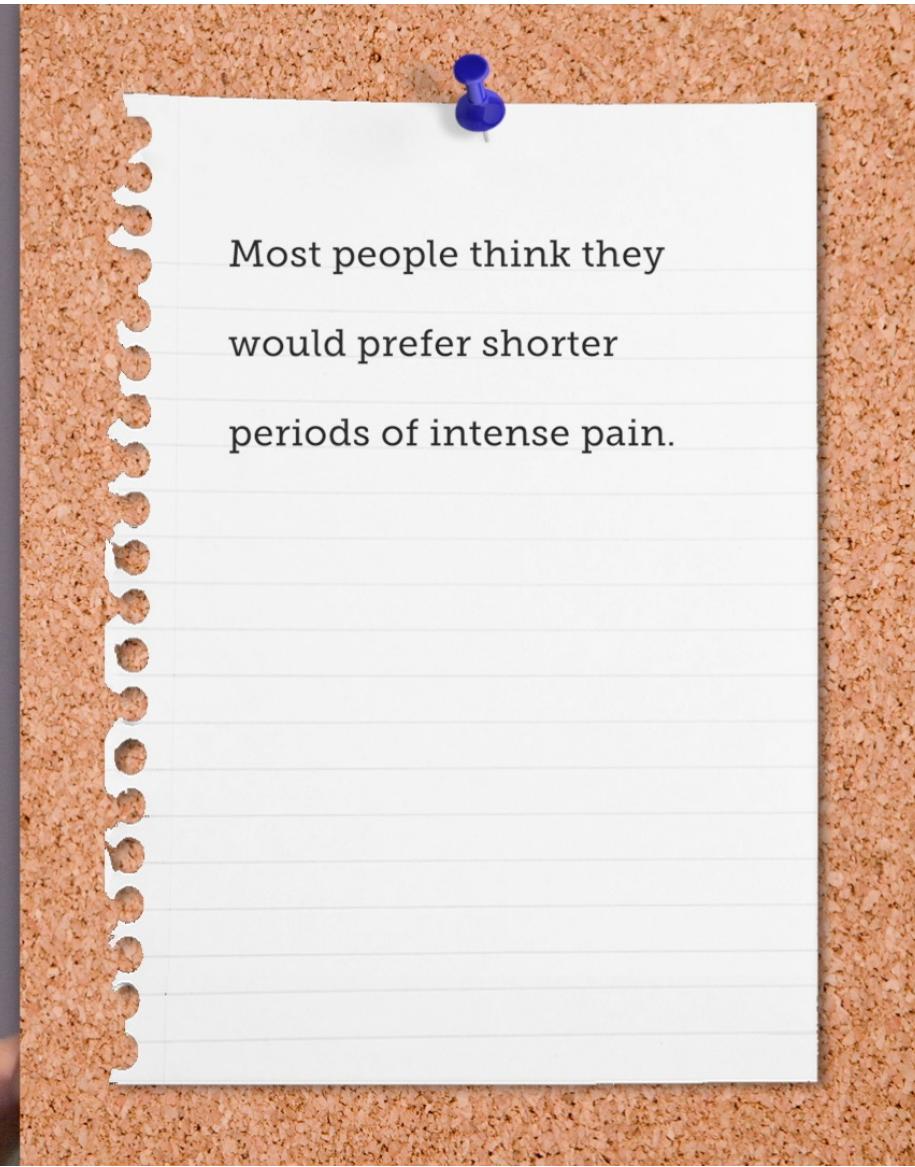


Part 1:
Visual and Decision Illusions

Which strategy would you pick for bandage removal?

