

The anthropic principle is used in cosmology for selecting initial conditions in the models of Universum. Its essence is expressed in the phrase: "What we expect to observe must be restricted by the conditions necessary for our presence as observers" (Carter, 1974). In this work we attempt to demonstrate that a similar methodological gambit can be used in psychology. We begin with the proposition: "We have free will and under certain circumstances freedom of choice as well." Then based on this proposition we construct a formal theory and establish its relations to other choice theories. The next step is to use the theory to offer an explanation of non-linear connection between magnitude and categorical evaluations of the same stimuli. After that we formulate the theory's prediction on existence of the phenomenon of golden section in the categorization of stimuli which do not have measurable magnitudes. In conclusion, it is shown that the theory allows us to establish a link between a subject's behavior and inner state during the process of making a choice.