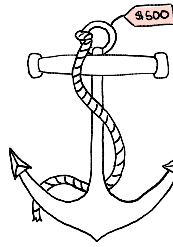
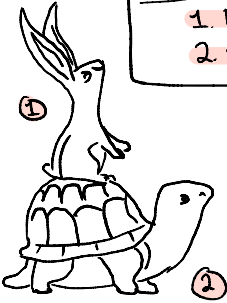
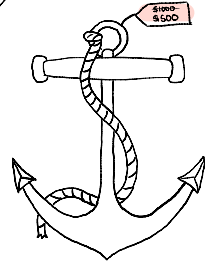


## THINKING SYSTEMS

1. Fast, automatic
2. Slow, logical



**ANCHORING:** bias where the first piece of information encountered clouds the decision-making process.



# Thinking FAST and SLOW

## SUNK COSTS

We tend to follow through with something we've already invested heavily in, even when it's a better idea to give up.

Come inside, boy!

NO! I've been digging for so long. It HAS to be here!



## AVAILABILITY

You think low-probability events are much likelier because of the information presented to you

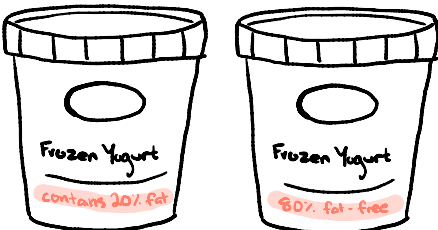


We're all gonna DIE!



## FRAMING

How you frame a situation can dramatically affect how appealing or convincing it is



## LOSS AVERSION

Losses are more significant than gains of the same magnitude.