- short bursts of extreme pain





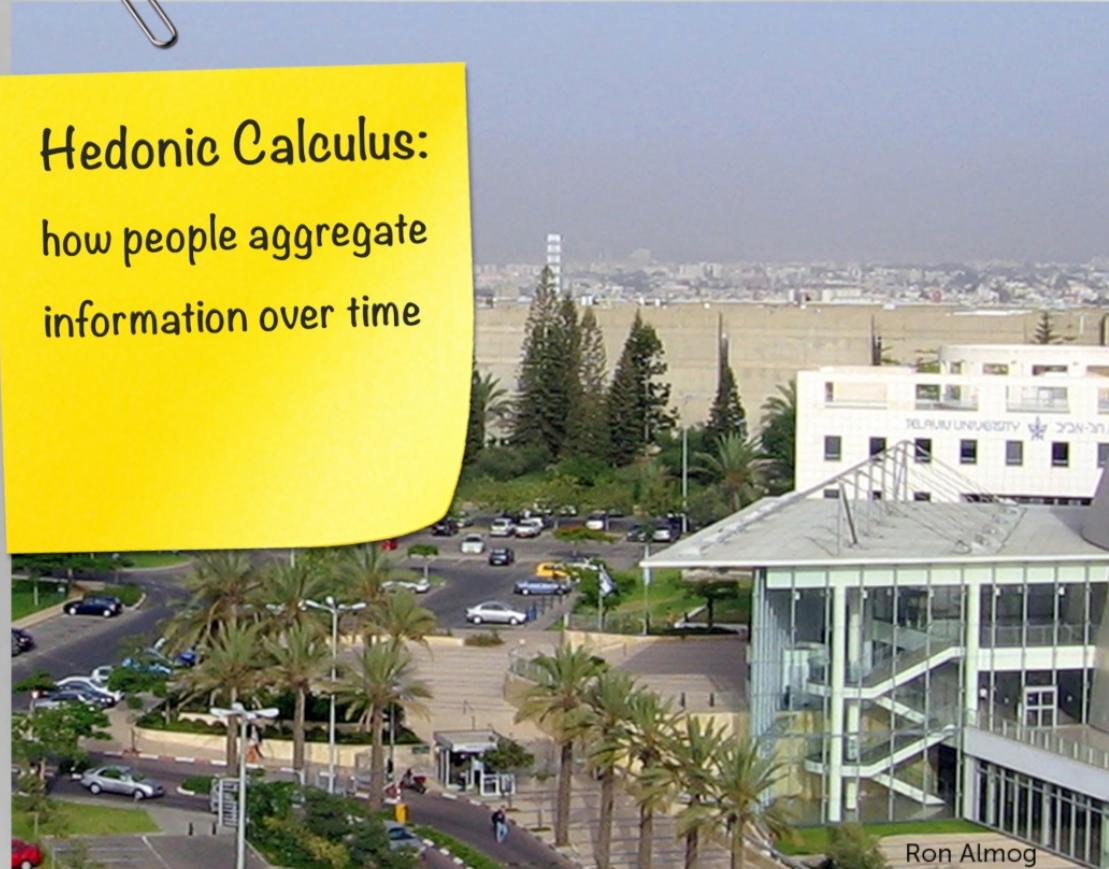
the experimental method



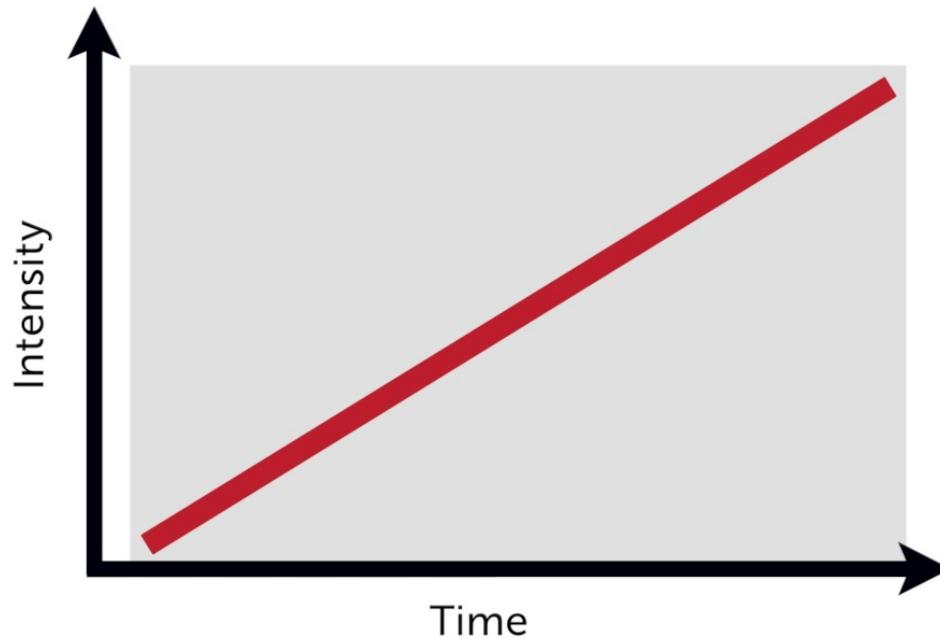
Ron Almog



Hedonic Calculus:
how people aggregate
information over time



Experience



1) duration vs. intensity:

- an experience twice as long is not twice as painful
