

Når hjernen snyder

Af Christian Staal



Foto: Andreas Nadler

Kort om mig



CHRISTIAN STAAL'S BLOG

ARTIKLER

CHRISTIAN

NYHEDSBREV

OM BLOGGEN

Psykologi, Videnskab & Produktivitet

Fyens Stiftstidende

**BØRSEN.
LEDELSE**



christianstaal.com

To måder at tænke på



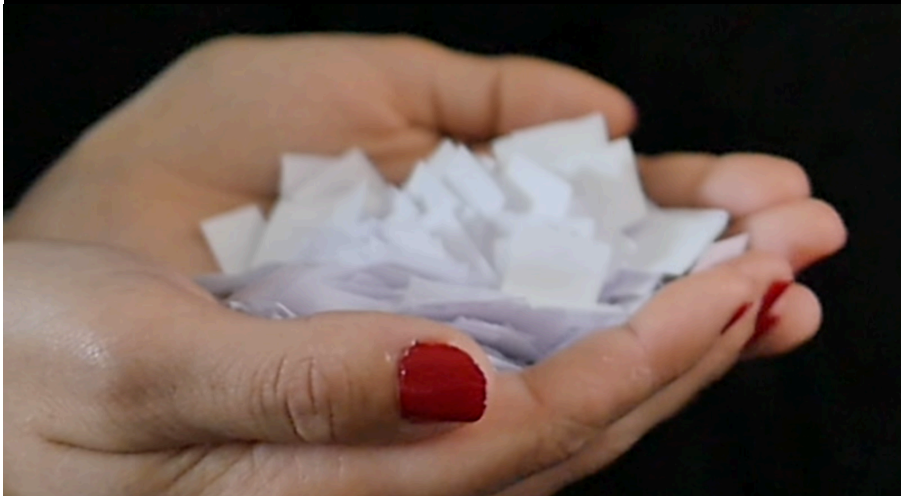


Foto: Richard @ Flickr

Viljestykke



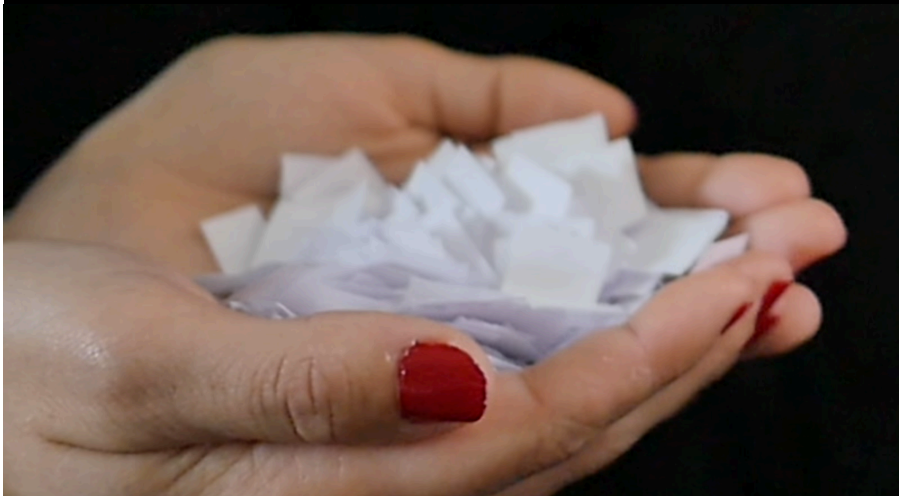
En opgave



Links til besvarelse:

Gruppe A: christianstaal.com/a

Gruppe B: christianstaal.com/b



Stroop-testen

Rød

Blå

Grøn

Gul

Rød

Blå

Grøn

Gul

Grøn

Rød

Blå

Rød

STOP

Den svære...

