DeNicola, 2017; Moradi & Nesterov, 2017).

These motives suggest that, in deliberate ignorance, the decision-maker's regulatory focus arises from assessing the expected outcomes for each option. Since any expected outcome needs to be associated with a signal emotion to influence the decision-making process (Bechara & Damasio, 2005; Mellers & McGraw, 2001), we argue that anticipated emotions associated with the expected outcomes become the key drivers of deliberate ignorance. Because the decision-maker's regulatory focus is oriented toward future outcomes (gains or losses), the emotions we refer to are not current but anticipated emotions—emotions imagined to be experienced if and when a particular outcome occurs (Baumgartner et al., 2008; Grimani et al., 2024). The *Emotion-imbued choice* (EIC) model (Lerner et al., 2015) suggests that these emotions, like other inputs to the decision process, are evaluated and used as rational input. However, this does not mean that anticipated emotions directly influence decision behaviours. Instead, these emotions signal the decision-maker to adopt a specific regulatory focus (promotion or prevention). This regulatory focus, in turn, shapes the relationship between other inputs, such as cognitive evaluations (e.g., perceived importance of knowing and perceived accessibility), and the final decision.

Turning to deliberate ignorance, we argue that the regulatory focus does not directly lead to deliberate ignorance, nor does it outweigh the influence of cognitive evaluations. Instead, we propose that the perceived importance of knowing and perceived accessibility of the information interact with an anticipated-emotions-based-regulatory focus, such as a promotion focus aimed at preserving potential pleasant emotions, like pleasure (Mellers et al., 1999) or a prevention focus aimed at avoiding unpleasant emotions like regret (Gigerenzer & Garcia-Retamero, 2017)—to influence the information decisions. Specifically, we propose that regulatory focus moderates the relationship between cognitive evaluations and deliberate ignorance, such that the strength of this relationship varies depending on the individual's regulatory focus. For example, in Shipp et al. (2004), parents anticipating positive emotions chose to remain ignorant of their baby's sex, as this preserved the opportunity to experience the anticipated surprise at the moment of birth. Similarly, respondents in Frampton & Fox (2018) chose to ignore information so they could minimise the possibility of experiencing emotional distress that might arise from seeing it.

Present study and hypotheses

We focused on respondents aged 18-29 who encounter similar challenges that may lead to deliberate ignorance, like older adults (Hertwig et al., 2021). However, they do not exhibit the same level of information avoidance as older adults and do not always display the curiosity characteristic of younger children (Schwartz et al., 2021). Observing their cognitive processes in avoiding information made these conditions particularly interesting.

This study had two primary aims. First, we examined the main effect of the anticipated-emotions-based-regulatory focus (prevention and promotion) on the predicted probability of deliberate ignorance. We hypothesised:

1a. A prevention focus to avoid potentially unpleasant negative emotions has a significant positive role in predicting the probability of the decision to ignore the information.

1b. A promotion focus aimed at preserving potential pleasant emotions has a significant positive role in predicting the probability of the decision to ignore information.

Second, we investigated the two-way interactions between the perceived importance of knowing information and perceived information accessibility with regulatory foci on the predicted probability of deliberate ignorance. We hypothesised:

2a. The interaction between the perceived importance of knowing information and prevention focus is expected to increase the predicted probability of the decision to ignore information.

2b. The interaction between the perceived importance of knowing information and promotion focus is expected to increase the predicted probability of the decision to ignore information.

3a. The interaction between the perceived accessibility of the information and prevention focus is expected to increase the predicted probability of the decision to ignore information.

3b. The interaction between the perceived accessibility of the information and promotion focus is expected to increase the predicted probability of the decision to ignore information.

II. METHODS

Respondents

Respondents (N = 228) were recruited through online advertisements distributed via social media platforms. The advertisements described the study's purpose as investigating decision-making related to information. They specified the participant criteria: Indonesians aged 18-29 studying for a bachelor's degree and not yet married. The advertisements included a link to the online questionnaire and stated that 100 respondents would be randomly selected for a monetary incentive. Respondents outside the target demographic (n = 24) or who failed at least one of three attention check questions (n = 86) were excluded. The final sample consisted of 114 respondents (20 male, 94 female) from Indonesia. The average age of the final sample was 21.9 years (SD = 2.8).

Materials

Existing measures of information avoidance, such as the *Information Avoidance Scale*/IAS (Howell & Shepperd, 2016) and the *Information Preference Scale*/IPS (Ho et al., 2020), assess tendencies toward avoidance, not actual information-ignoring behaviours. Furthermore, the topics covered in these scales (e.g., annual check-ups, wedding toast, fundraising events) may not be common for young Indonesians, potentially leading to different patterns of information behaviours that would not be accurately captured as deliberate ignorance. Therefore, to accurately measure deliberate ignorance in this population, we developed a separate set of vignettes with topics relevant to young Indonesians. These vignettes were also designed to manipulate regulatory focus by presenting scenarios that emphasise the avoidance of potential unpleasant emotions (prevention focus) or the preservation of potential pleasant emotions (promotion focus).

Vignette design. As mentioned, we designed vignettes to capture deliberate ignorance and manipulate regulatory focus. To create conditions for prevention focus (avoiding potential unpleasant emotions) and promotion focus (preserving potential pleasant emotions), respondents were presented with one of three vignettes designed to elicit distinct anticipated emotional responses. The vignettes were carefully developed to present relevant and engaging scenarios for young Indonesians while effectively manipulating regulatory focus.

The vignettes' development followed a rigorous multi-phase process. In the *first phase*, we identified issues perceived by young Indonesians as highly important but which they preferred not to know. Four key themes emerged: hobbies (e.g., spoilers for books or movies), romantic partner fidelity, future personal health, and friendship stability.

