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Invisible Manipulators of Your Mind

The behavioral techniques that are being employed by governments and private corporations do not appeal to our reason.

The New York Review of Books | Tamsin Shaw



Amos Tversky and Daniel Kahneman, Stanford, California, 1970s. Photo from Barbara Tversky.

One

We are living in an age in which the behavioral sciences have become inescapable. The findings of social psychology and behavioral economics are being employed to determine the news we read, the products we buy, the cultural and intellectual spheres we inhabit, and the human networks, online and in real life, of which we are a part. Aspects of human societies that were formerly guided by habit and tradition, or spontaneity and whim, are now increasingly the intended or unintended consequences of decisions made on the basis of scientific

**The New York
Review of Books**

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