Rød

Blå

Grøn

Gul

Rød

Grøn

Blå

Gul

Grøn

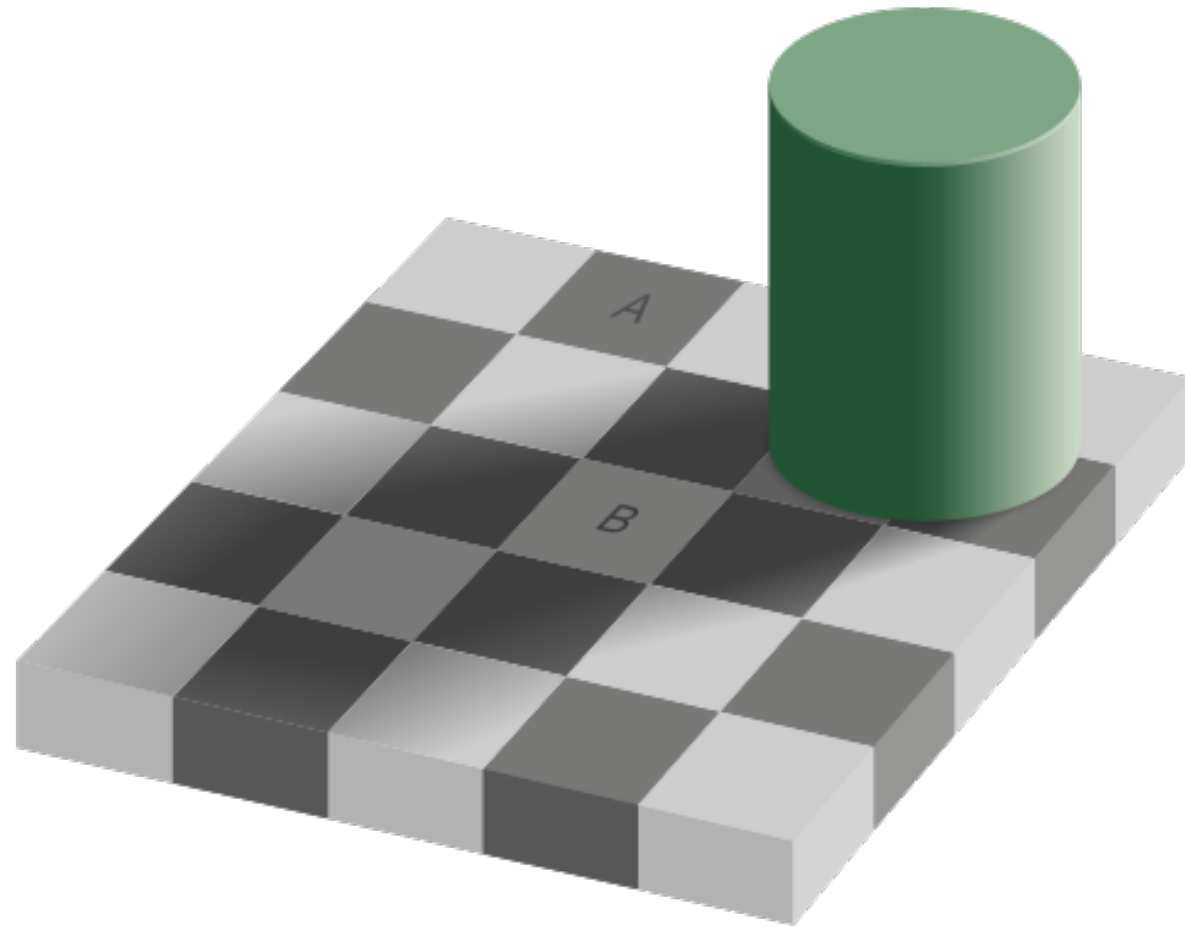
Gul

Rød

Blå

STOP

Optiske illusioner





Bias

Psykologiske illusioner

Priming

(Florida-effekten)



Foto: joiseyshowaa (Flickr)

Priming

(Florida-effekten)