In the *second phase* (vignette creation), we collaborated with a group of four students to develop vignettes based on these themes. This collaboration ensured the scenarios were realistic and relevant to young people's daily lives or experiences. The goal was to create vignettes that respondents could easily imagine themselves in. This phase resulted in eight initial vignettes: five vignettes designed to elicit anticipated negative emotions (related to friendship, fidelity, and health), two vignettes designed to elicit anticipated positive emotions (related to hobbies and friendship), and one vignette designed as control condition, featuring ambiguous emotional content (related to friendship).

In the *third phase*, we conducted a pilot study via an online questionnaire with 202 student respondents. The pilot study aimed to validate the vignettes' effectiveness in inducing the intended regulatory focus. In the pilot study, respondents were presented with each vignette and asked to imagine themselves as someone choosing to ignore the information presented in the scenario. Respondents then rated the extent to which three pre-selected anticipated-emotions-based-regulatory foci contributed to their hypothetical decision to ignore the information. These foci were avoiding unpleasant emotions (prevention focus), preserving pleasant emotions (promotion focus), or unclear emotional reasons. Ratings were provided using a 5-point Likert scale (1 = Very Disagree, 5 = Very Agree). We first determined the mode for each participant's ratings across each vignette's three regulatory focus options to analyse the pilot study data. This allowed us to identify the dominant regulatory focus associated with each participant's vignette. Subsequently, we conducted a *Friedman test* to assess whether there were significant differences in the ratings of the three regulatory focus options within each vignette. Significant differences indicate that one regulatory focus was rated significantly higher than the others, confirming the vignette's effectiveness in inducing a specific regulatory focus.

The pilot study results confirmed that the ambiguous vignette elicited ratings with a mode indicating either unclear emotional reasons or a balanced consideration of avoiding unpleasant and maintaining pleasant emotions. Among the vignettes designed to elicit anticipated negative emotions, one vignette was found to induce an effective prevention focus. Among those designed to elicit positive emotions, one vignette effectively induced a promotion focus. Based on these pilot study results, three vignettes were selected for use in the main study: one ambiguous vignette for the control condition, one prevention focus vignette, and one promotion focus vignette (see Table 1 for the full text of the vignettes).

Table 1. Scenario and questions in all vignette sets (translated from Indonesian)

AMBIGUOUS FOCUS REGULATION CONDITION	
Scenario	Throughout your college years, you have several close friends. You have always been in the same class since the first semester and are always in the same assignment group. You are inseparable. You even spend time together after class. At your university, students will take an internship for a full two (2) semesters in the 6th and 7th semesters. Then, they would return to campus in the 8th semester to work on an undergraduate thesis individually. Some even work on their undergraduate thesis while interning, so they will graduate earlier than their peers. Observing your seniors, many of them never meet their close friends again starting from the 6th semester, unless they intern at the same place. The 6th semester is just two months away, and you are still busy looking for an internship. Your close friends might have found an internship, or maybe they have not. Surely, you and your friends have plans regarding internships. Currently, you are gathering at the campus canteen.
Attention Check	The correct thing that happens in this situation is: a) Currently, I am with my close friends at the campus canteen. b) I am not joining the gathering with my close friends at the campus canteen. c) The canteen atmosphere at that time was busy.
Accessibilitty	In the above situations, how easy is it for you to know your close friends' internship plans?
Importance	In the above situations, how important is it for you to know your close friends' internship plans?
Ignore	Will you ask about their internship plans at that moment?
PREVENTION FOCUS REGULATION CONDITION	
Scenario	You have been in a romantic relationship for a year. Your relationship with your partner over this year has been affectionate. Both of you deeply care for each other and continuously strive to maintain it. One day, while you are at home, a message notification appears on your smartphone. One of your friends sent a short message stating that they are currently at a mall and have just found your partner walking, holding hands with someone else whom your friend does not recognize. Your friend will follow your partner and try to take a photo as evidence. Less than five minutes later, another notification appears on your smartphone. Your friend sends a photo. The messaging app you use is set so that photos do not automatically get downloaded. You need to press the file of the photo first to view it.
Attention Check	The correct thing that happens in this situation is: a) The photo sent is automatically visible (open to view). b) The photo sent can be viewed if I press the file c) My friend likes to send photos.
Accessibilitty	In the above situations, how easy is it for you to see the picture in the photo?
Importance	In the above situations, how important is it for you to see the picture in the photo?
Ignore	Will you press the file of the photo to see the picture at that moment?
PROMOTION FOCUS REGULATION CONDITION	

Scenario	After waiting for more than three (3) months, the movie you have been eagerly waiting for finally premieres in theaters. The movie has already been released in several other countries a week before its premiere in Indonesia, and a number of film critics have given reviews. Several Instagram accounts and YouTube channels that you follow have posted their reviews. Currently, you are browsing YouTube, and several review videos of the movie are at the top of the app's front page.
Attention Check	The correct thing that happens in this situation is: a) On the YouTube page I am currently viewing, there are no review videos of the movie. b) Several reviews of the movie appear on the YouTube page I am currently viewing. c) I am currently browsing Instagram.
Accessibilitty	In the above situations, how easy is it for you to find out *reviews* about the movie?
Importance	In the above situations, how important is it for you to watch the movie review videos?
Ignore	Will you watch the movie review videos at that moment?

Predictor and dependent variables. The perceived importance of knowing information (IMPORTANCE), perceived accessibility of information (ACCESSIBILITY), and the anticipated emotions-based-regulatory focus (PREVENTION and PROMOTION) are the predictors, predicting the dependent variable: the decision to ignore information (IGNORE).

a. Predictor 1: IMPORTANCE

This variable reflects the perceived importance of knowing the information. Respondents rated the importance of seeking or viewing the information in each vignette on a 6-point Likert scale from 0 (Not Important At All) to 5 (Very Important).

b. Predictor 2: ACCESSIBILITY.

This variable reflects the perceived ease of accessing the information. In each vignette, respondents rated the ease of accessing the information on a 6-point Likert scale from 0 (Not Easy At All) to 5 (Very Easy)

c. Predictor 3: The regulatory focus (PREVENTION and PROMOTION).

