

# 1) 2 Systems of thought

System 1: Fast, irrational



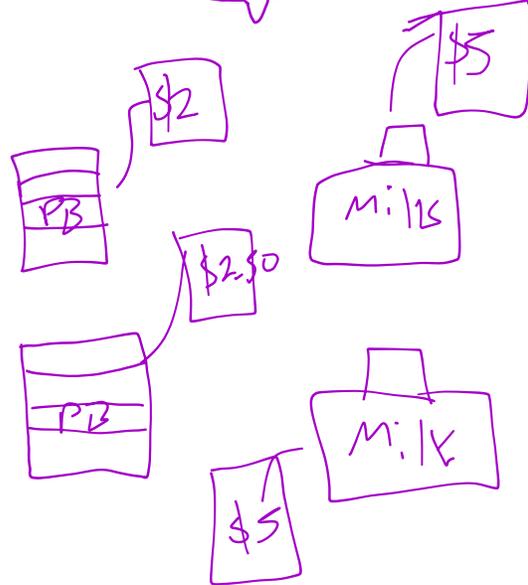
System 2: Slow, Logical

(Sudoku guys)

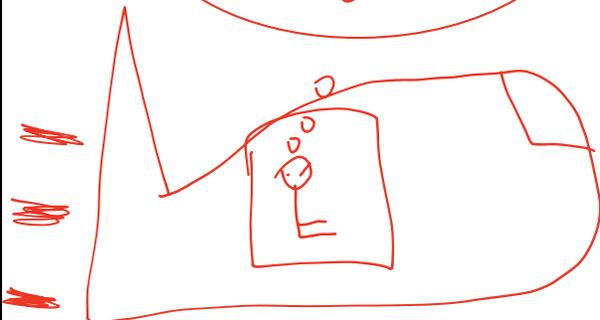
			2
2			
3		4	
1	2		



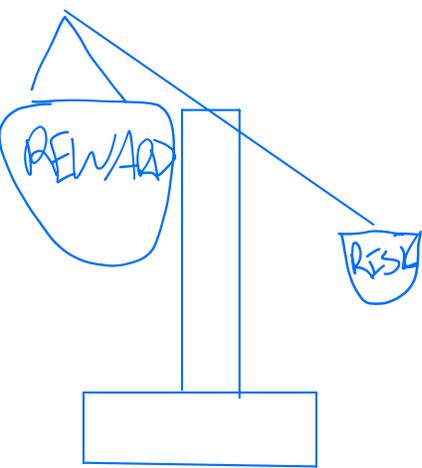
# 2) Anchoring



# 3) Science of Availability



# 4) Loss Aversion



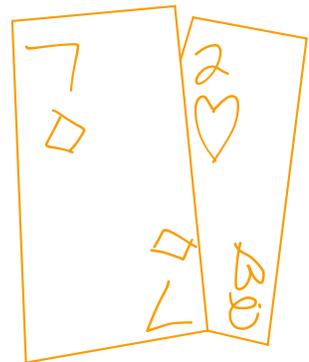
# 5) Framing

100%

OR

90%

# 6) Sunk Cost Fallacy



"Next hand I'll win it back"  
 - Mr. \$-8,200