

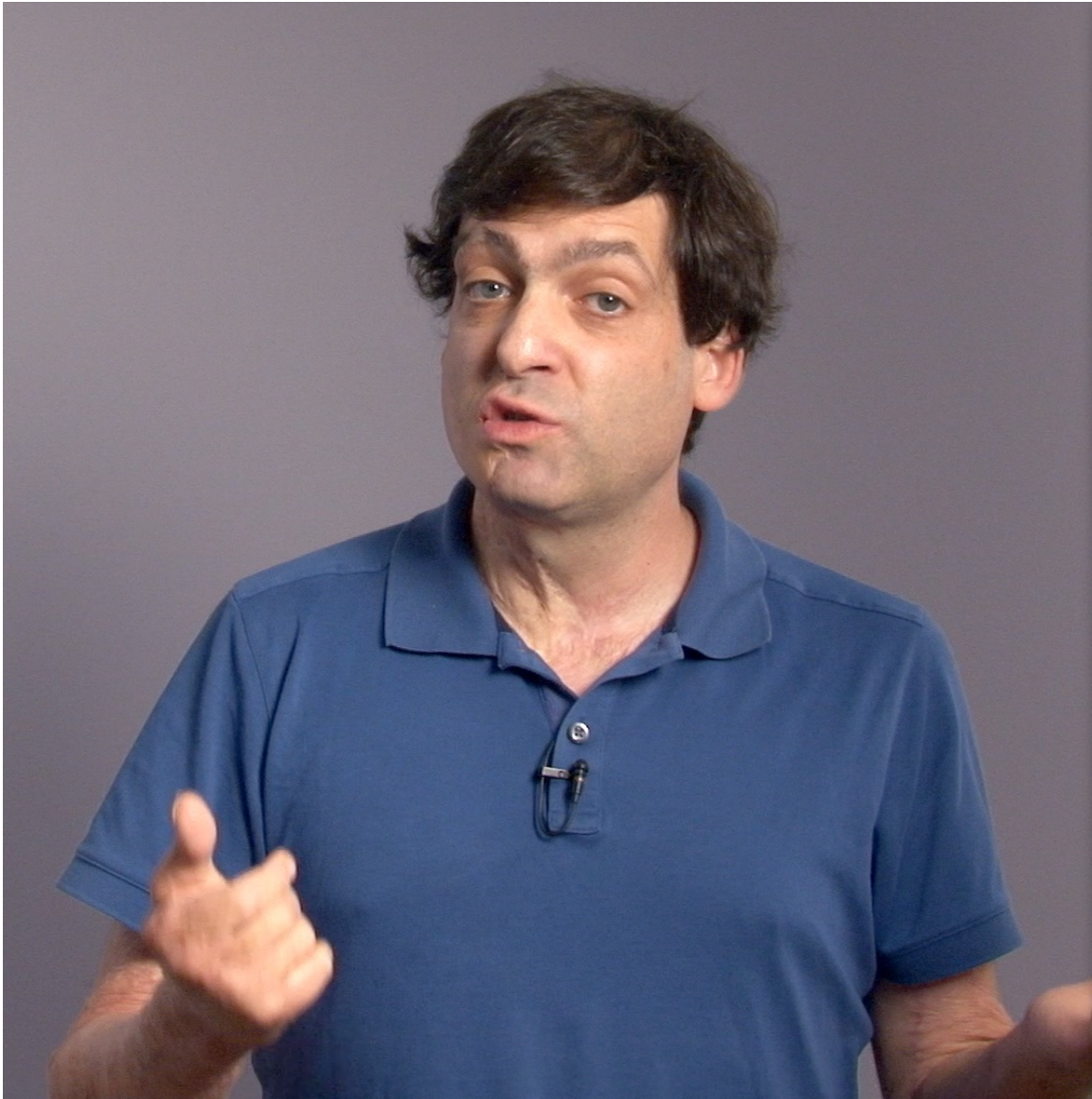
Part 1:
Visual and Decision Illusions



Which strategy would
you pick for bandage
removal?