The anticipated emotion-based vignette type operationalises the regulatory focus. The regulatory focus was coded as a categorical variable in the analysis. Specifically, the Ambiguous (control) vignette served as the reference category (coded 0) against which the Prevention (coded 1) and Promotion (coded 2) focus conditions were compared. It is important to note that we did not employ manipulation checks to directly assess respondents' emotional responses to the vignettes in the main study to avoid bias in respondents' decisions, as the study design focused on the interplay of regulatory focus, perceived importance, and accessibility on deliberate ignorance.

d. Dependent variable: IGNORE.

Respondents' decision to view or ignore the information was measured with a dichotomous (YES/NO) question in each vignette. This variable was coded as 0 for 'YES' (participant chose to seek the information) and 1 for 'NO' (participant chose to ignore the information). The question was presented after the IMPORTANCE and ACCESSIBILITY ratings.

Attention check. To ensure attentive reading of the vignettes, a simple multiple-choice recall question related to each vignette's content was presented immediately following it. The correct answer was explicitly stated in the vignette.

Experimental design and procedure

A within-subjects, vignette-based experimental design was employed. Three vignettes, one with an ambiguous focus and two with a specific regulatory focus were presented to all respondents. Each vignette was accompanied by questions assessing attention, perceived accessibility (ACCESSIBILITY), perceived importance (IMPORTANCE), and the decision to ignore or seek the information (IGNORE). Counterbalancing and randomisation were implemented to control for potential confounding variables.

a. Counterbalancing.

Four counterbalanced versions of the online questionnaire were created to control for potential order effects, each with a different presentation order of the vignettes (see Table 2).

b. Randomisation.

The four counterbalance versions links were submitted to Allocate Monster (https://allocate.monster/), a site developed explicitly by Fergusson (2016). The site generated a unique link, randomly assigning each participant to only one of the four versions.

Table 2. Vignette's presentation order version

Version	Presentation Order		
	1	2	3
A	Prevention	Promotion	Ambiguous
B	Ambiguous	Prevention	Promotion
C	Promotion	Prevention	Ambiguous
D	Ambiguous	Promotion	Prevention

Before beginning the experiment, respondents were provided with a detailed explanation of the study's purpose and their right to withdraw at any time. After the explanation, respondents were asked to give their consent. Respondents who chose "No" were directed to the end section of the questionnaire, while those who chose 'Yes' were asked to provide demographic information (gender, age, education, and marital status). They were then directed to the vignette section. Each vignette was presented on a separate page. Respondents first read the scenario describing a situation where information was offered for each vignette. After reading the scenario, respondents completed the following tasks: attention check question, ACCESSIBILITY and IMPORTANCE ratings, and the decision regarding the information (IGNORE). After completing all three vignettes, they submitted their responses by clicking a "SUBMIT" button on the last page.

Ethics Statements

The experiment was conducted using ethical standards in psychology, Universitas Indonesia's Research Ethical Code of Conduct, and the Indonesian Psychology Association's Ethical Code of Conduct. It was approved by the Committee on Research Ethics at the Faculty of Psychology, Universitas Indonesia.

III. RESULTS

This section presents the results of our analyses. First, we describe the distribution of respondents' decisions to ignore or seek information across the three conditions. We then present two models: (1) a model examining the main effects of IMPORTANCE and ACCESSIBILITY on IGNORE, and (2) a model examining the main effect of regulatory foci and their interaction effects with IMPORTANCE and ACCESSIBILITY on IGNORE. The first model is presented as a baseline to demonstrate the main effect of IMPORTANCE and ACCESSIBILITY on IGNORE before considering the role of regulatory focus on these effects. The second model presents the primary analysis for our hypotheses. Given the repeated measures of regulatory focus, Generalised Estimating Equations (GEE) with an exchangeable working correlation matrix and binary logistic link function were used. The data were structured in a long format, where the regulatory focus condition served as the within-subject variable. The dependent variable was IGNORE, using the decision to see information as the reference category. IMPORTANCE, ACCESSIBILITY, and regulatory focus were included as predictors. The ambiguous condition served as the reference category for the regulatory variable. Thus, positive coefficients indicate a greater tendency to ignore information (IGNORE). We assessed statistical significance using p-values and confidence intervals (CI) for the GEE result. Specifically, for the odds ratio (Exp(β)), a CI that did not include 1 was considered statistically significant (Cohen et al., 2003).

Decision on Information

The decision to ignore the offered information was unpopular among the respondents. As shown in Table 3, only 18.5% of respondents ignored the information in the Ambiguous condition. This percentage was even lower (4.4%) in the Prevention focus condition. In contrast, in

the Promotion focus condition, the decision was more balanced, with 48.2% choosing to ignore the information. These results suggest that regulatory focus can drive decisions on information in different directions.

Table 3. Descriptive analysis for IGNORE, IMPORTANCE, and ACCESSIBILITY

	Overall		See the information		Ignore the information		F
	$\bar{x}$	SD	$\bar{x}$	SD	$\bar{x}$	SD	
Ambiguous condition	*N = 114*		*n = 96 (84.2%)*		*n = 18 (15.8%)*		
Importance	3.35	.85	3.52	.75	2.44	.78	30.54**
Accessibility	3.35	1.11	3.38	1.15	3.22	.81	.29
Prevention condition	*N = 114*		*n = 109 (95.6%)*		*n = 5 (4.4%)*		
Importance	3.98	1.04	4.07	.94	2.00	1.22	22.70**
Accessibility	3.50	1.18	3.50	1.16	3.60	1.67	.03
Promotion condition	*N = 114*		*n = 59 (51.8%)*		*n = 55 (48.2%)*		
Importance	2.94	1.15	3.64	.80	2.18	.98	75.99**
Accessibility	3.91	1.00	4.12	.97	3.69	1.00	5.41*

