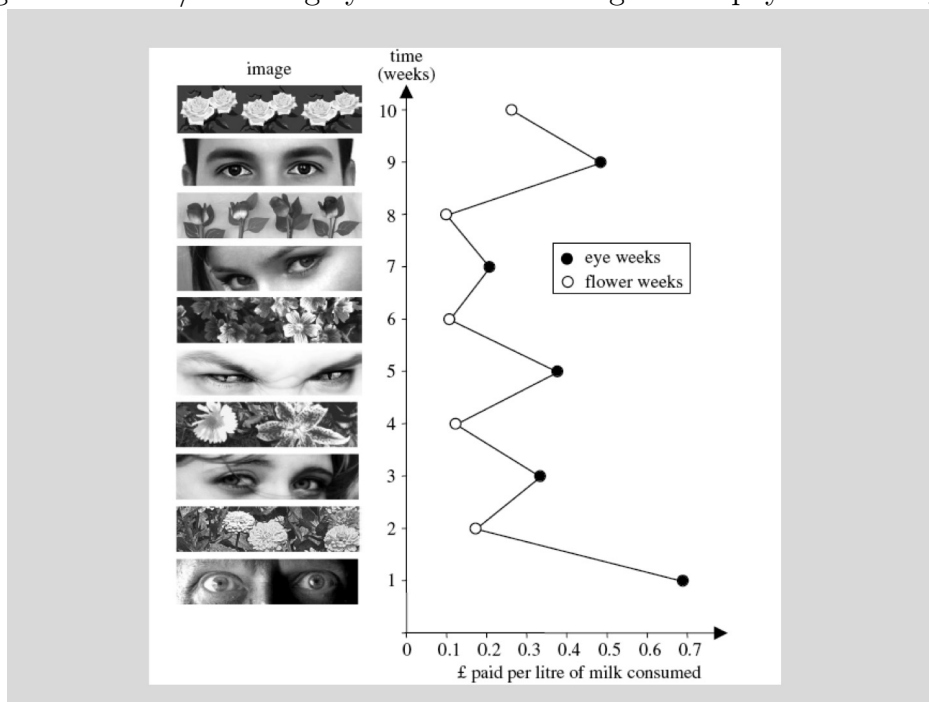


## Key Takeaways

- two types/systems of thinking
  - System 1
    - \* automatic, intuitive thinking
    - \* auto pilot
    - \* makes life easier through automating common scenarios
      - ◆ based on pattern recognition
    - \* examples
      - ◆ reading
      - ◆ understanding simple sentences
      - ◆ locating the origin of a sound
      - ◆ driving on an empty road
      - ◆ simple arithmetic
    - \* “activates” system 2 if needed
    - \* susceptible to illusions/tricks
      - ◆ less critical
    - \* stops working if completely focused on something else
  - System 2
    - \* intentional, effortful, manual thinking
    - \* lazy
      - ◆ only used if needed
      - ◆ usually mentally taxing
        - pupil dilating
        - increased heart beat
        - may cause ego depletion
          - ▲ auto pilot once exhausted
      - ◆ unless flow state
- association
  - unconscious associations made all the time
  - specific surprising events are way less surprising after they happened once
    - \* even if the probability even decreased
  - WASH, EAT, SOAP and SOUP
    - \* SOUP more likely if hungry/thinking about food
    - \* SOAP if thinking about washing/after morally wrong actions
    - \* Lady Macbeth Effect
      - ◆ desire to cleanse oneself after morally wrong actions
      - ◆ telling lies over
        - phone => prefer mouthwash

- email => prefer regular soap
- more likely to find mistakes if expecting them
- facial expressions influence mood
  - \* facial expressions can be forced
    - ◆ tip of pencil in mouth => smile
    - ◆ pencil between teeth => frown
    - ◆ frowning makes comedies less funny and sad movies even sadder
    - ◆ the opposite is true for smiling
  - \* smiling makes you actually feel better
  - \* good mood makes you less careful
- images of flowers/watching eyes influence willingness to pay voluntarily



- \*
  - exposure effect
    - \* being repeatedly exposed to the same thing makes it less threatening/perceived more positively
      - ◆ familiarity breeds liking
      - ◆ used for propaganda and advertisement
    - \* same applies for rhymes, easy to pronounce names, easy to read fonts
      - ◆ Using Long Words Needlessly
- norms and causes
  - humans are desperate for plausible explanations
    - \* create explanation out of nowhere even if it may be irrelevant (or the opposite might be true)
  - very little repetition is needed for new experiences to feel normal
- Halo Effect

- initial view influences how new information is perceived
  - \* teacher rating two assignments of the same pupil
    - ◆ good first assignment => less critical/benefit of the doubt for second
  - \* liking a person at first makes future negative actions seem less bad
- discussion round
  - \* opinions of the first to speak have more weight
- what you see is all there is (WYSIATIS)
  - \* jumping to conclusions despite low quantity and quality of information
  - \* overconfidence
  - \* framing
    - ◆ 90% fat free better than 10% fat
    - ◆