3 It seems that our _____ doesn't only alter the way others view us, but also the way we see ourselves - and_____ it affects our intelligence as well. Researchers at the Kellogg School of Management at Northwestern University in the USA so did some simple experiments with students.

One experiment tested subjects'_____ to pay attention to details. One group wore their usual, everyday clothes while a second group wore a white lab coat. A second experiment tested the group's ability to_____ for several minutes in a task that involved spotting_____ differences between two very similar images. For this one, there were three groups: one wearing their normal clothes, one wearing a white coat that had been_____ to them as a painter's coat, and the third wearing a white coat they were told was a doctor's coat, so amazingly, the test subjects wearing the so-called doctor's coat_____ better in both tests. The researchers believe that the test subjects' 'basic abilities' were improved as a direct _____ of the clothing they wore.

What the experiment didn't show was_____ there ss were any longer-term effects. If people always wore a doctor's coat, would they be_____ more intelligent? More experiments are needed before we decide to make the white coat the fashion accessory of choice.

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