*$p \leq .05$ | **$p \leq .01$

IMPORTANCE and ACCESSIBILITY

Across all conditions, respondents generally perceived that knowing the information was essential and easy to access (see Table 3). However, when comparing respondents who chose to ignore the information with those who chose to view it, significant differences were observed regarding IMPORTANCE in conditions: Ambiguous ($F[1] = 30.54$; $p \leq .01$), Prevention ($F[1] = 22.70$; $p \leq .01$), and Promotion ($F[1] = 75.99$; $p \leq .01$). In all conditions, the IMPORTANCE was significantly lower for those who chose to ignore the information. Regarding ACCESSIBILITY, the pattern was less consistent. In the Ambiguous ($F[1] = .29$; $p = .59$) and Prevention ($F[1] = .03$; $p = .86$) conditions, there was no significant difference in perceived accessibility between those who chose to ignore and those who chose otherwise. In those conditions, both groups perceived the information as equally accessible. Meanwhile, in the Promotion focus condition, a significant difference in perceived accessibility was observed ($F[1] = 5.41$; $p = .02$). While it was generally rated as high by all respondents in this condition, those who chose to ignore perceived the accessibility ($\bar{x} = 3.69$; $SD = 1.00$) not as high as those who choose otherwise ($\bar{x} = 4.12$; $SD = .97$).

These results suggest that, across all conditions, respondents who chose to see the offered information were more likely to perceive knowing it as important than those who chose to ignore it. Meanwhile, perceived accessibility showed a different pattern. Although perceived accessibility was generally rated as high, it only significantly differentiated between those who chose to see and those who chose to ignore in the Promotion focus condition. On that condition, those who chose to see the information rated it as more accessible.

Role of IMPORTANCE and ACCESSIBILITY in IGNORE

For the baseline analysis, IMPORTANCE and ACCESSIBILITY were entered as predictors of IGNORE. Table 4 presents the results of this analysis. When both predictors were at their lowest levels (without considering regulatory focus), respondents were significantly more likely to ignore the information ($\beta = 4.17$; $\chi^2 = 15.96$; $p \leq 0.01$), with a predicted probability of ignoring the information at 98.48% (calculated as $Exp(\beta)/(1+Exp[\beta])$, where β is the log-odds).

Table 4. GEE analysis on the role of IMPORTANCE and ACCESSIBILITY on IGNORE

	β	SE	Wald χ^2	Exp(β)	95% CI for Exp(β)	
					Lower	Upper
Intercept	4.17	1.04	15.96**	64.79	8.37	501.51
Importance	-2.01	.30	45.58**	.13	.07	.24
Accessibility	.20	.17	1.36	1.22	.88	1.69

** $p \leq .01$ | *QICC = 234.12* | *Analysis model Type III* | *correlation matrix Exchangeable*

Table 4 also shows a significant negative effect of IMPORTANCE on the probability of IGNORE ($\beta = -2.01$; $\chi^2 = 45.58$; $p \leq .01$). The odds ratio ($Exp[\beta] = .13$) indicates that for every one-unit increase in IMPORTANCE (holding other predictors constant), the odds of ignoring the information are multiplied by .13 (or decrease by 87% from the prior level). Figure 1 illustrates this steep decline in the predicted IGNORE probability as IMPORTANCE increases.

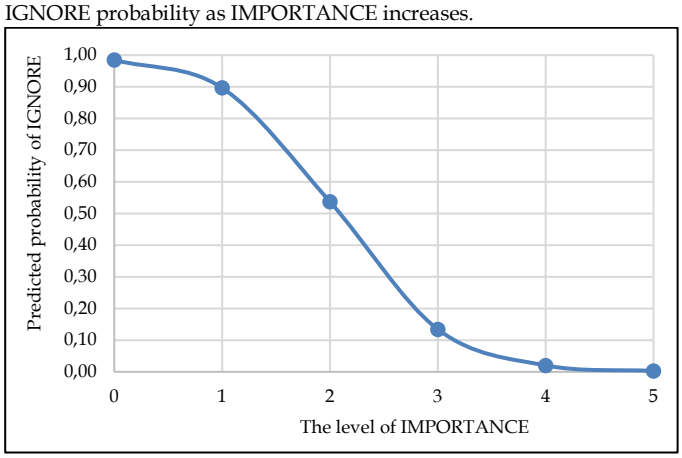

Figure 1. The predicted probability of IGNORE related to IMPORTANCE

For ACCESSIBILITY, Table 4 shows that its effect on IGNORE was not statistically significant ($\beta = .20$; $\chi^2 = 1.37$; $p = .24$). Although the odds ratio ($Exp[\beta] = 1.22$) suggests a slight positive relationship (meaning higher accessibility is associated with slightly higher odds of ignoring), this effect was not statistically significant.

Interactions effect

In the primary analysis, regulatory foci and their interaction with IMPORTANCE and ACCESSIBILITY were added as predictors of IGNORE. The Ambiguous condition served as the reference. As shown in Table 5, when both IMPORTANCE and ACCESSIBILITY were at their lowest levels in the Ambiguous condition, respondents were significantly more likely to ignore the information ($\beta = 3.88$; $\chi^2 = 3.95$; $p = .046$), with a predicted probability of 97.98%.

Table 5 also shows a significant negative effect of IMPORTANCE and a non-significant effect of ACCESSIBILITY ($\beta = .37$; $\chi^2 = 1.18$; $p = .28$) on the probability of IGNORE ($\beta = -2.7$; $\chi^2 = 13.57$; $p \leq .01$), consistent with the baseline analysis. These results confirm that, in the absence of a clear regulatory focus (i.e., in the Ambiguous condition), the perceived importance of knowing information directly impacts the probability of ignoring the information, while perceived accessibility does not.