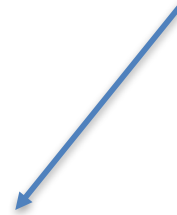
us bingo sing play let

SO_P

Eat

Wash

SO_P



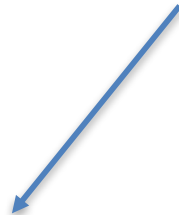
Eat

Wash

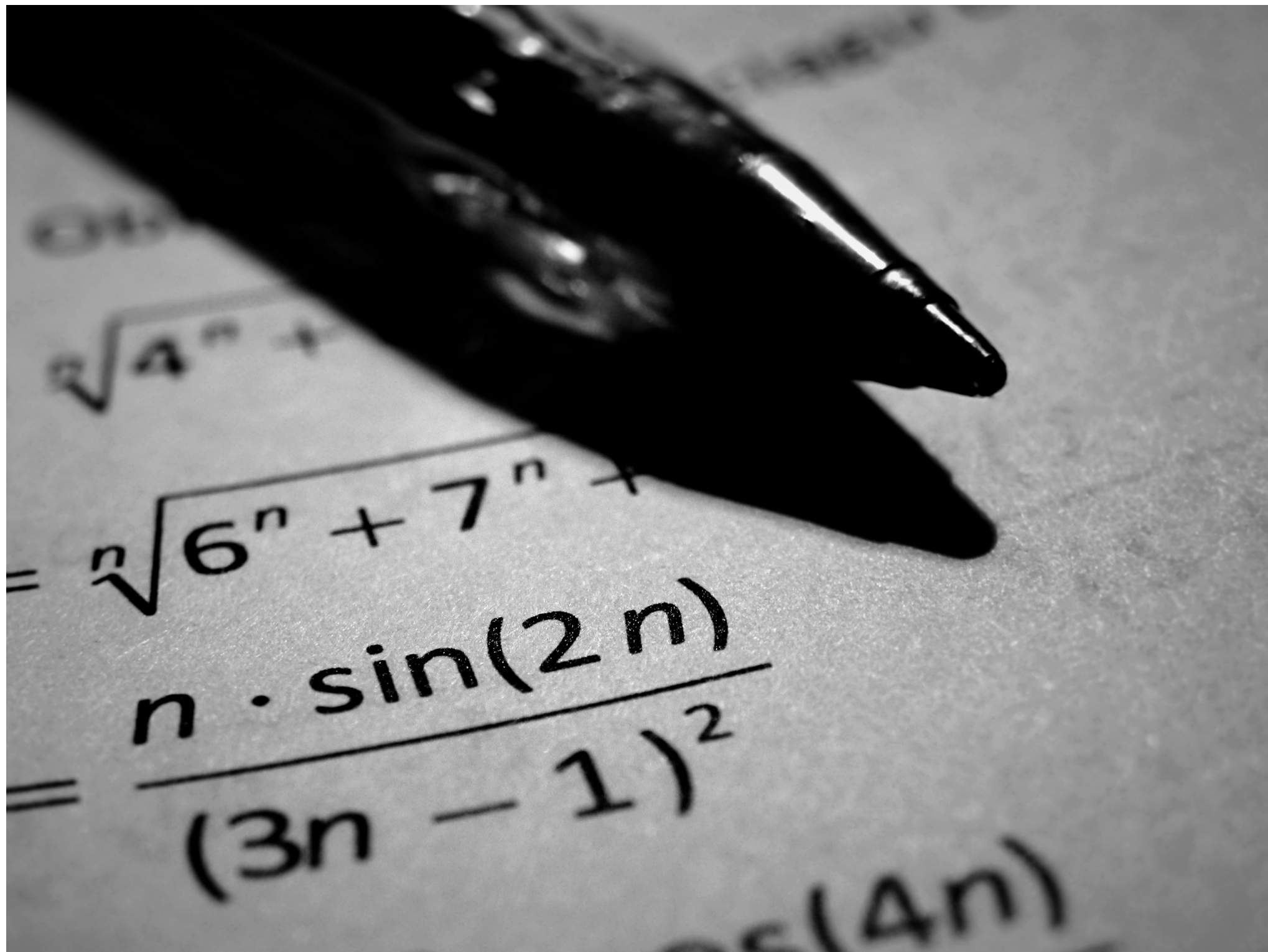
SO_P

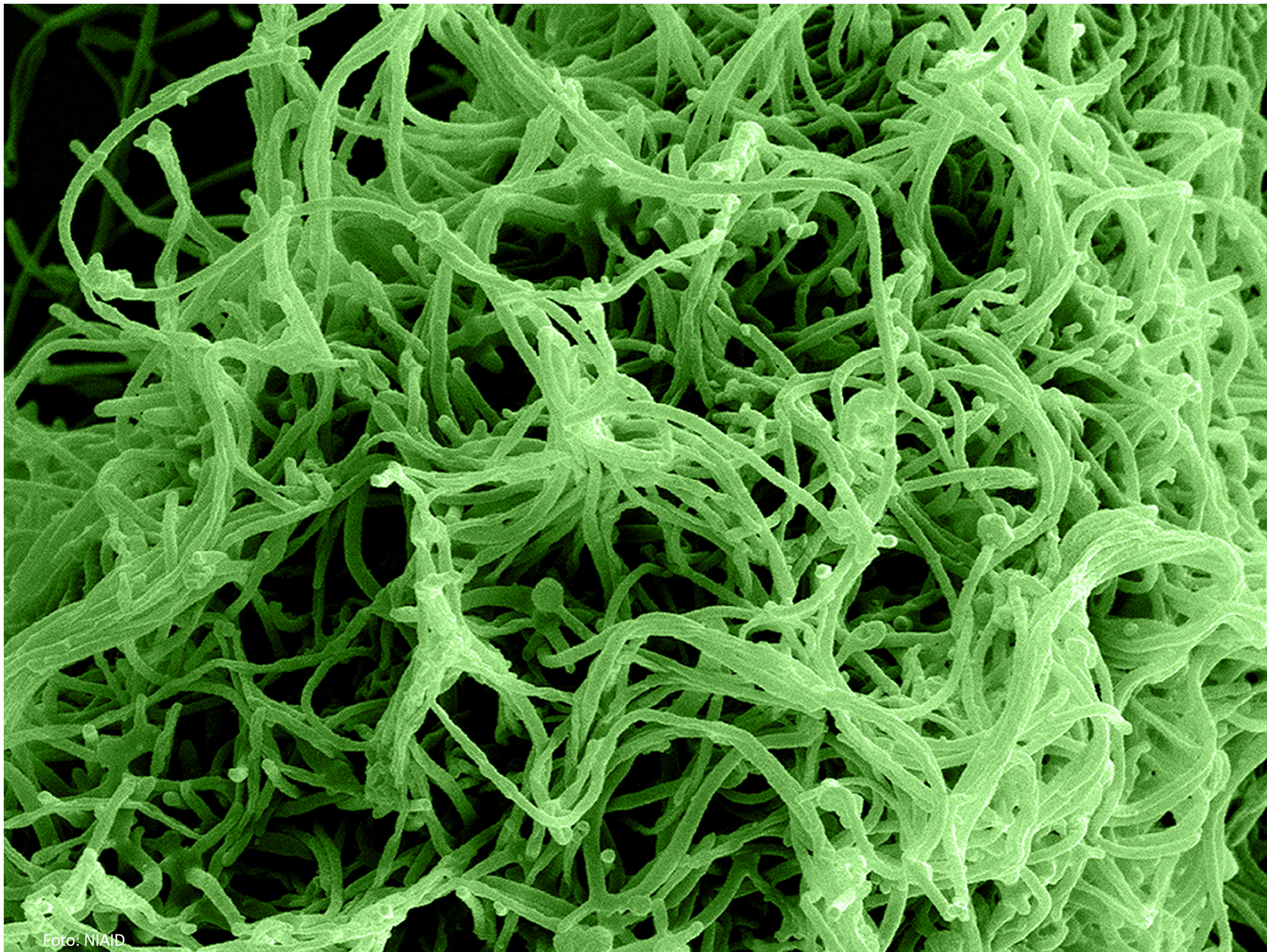
Soup

Soap