- short, intense pain is worse than longer, milder pain



2) progression over time:

It is better to start with
higher pain and end
with lower pain.

3) recuperation:

allow breaks for recovery





They followed their intuitions at the cost of their patients' comfort.



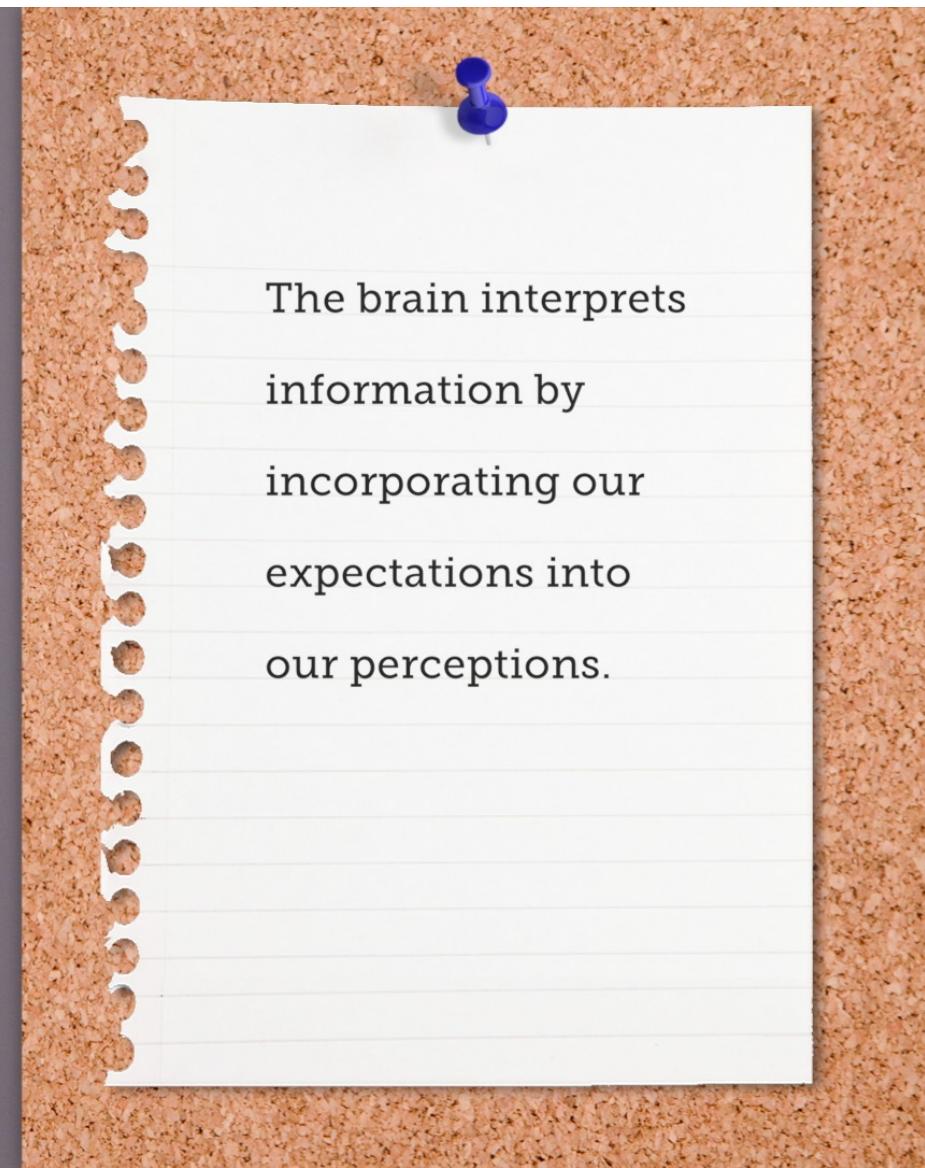
Are nurses the only ones?