Analysing the main effect of regulatory focus, the Prevention focus did not have a significant direct effect on the probability of IGNORE ($\beta = -2.76$; $\chi^2 = 1.16$; $p = .28$). While the Promotion focus coefficient suggests a significant positive effect ($\beta = 5.28$; $\chi^2 = 4.00$; $p = .045$), its extremely wide confidence interval (95% CI for $Exp(\beta) = 1.11$ - 34,475) indicates substantial uncertainty in this estimate. This wide range, potentially due to low variability or outlier sensitivity given the near-split responses in the promotion focus condition (48.2% ignoring), makes it impossible to determine the precise impact of Promotion focus. Therefore, this result should be interpreted with extreme caution, and no firm conclusions can be drawn about the direct effect of the Promotion focus on the probability of IGNORE. Consequently, Hypothesis 1a and 1b are not supported by the data.

Table 5. GEE analysis on the moderating role of emotional motives

	β	SE	Wald χ^2	Exp(β)	95% CI for Exp(β)	
					Lower	Upper
Intercept	3.88	1.95	3.95*	46.62	1.06	2239.50
Importance	-2.27	.62	13.57**	.10	.03	.34
Accessibility	.37	.34	1.18	1.44	.75	2.80
Prevention	-2.76	2.56	1.16	.06	.00	9.64
Promotion	5.28	2.64	4.00*	195.86	1.11	34,475.14
Importance x	.55	-1.18	.39	1.74	.31	9.81

Prevention Importance x Promotion	-.03	-1.36	.003	.97	.26	3.65
Accessibility x Prevention	-.04	1.05	.01	.96	.32	2.86
Accessibility x Promotion	-.98	-.13	5.12*	.37	.16	.88

** p ≤ .05 | ** p ≤ .01 | QICC = 205.37*

Analysis model Type III | correlation matrix Exchangeable | Ambiguous condition served as the reference

Interaction effect of regulatory focus and IMPORTANCE. Regarding the effect of interaction between regulatory focus and IMPORTANCE, results show that the interaction between IMPORTANCE and the Prevention focus (β = .55; χ^2 = .39; p = .53) or with the Promotion focus (β = -.03; χ2 = .003; p = .53) did not significantly influence the predicted probability of IGNORE (see Table 5). These results indicate that regulatory focus did not affect the relationship between IMPORTANCE and the probability of ignoring the offered information. Therefore, Hypothesis 2a and 2b are not supported by the data.

Interaction effect of regulatory focus and ACCESSIBILITY. As shown in Table 5, the interaction of ACCESSIBILITY and the Prevention focus was not statistically significant (β = -.03; χ^2 = .003; p = .96). Thus, Hypothesis 3a is not supported by the data. However, the interaction between ACCESSIBILITY and the Promotion focus was statistically significant (β = -.98; χ^2 = 5.12; p = .02). This significant interaction indicates that the relationship between ACCESSIBILITY and IGNORE differs depending on the regulatory focus condition. Specifically, the negative coefficient suggests that the positive effect of ACCESSIBILITY on IGNORE observed in the Ambiguous condition was attenuated (became less positive or more negative) under Promotion focus. Even though the impact of ACCESSIBILITY might not have been significant in the Ambiguous condition alone, the significant interaction demonstrates that the slope of the relationship between ACCESSIBILITY and IGNORE is significantly different in the Promotion focus condition compared to the Ambiguous condition. This result suggests that perceived accessibility played a more influential role in respondents' decisions to ignore information when driven by a Promotion focus, aligning with our theoretical expectation that a promotion focus heightens sensitivity to the ease of avoiding potentially unpleasant information.

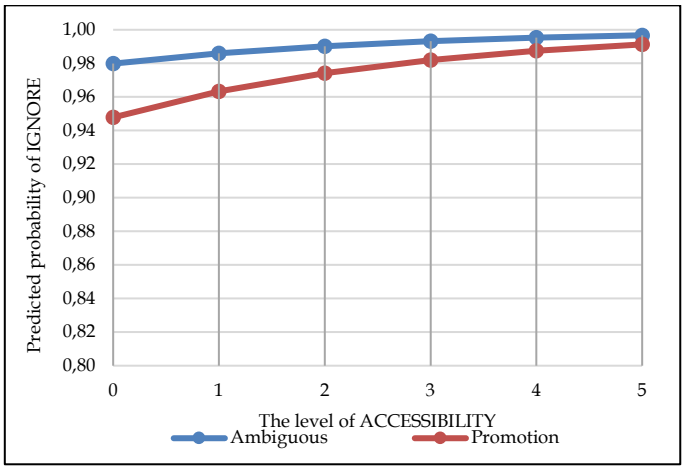

Figure 2. Comparison of predicted probability of IGNORE related to ACCESSIBILITY

To examine more deeply, we calculated the predicted probability of IGNORE at each level of ACCESSIBILITY for both the Ambiguous and Promotions focus conditions, holding IMPORTANCE constant. Figure 2 shows that while the predicted probability of IGNORE tends to increase with ACCESSIBILITY in both conditions, the magnitude of this increase is larger in the Promotion focus condition. Interestingly, the starting point for ignoring at lower levels of accessibility appears to be lower in the Promotion focus condition compared to the Ambiguous condition, perhaps suggesting an initial openness that shifts towards greater selectivity as information becomes easier to access, potentially to preserve positive emotional states. Importantly, even though the overall increase in the predicted probability of IGNORE is smaller and the starting point for ignoring is lower in the Promotion focus condition compared to the Ambiguous condition, the effect of ACCESSIBILITY on IGNORE was only statistically significant in the Promotion focus condition. Based on these results, we conclude that the data support Hypothesis 3b.

IV. DISCUSSION

This study investigated the interplay of regulatory focus (based on anticipated emotions), perceived importance of knowing information, and perceived accessibility of information in predicting deliberate ignorance among young Indonesians in their daily lives. While information-seeking was the dominant choice, we observed deliberate ignorance, highlighting the phenomenon's relevance in this population. Our findings reveal that deliberate ignorance results from a dynamic interaction between cognitive evaluations (perceived importance of knowing and perceived accessibility) and regulatory focus driven by anticipated emotions.

