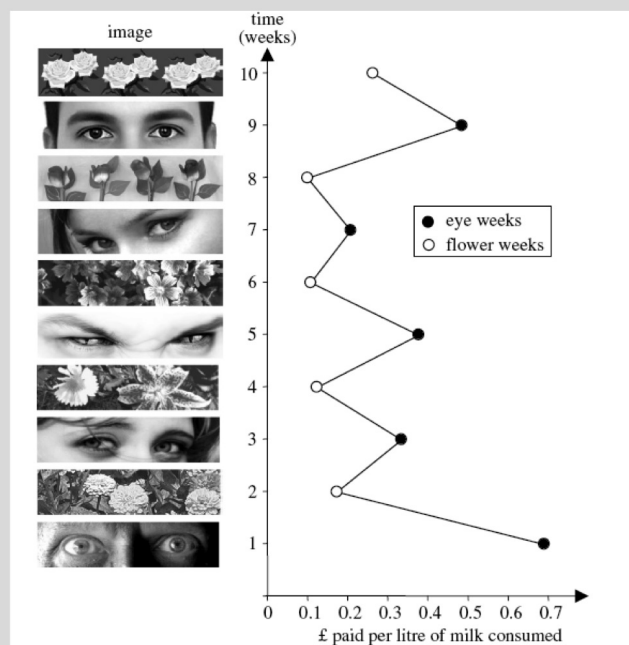


Key Takeaways

- 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
 - ◆