600 smittede

A: 200 overlever

B: $1/3$ for at alle overlever

600 smittede

C: 400 dør

D: $\frac{2}{3}$ for at alle dør

600 smittede

Situation #1

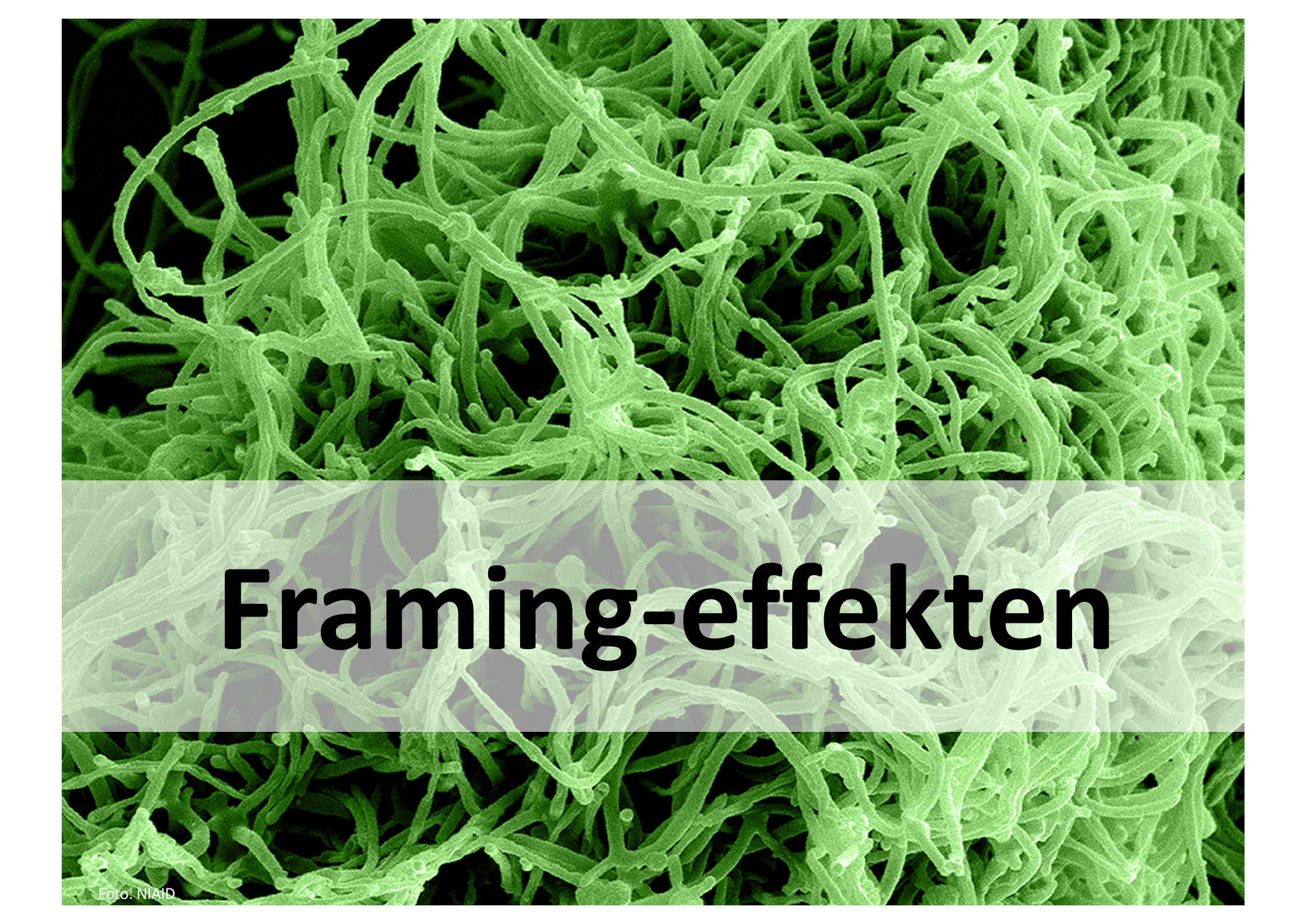
A: 200 overlever

B: $1/3$ for at alle overlever

