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Lecture 1: Introduction, Definition, and Methods [PDF](#); [PPT](#)

Lecture 2: Heuristics and Biases [PDF](#)

Lecture 3: Stereotypes - Theory [PDF](#)

(Guest) Lecture 4: Stereotypes - Evidence [PDF](#)

Lecture 5: Prospect Theory [PDF](#)

(Guest) Lecture 6: Cognitive Uncertainty [PDF](#)

Lecture 7: Prospect Theory - Applications [PDF](#)

Lecture 8: Psychology of Attention [PDF](#)

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Lecture 11: Memory, Representativeness, and Probability [PDF](#)

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Lecture 13: Advertising and Persuasion [PDF](#)

(Guest) Lecture 14: Advertising and Persuasion [PDF](#)

Lecture 16: Market Efficiency and Limits to Arbitrage [PDF](#)

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Lecture 18: Investor Psychology and Asset Prices [PDF](#)

Lecture 19: Intertemporal Choice Introduction (David) [PDF](#)

Lecture 20: Dynamic Programming with Time Inconsistency in Discrete Time [PDF](#)

Lecture 21: Dynamic Programming with Time Inconsistency in Continuous Time [PDF](#)

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Lecture 25: Behavioral Mechanism Design and Paternalism [PDF](#) [PPT](#)