- short bursts of
extreme pain





Most people think they
would prefer shorter
periods of intense pain.

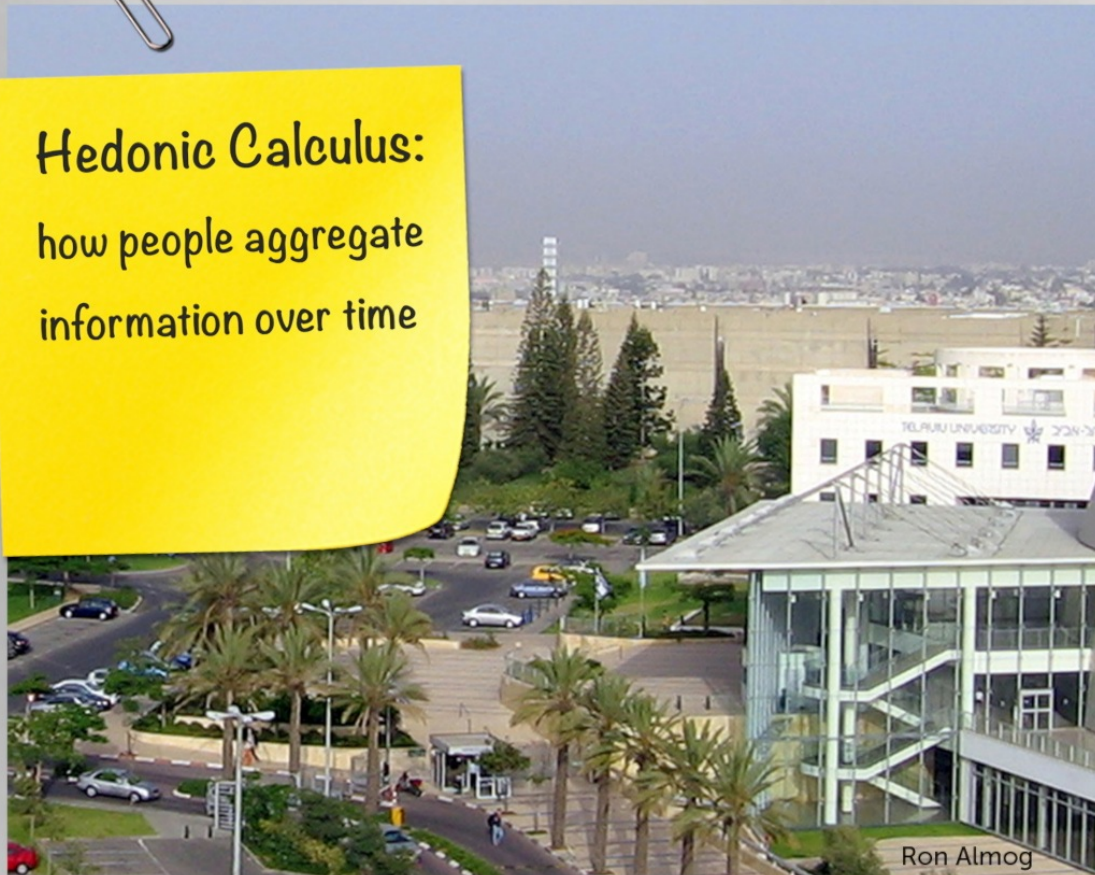
the experimental method



Ron Almog



Hedonic Calculus:
how people aggregate
information over time

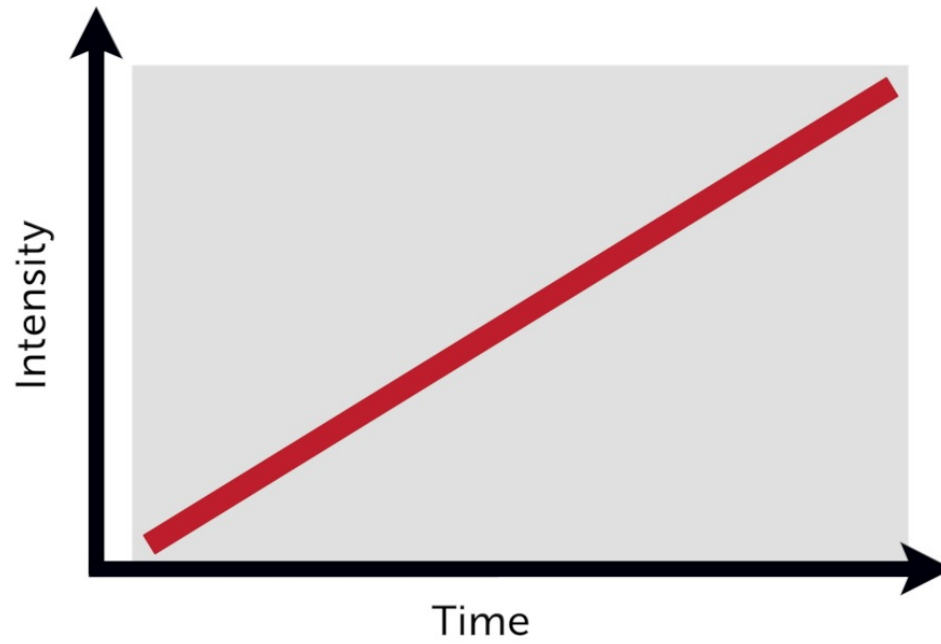


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Experience



1) duration vs. intensity:

- an experience twice as long is not twice as painful
- short, intense pain is worse than longer, milder pain



2) progression over time:

It is better to start with
higher pain and end
with lower pain.

3) recuperation:

allow breaks for recovery





They followed their
intuitions at the cost
of their patients' comfort.



Are nurses the only ones?