Situation #2

C: 400 dør

D: $2/3$ for at alle dør



Framing-effekten

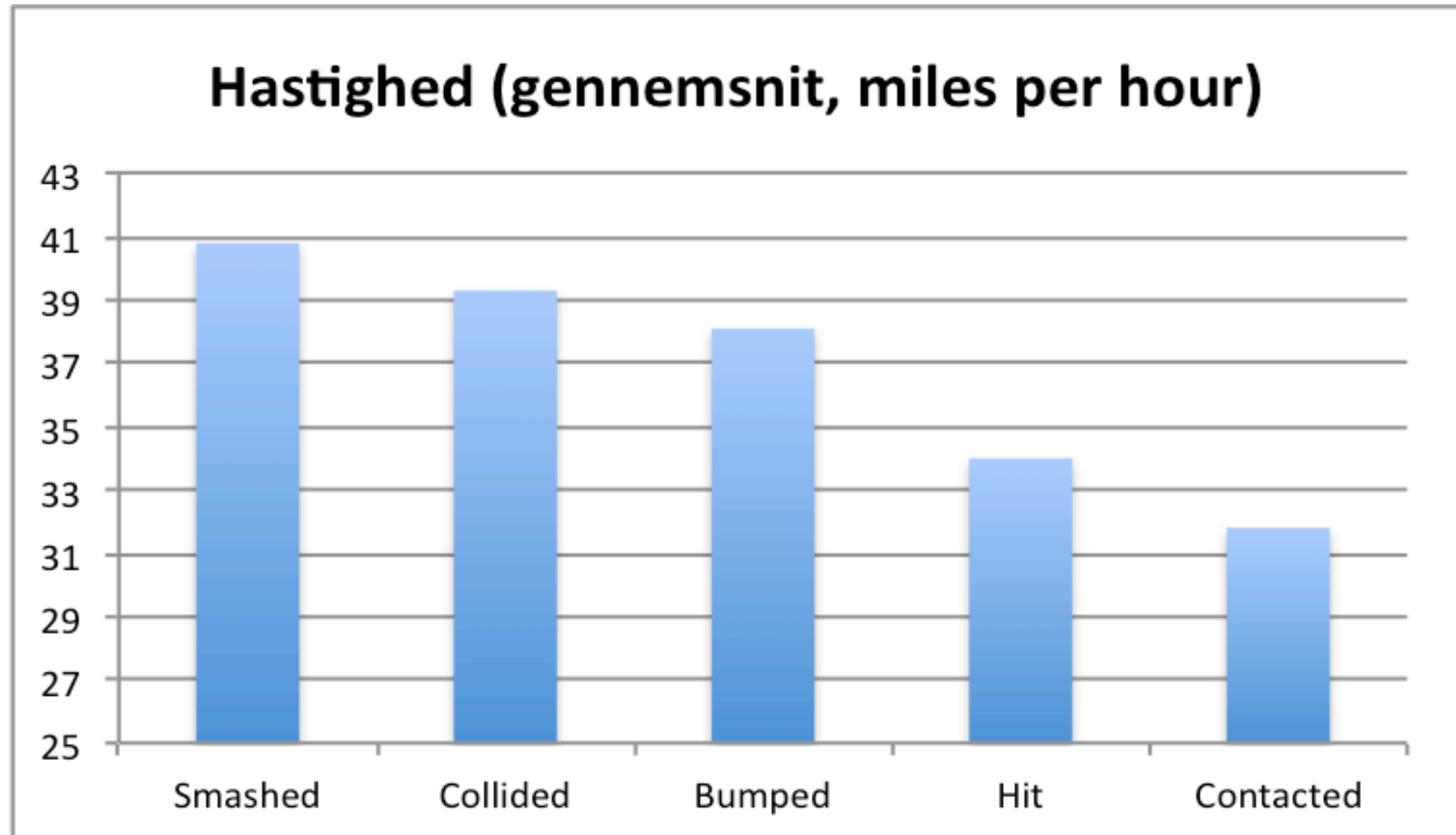
A photograph of a person driving a car, seen from the side. The driver is wearing a red and blue plaid shirt and a black leather watch. Their hands are on the steering wheel. The car's dashboard and speedometer are visible. A semi-transparent grey rectangle is overlaid across the center of the image, containing the text 'Trafikuheld' in a large, bold, black sans-serif font.

