

1. Anchoring



Redwood Tree
1200ft vs. 180ft

First numbers stick!

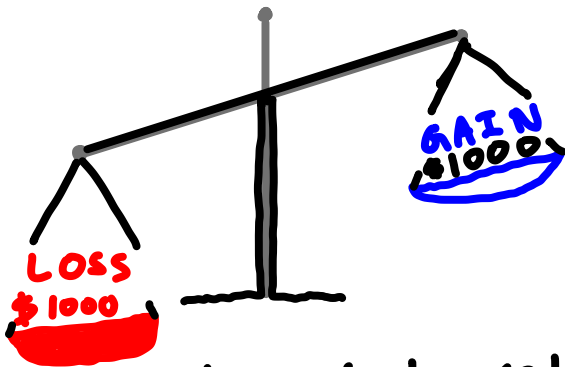
2. Science of Availability

Breaking NEWS.
Plane CRASH



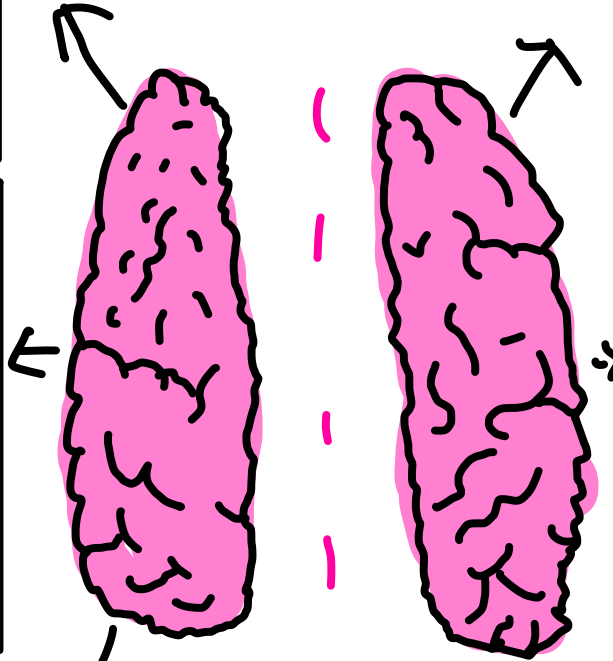
Easy recall ≠ Likely!

3. Loss Aversion



Losses hurt more!

THINKING FAST and SLOW



FAST (System 1)
Automatic,
Instinctual

SLOW (System 2)
Logical,
Effortful

4. Framing



Context changes perception!

5. Sunk Cost Fallacy



6. Survival vs. Logic

Bear = Danger (Good!)

Bird ≠ Danger (Bad!)



Value both systems!