Intuitive decision making for a long time seemed not to be accessible to empirical investigation due to its elusiveness. This has changed entirely within the last couple of years. Nowadays there are approx. four to five different approaches that aim at unraveling the nature of intuitive decision making processes. Those differ both on the conceptual and paradigmatic level and hence have revealed different conclusions. We followed Bowers and colleagues’ (1991) definition and investigated the apprehension of meaning without knowing why on the neurocognitive level. In the presentation results of this multi-method investigation will be presented and compared with the conclusions of the other approaches.