Across all conditions, the perceived importance of knowing information played a consistent role. As individuals perceived that knowing the information was more important, they were less likely to ignore it. These findings align with previous research emphasising the crucial role of the perceived importance of knowing the information in information behaviours and avoidance decisions (e.g., Spitzer et al., 2024). Furthermore, regulatory focus, or the anticipation of future emotions, did not significantly moderate the relationship between perceived importance and deliberate ignorance. This notion suggests that when individuals value the act of knowing information, they are less likely to intentionally ignore it, regardless of its accessibility or their prevailing regulatory focus.

Our findings also revealed that perceived accessibility of information significantly influenced deliberate ignorance, primarily when young Indonesians were focused on anticipating pleasant or positive emotions (promotion focus). This notion suggests that the desire to preserve the possibility of experiencing positive emotions (e.g., surprise, pleasure) heightens individuals' sensitivity to the ease of access. Respondents in the promotion focus condition may have viewed accessing information as a risk to potential future pleasure, making deliberate ignorance a strategy to preserve anticipated positive emotions. In this context, the perceived ease of access amplified this concern, making them more likely to avoid the information to preserve the opportunity for future enjoyment. This interpretation aligns with *Regulatory Focus Theory*, which posits that individuals with a promotion focus are susceptible to potential losses of positive outcomes.

The observed difference in the effect of prevention and promotion focus (based on anticipated emotions) on the role of perceived accessibility in information decisions is consistent with findings from Mellers et al. (1999), who showed that maximising subjective potential pleasure is often a stronger motivator than minimising expected regret. In our study, the promotion focus condition centered on preserving the potential for experiencing positive emotions by avoiding readily available information. This result aligns with the concept of pleasure maximisation. Conversely, prevention focuses on avoiding negative outcomes or losses. Because both seeking and avoiding the information could trigger negative emotions, it was unclear which action would best serve the goal of emotion avoidance, possibly neutralising the influence of accessibility. This ambiguity might have driven young Indonesians in the prevention focus condition to prioritise the perceived importance of knowing the information over accessibility considerations. In contrast, in the promotion focus condition, the option to ignore information was linked to preserving positive emotions, while accessing the information was associated with a diminished opportunity for

experiencing those emotions, thus clarifying which action aligned with the promotion focus.

These findings may also be attributed to the internet-based nature of the offered information in the vignette. While the vast circulation of information through the internet might make people experience *information overload* and information anxiety (Misra & Stokols, 2012; Soroya et al., 2021), potentially prompting individuals to ignore information (Bawden & Robinson, 2009; Soroya et al., 2021), our results suggest a more nuanced explanation for deliberate ignorance in the online context. Specifically, the perceived ease of accessibility of online information does not always lead to deliberate ignorance; rather, its effect is contingent on regulatory focus driven by anticipated emotions. When readily available online information might threaten future enjoyment or pleasure, ignoring it can give young Indonesians a sense of control over their emotional experience, preserving the potential for positive emotions. Meanwhile, in the prevention focus condition, the presence of the information itself might have triggered curiosity or anxiety, which, as previous research suggests (e.g., Golman & Loewenstein, 2018; Oosterwijk, 2017; van Dijk & Zeelenberg, 2007), could have motivated young people to seek the information despite the possibility of experiencing negative emotions. Therefore, perceived accessibility was not strong enough to induce deliberate ignorance in this condition. We speculate that respondents might have felt more curious to see the photo or anxious about not seeing it yet potentially overriding any motivational drivers to ignore the information due to its perceived accessibility. This latter assumption warrants further investigation.

V. LIMITATIONS AND FUTURE DIRECTIONS

This study has several limitations. First, the chosen contexts (movie reviews, internship plans, relationship information), while relevant to young people, may not fully represent the diverse range of issues they face, such as health or academic performance, thus limiting the generalisability of our findings. Second, while participant experience with the presented conditions was randomly controlled, it may still play a role, as people also make decisions using reasoning based on their experience related to the issue at hand (Hertwig, 2012). For example, prior experience with relationship issues might influence responses to the infidelity vignette. Third, the cross-sectional design prevents causal conclusions and limits our understanding of how deliberate ignorance evolves, especially given its potentially non-permanent nature (Gigerenzer & Garcia-Retamero, 2017; Golman et al., 2017; Hertwig & Engel, 2016; Sweeny et al., 2010). Our data reflect the association between variables at a single moment but may not fully capture the complexities of deliberate ignorance. Finally, the predominantly female sample may not fully capture the experiences of young male Indonesians. Given the inconsistent findings in the literature regarding the effect of gender on the decision to ignore information (e.g., Hussain et al., 2021; Li, 2023), future investigations with more balanced respondents' gender representation are crucial to understanding the interplay between gender and the factors influencing deliberate ignorance.

These limitations suggest several future research directions. First, studies should explore deliberate ignorance across broader issues relevant to emerging adults, such as health or academic performance, and in both internet and non-internet-based contexts to determine if observed patterns generalise across domains and media. Second, future research should directly examine the role of prior experience related to the presented conditions. Third, building upon the vignette-based experimental design, future studies can further explore causal relationships by refining the vignettes to manipulate perceived importance and accessibility within a factorial design. It would allow for a more rigorous examination of their individual and combined effects on deliberate ignorance. Finally, future research should employ longitudinal designs to track individuals' information-seeking behaviours and examine how the perceived importance of knowing the information, perceived accessibility, emotional motives, and deliberate ignorance evolve and interact over time. That research would allow a deeper understanding of deliberate ignorance's dynamic and potentially non-permanent nature and underlying mechanisms.

VI. CONCLUSION

This study explored the seemingly paradoxical behaviours of deliberate ignorance, examining how perceived importance and accessibility interact with a regulatory focus based on anticipated emotions to influence information behavior among young Indonesians. Despite the prevalence of information seeking, the observed instances of deliberate ignorance across all regulatory focus conditions confirm the phenomenon's relevance in this population.