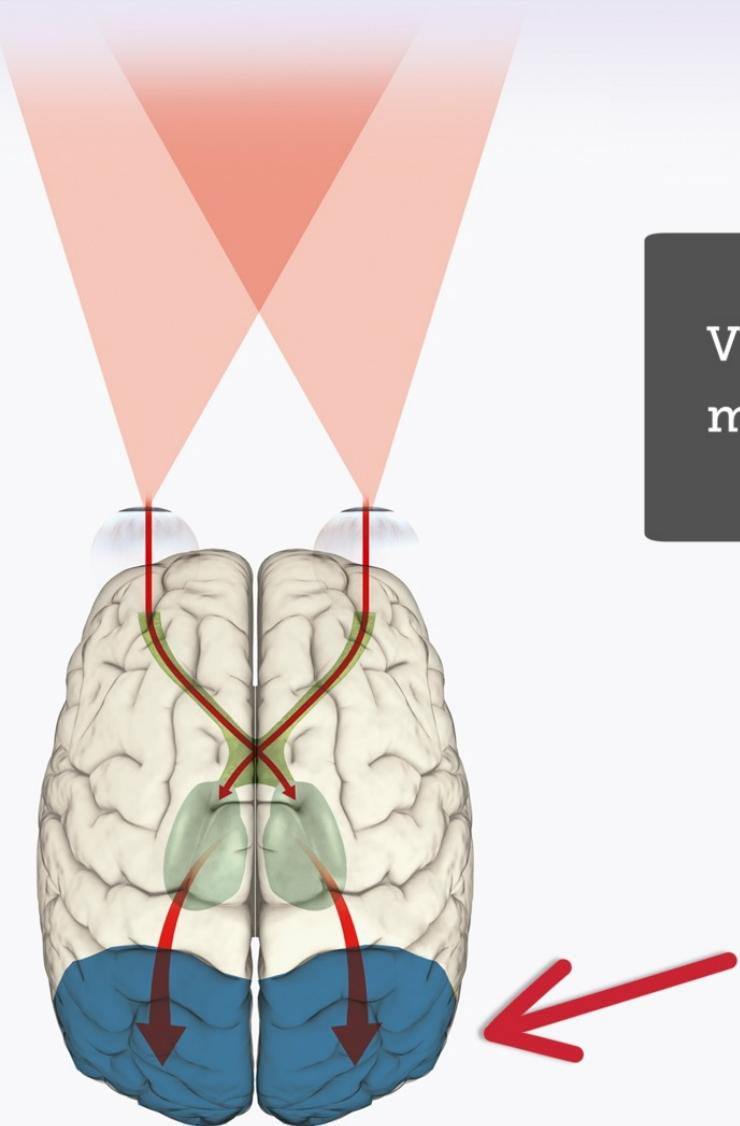
The Foundation of Irrationality:

we think we know the
answer, but we are wrong.

- 
- Perceptions of color
are relative to their
immediate environment.
 - We rely on contextual
information to make
all sorts of judgments
and decisions.



The brain interprets
information by
incorporating our
expectations into
our perceptions.



A diagram of a human brain shown from a front-on perspective. Two eyes are at the top, each with a red line extending back into the brain. The optic nerves from both eyes meet at the optic chiasm, where fibers from the nasal retinas cross to the opposite hemisphere. The optic tracts then carry the information to the Lateral Geniculate Nucleus (green), which projects via the Optic Radiations (red arrows) to the Striate cortex (blue). A large red arrow points from the text box towards the brain diagram.

Visual illusions are a useful metaphor for human thinking.



If we fail so easily with
vision, we probably make
perceptual mistakes
in other areas as well.



ell.

In these areas,
we may make
even more
mistakes.