A wooden desk with a spiral notebook, a pencil holder, and a folder. The spiral notebook is on the left, with a white page featuring a torn left edge. The pencil holder is in the bottom left corner, containing several pens and pencils. The folder is in the bottom right corner, with an orange tab and a blue cover.

The Foundation of Irrationality:

we think we know the
answer, but we are wrong.

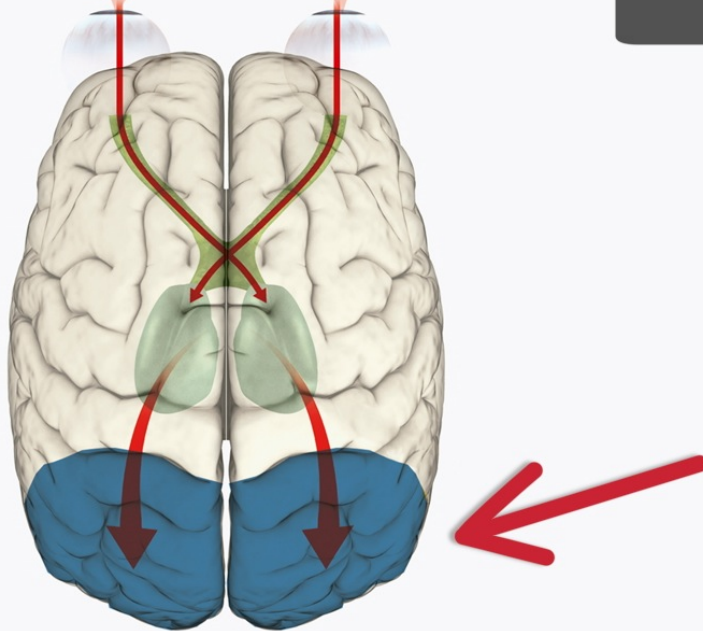
- Perceptions of color are relative to their immediate environment.
- We rely on contextual information to make all sorts of judgments and decisions.





The brain interprets
information by
incorporating our
expectations into
our perceptions.

Visual illusions are a useful
metaphor for human thinking.



If we fail so easily with
vision, we probably make
perceptual mistakes
in other areas as well.



rell.



In these areas,
we may make
even more
mistakes.