Our findings reveal a nuanced interplay between perceived accessibility, regulatory focus, and deliberate ignorance. Specifically, the perceived importance of knowing information consistently influenced information behaviours, demonstrating its robust negative effect on deliberate ignorance. In contrast, the influence of perceived accessibility was conditional, significantly shaping deliberate ignorance only when individuals have a promotion focus. It highlights that deliberate ignorance is, in part, an emotion-regulated process. The consistent influence of perceived importance suggests it may be a more stable and salient factor in information behaviours, less susceptible to fluctuations in regulatory focus. Alternatively, the manipulation of regulatory focus might not have been sufficiently strong to modulate the influence of perceived importance.

Our findings offer important implications for communication strategies. Effective engagement requires not only ensuring information is accessible but also framing it in ways that align with young people's emotional motivations, especially their desire to preserve positive future experiences. Furthermore, these findings suggest a potential avenue for educational interventions to foster media literacy among young Indonesians. By learning to recognise the potential positive affective outcomes associated with selective disengagement from overwhelming online information, individuals may develop a metacognitive awareness that enables the strategic deployment of deliberate ignorance, potentially mitigating impulsive negative responses within digital environments and enhancing their psychological well-being.

VII. CONFLICT OF INTEREST

No potential conflict of interest was reported by the authors.

VIII. DATA AVAILABILITY

The datasets generated and analysed during the current study are included as supplementary files within the journal's online submission system.

IX. FUNDING

This work was supported by the Doctoral Funding from Bina Nusantara University, 2018 (receiver: Raymond Godwin).

X. AI USAGE DECLARATION

While preparing this manuscript, we utilised *Grammarly* and *Gemini* to check grammar and style. These tools were used to enhance the clarity and readability of the text, but all substantive content and interpretations remain the authors' sole responsibility.

REFERENCES

Afifi, W. A., & Weiner, J. L. (2004). Toward a theory of motivated information management. *Communication Theory*, *14*(2), 167–190. https://doi.org/10.1111/j.1468-2885.2004.tb00310.x

Barbour, J. B., Rintamaki, L. S., Ramsey, J. A., & Brashers, D. E. (2012). Avoiding health information. *Journal of Health Communication*, *17*(2), 212–229. https://doi.org/10.1080/10810730.2011.585691

Baumgartner, H., Pieters, R., & Bagozzi, R. P. (2008). Future-oriented emotions: Conceptualization and behavioral effects. *European Journal of Social Psychology*, *38*(4), 685–696. https://doi.org/10.1002/ejsp.467

Bawden, D., & Robinson, L. (2009). The dark side of information: Overload, anxiety and other paradoxes and pathologies. *Journal of Information Science*, *35*(2), 180–191. https://doi.org/10.1177/0165551508095781

Bechara, A., & Damasio, A. R. (2005). The somatic marker hypothesis: A neural theory of economic decision. *Games and Economic Behavior*, *52*(2), 336–372. https://doi.org/10.1016/j.geb.2004.06.010

Case, D. O., Andrews, J. E., Johnson, J. D., & Allard, S. L. (2005). Avoiding versus seeking: The relationship of information seeking to avoidance, blunting, coping, dissonance, and related concepts. *Journal of the Medical Library Association*, *93*(3), 353–362.

Cohen, J., Cohen, P., West, S. G., & Aiken, L. S. (2003). *Applied multiple regression/correlation analysis for the behavioral sciences* (3rd ed.). Lawrence Erlbaum Associates, Inc.

Connaway, L. S., Dickey, T. J., & Radford, M. L. (2011). "If it is too inconvenient I'm not going after it:" Convenience as a critical factor in information-seeking behaviors. *Library and Information Science Research*, *33*(3), 179–190. https://doi.org/10.1016/j.lisr.2010.12.002

DeNicola, D. R. (2017). *Understanding ignorance: The surprising impact of what we don't know*. MIT.

Ehrich, K. R., & Irwin, J. R. (2005). Willful ignorance in the request for product attribute information. *Journal of Marketing Research*, *42*(3), 266–277. https://doi.org/10.1509/jmkr.2005.42.3.266

Engel, C., & Hertwig, R. (2021). Deliberate ignorance: Present and future. In R. Hertwig & C. Engel (Eds.), *Deliberate ignorance: Choosing not to know* (pp. 333–348). MIT Press.

Fergusson, A. (2016). *Designing online experiments using Google forms+ random redirect tool*. https://teaching.statistics-is-awesome.org/designing-online-experiments-using-google-forms-random-redirect-tool

Frampton, J. R., & Fox, J. (2018). Social media's role in romantic partners' retroactive jealousy: Social comparison, uncertainty, and information seeking. *Social Media and Society*, *4*(3), 1–12. https://doi.org/10.1177/2056305118800317

Gigerenzer, G., & Garcia-Retamero, R. (2017). Cassandra's regret: The psychology of not wanting to know. *Psychological Review*, *124*(2), 179–196. https://doi.org/10.1037/rev0000055

Golman, R., & Loewenstein, G. (2018). Decision presence and absence of information and absence of information. *Decision*, *5*(3), 143–164. https://doi.org/http://dx.doi.org/10.1037/dec0000068

Golman, R., Hagmann, D., & Loewenstein, G. (2017). Information avoidance. *Journal of Economic Literature*, *55*(1), 96–135. https://doi.org/10.2139/ssrn.2633226

Grimani, A., Yemiscigil, A., Wang, Q., Kirilov, G., Kudrna, L., & Vlaev, I. (2024). How do emotions respond to outcome values and influence choice? *Psychological Research*, *88*(8), 2234–2250. https://doi.org/10.1007/s00426-024-02001-3

Grossman, Z., & van der Weele, J. J. (2017). Self-image and willful ignorance in social decisions. *Journal of the European Economic Association*, *15*(1), 173–217. https://doi.org/10.1093/jeea/jvw001

Hertwig, R. (2012). The psychology and rationality of decisions from experience. In *Synthese* (Vol. 187, Issue 1, pp. 269–292). https://doi.org/10.1007/s11229-011-0024-4