Trafikuheld

Trafikuheld

- Smashed
- Collided
- Bumped
- Hit
- Contacted

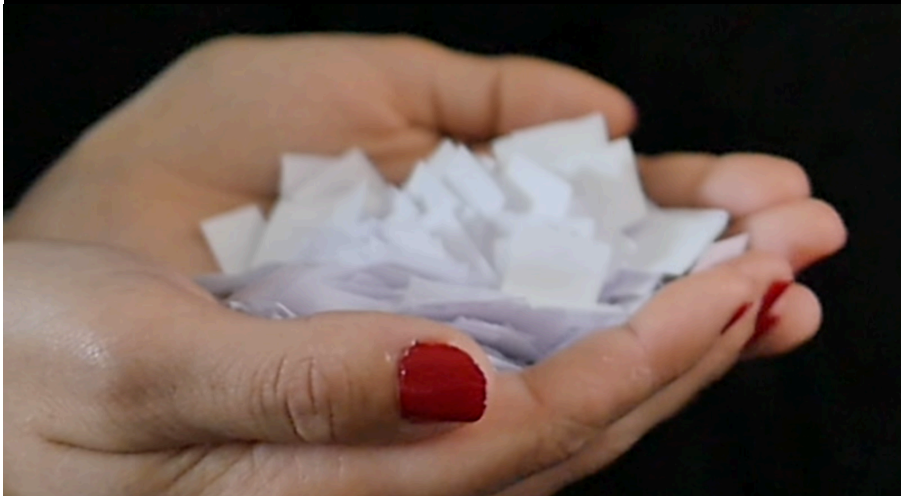
Trafikuheld



A photograph of a large, rusted metal anchor in the foreground, with various industrial scrap metal and a brick building in the background.

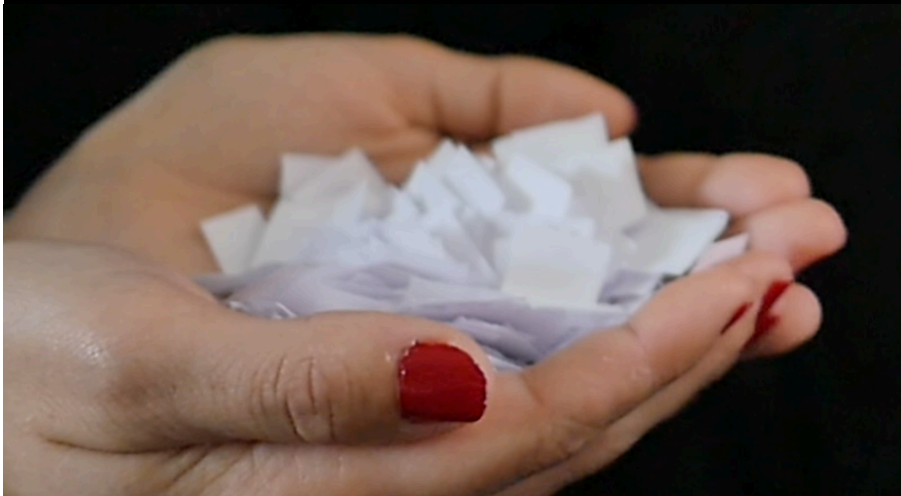
Anker-effekten

Hvor mange papirlapper?



