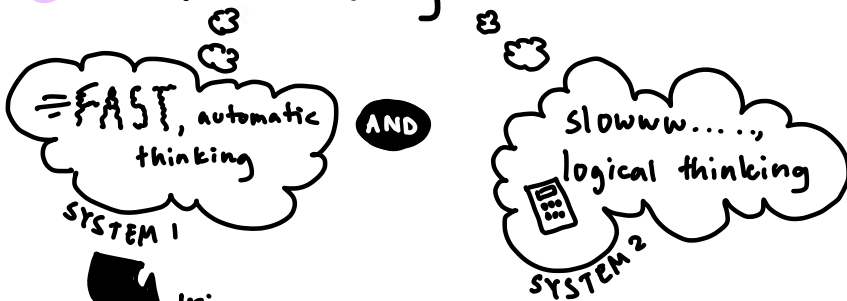


① Understanding...



Using system 1 instead of 2 can lead to fallacies that are not optimal!

don't analyze, run!!!

②

ANCHORING

most people have no idea about estimates and what things cost \$\$\$



Q: 180 ft, more or less?

A: 282 ft (not right!)

⑥



Cost fallacy

letting past decisions influence present behavior.

"I bought this candy for \$20. I have to eat all of it!"

Thinking FAST AND SLOW

④ LOSS = AVERSION



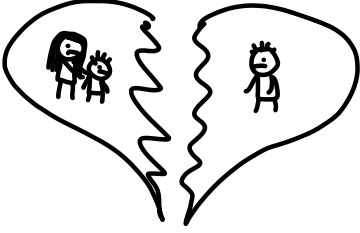
it's easier to convince someone with what they risk

LOSING > GAIN

over what they



to convince someone alcohol is bad, tell them...



③

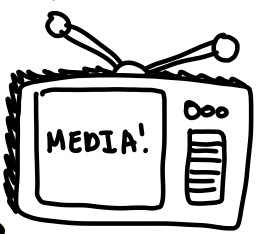
the SCIENCE of availability



events that are nearly impossible can seem possible to you!

dun dun dun

Caused by mainstream...



⑤



10% chance DIE

90% chance LIVE