Hertwig, R., & Engel, C. (2016). Homo ignorans: Deliberately choosing not to know. *Perspectives on Psychological Science*, *11*(3), 359–372. https://doi.org/10.1177/1745691616635594

Hertwig, R., Woike, J. K., & Schupp, J. (2021). Age differences in deliberate ignorance. *Psychology and Aging*, *36*(4), 407–414. https://doi.org/10.1037/pag0000603

Higgins, E. T. (1997). Beyond pleasure and pain. *American Psychologist*, *52*(12), 1280–1300. https://doi.org/10.1037/0003-066X.52.12.1280

Higgins, E. T. (2000). Making a good decision: Value from fit. *American Psychologist*, *55*(11), 1217–1230. https://doi.org/10.1037/0003-066X.55.11.1217

Ho, E. H., Hagmann, D., & Loewenstein, G. F. (2020). Measuring information preferences. *Management Science*, *67*(1), 126–145. https://doi.org/10.1287/mnsc.2019.3543

Howell, J. L., & Shepperd, J. A. (2016). Establishing an information avoidance scale. *Psychological Assessment*. https://doi.org/10.1037/pas0000315

Hussain, M., Price, D. M., Gesselman, A. N., Shepperd, J. A., & Howell, J. L. (2021). Avoiding information about one's romantic partner. *Journal of Social and Personal Relationships*, *38*(2), 626–647. https://doi.org/10.1177/0265407520969856

Lancaster, A. L., Dillow, M. R., Ball, H., Borchert, K., & Tyler, W. J. C. (2016). Managing information about a romantic partner's relationship history: An application of the Theory of Motivated Information Management. *Southern Communication Journal*, *81*(2), 63–78. https://doi.org/10.1080/1041794X.2015.1089926

Lerner, J. S., Li, Y., Valdesolo, P., & Kassam, K. S. (2015). Emotion and decision making. *Annual Review of Psychology*, *66*, 799–823. https://doi.org/10.1146/annurev-psych-010213-115043

Li, J. (2023). Information avoidance in the age of COVID-19: A meta-analysis. *Information Processing and Management*, *60*(1), 103163. https://doi.org/10.1016/j.ipm.2022.103163

Mellers, B. A., & McGraw, A. P. (2001). Anticipated emotions as guides to choice. *Current Directions in Psychological Science*, *10*(6), 210–214. https://doi.org/10.1111/1467-8721.00151

Mellers, B. A., Schwartz, A., & Ritov, I. (1999). Emotion-based choice. *Journal of Experimental Psychology: General*, *128*(3), 332–345. https://doi.org/10.1037/0096-3445.128.3.332

Misra, S., & Stokols, D. (2012). Psychological and health outcomes of perceived information overload. *Environment and Behavior*, *44*(6), 737–759. https://doi.org/10.1177/0013916511404408

Moradi, H., & Nesterov, A. (2017). Moral wiggle room reverted: Information avoidance is myopic. In *Basic Research Program* (WP BRP 189/EC/2018; Economics). https://doi.org/10.2139/ssrn.3168630

Oosterwijk, S. (2017). Choosing the negative: A behavioral demonstration of morbid curiosity. *PLoS ONE*, *12*(7), e0178399. https://doi.org/10.1371/journal.pone.0178399

Robson, A., & Robinson, L. (2013). Building on models of information behaviour: Linking information seeking and communication. *Journal of Documentation*, *69*(2), 169–193. https://doi.org/10.1108/00220411311300039

Schwartz, B., Richerson, P. J., Berkman, B. E., Frankenreiter, J., Hagmann, D., Isaacowitz, D. M., Pachur, T., Schooler, L. J., & Wehling, P. (2021). The deep structure of deliberate ignorance: Mapping the terrain. In R. Hertwig & C. Engel (eds.), *Deliberate ignorance: Choosing not to know* (pp. 65–88). MIT Press.

Shepperd, J. A., & Howell, J. L. (2015). Responding to psychological threats with deliberate ignorance: Causes and remedies. *Handbook of Personal Security*, *10994*, 257–274. https://doi.org/10.4324/9781315713595.CH16

Shipp, T. D., Shipp, D. Z., Bromley, B., Sheahan, R., Cohen, A., Lieberman, E., & Benacerraf, B. (2004). What factors are associated with parents' desire to know the sex of their unborn child? *Birth*, *31*(4), 272–279. https://doi.org/10.1111/j.0730-7659.2004.00319.x

Simon, H. A. (1993). Decision making: Rational, nonrational, and irrational. *Educational Administration Quarterly*, *29*(3), 392–411. https://www.learntechlib.org/p/145912/

Soroya, S. H., Farooq, A., Mahmood, K., Isoaho, J., & Zara, S. E. (2021). From information seeking to information avoidance: Understanding the health information behavior during a global health crisis. *Information Processing and Management*, *58*(2), 102440. https://doi.org/10.1016/j.ipm.2020.102440

Spitzer, M. W. H., Janz, J., Nie, M., & Kiesel, A. (2024). On the interplay of curiosity, confidence, and importance in knowing information. *Psychological Research*, *88*(1), 101–115. https://doi.org/10.1007/s00426-023-01841-9

Sweeny, K., Melnyk, D., Miller, W., & Shepperd, J. A. (2010). Information avoidance: Who, what, when, and why. *Review of General Psychology*, *14*(4), 340–353. https://doi.org/10.1037/a0021288

Taber, J. M., Klein, W. M. P., Ferrer, R. A., Lewis, K. L., Harris, P. R., Shepperd, J. A., & Biesecker, L. G. (2015). Information avoidance tendencies, threat management resources, and interest in genetic sequencing feedback. *Annals of Behavioral Medicine*, *49*(4), 616–621. https://doi.org/10.1007/s12160-014-9679-7

van Dijk, E., & Zeelenberg, M. (2007). When curiosity killed regret: Avoiding or seeking the unknown in decision-making under uncertainty. *Journal of Experimental Social Psychology*, *43*(4), 656–662. https://doi.org/10.1016/j.jesp.2006.06.004