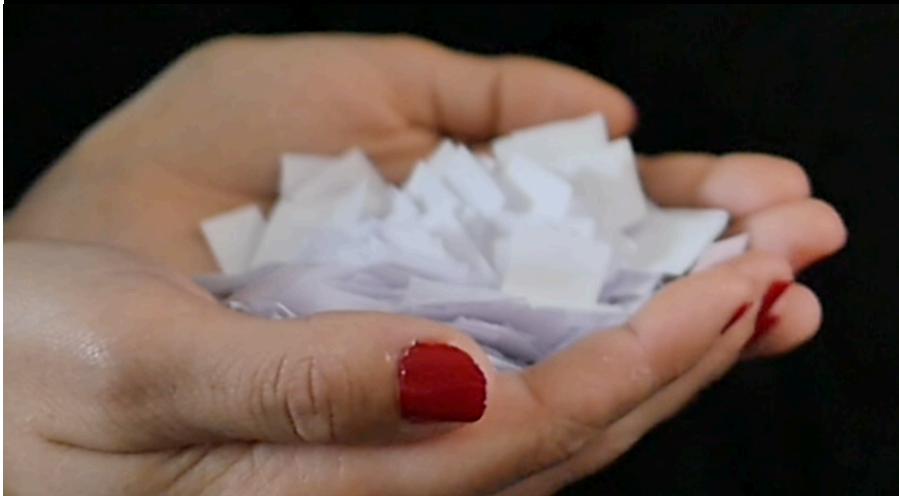
Hvor mange papirlapper?

Korrekt svar: 333



Hvor mange papirlapper?

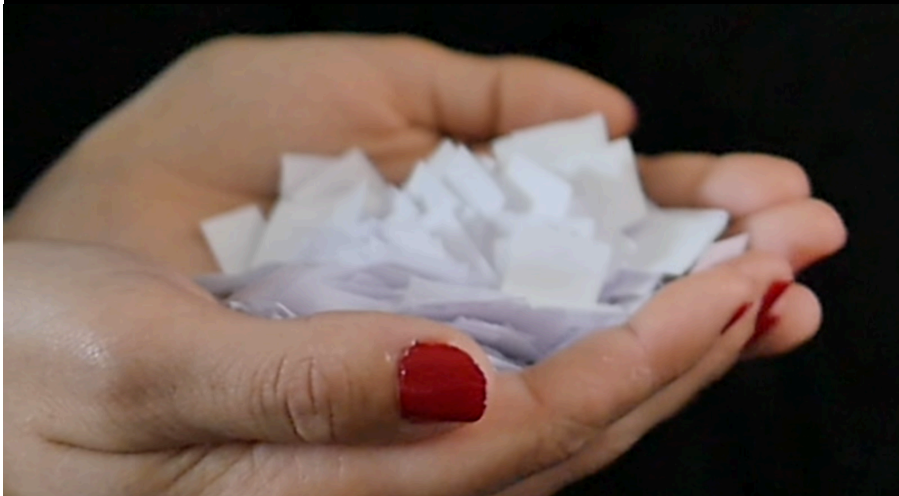
Korrekt svar: 333



Gruppe	Anker	Gennemsnit
Gruppe A:	50	
Gruppe B:	500	

Hvor mange papirlapper?

Korrekt svar: 333



Gruppe	Anker	Gennemsnit
Gruppe A:	50	137
Gruppe B:	500	177

Problemet med System 1



Nudging



Foto: Moyan Brenn



Foto: Rool Paap



Foto: Army Medicine (Flickr)



WHO





christianstaal.com/feedback/



Opsummering

Spørgsmål?

CHRISTIAN STAAL'S BLOG

ARTIKLER CHRISTIAN NYHEDSBREV OM BLOGGEN

Psykologi, Videnskab & Produktivitet

Christianstaal.com

Twitter: @ChristianStaal

kontakt@christianstaal.com

Facebook.com/christianstaalsblog

dk.linkedin.com/in/christianstaal1988



Foto: U.S. Army Corps of Engineers

- [illegible]