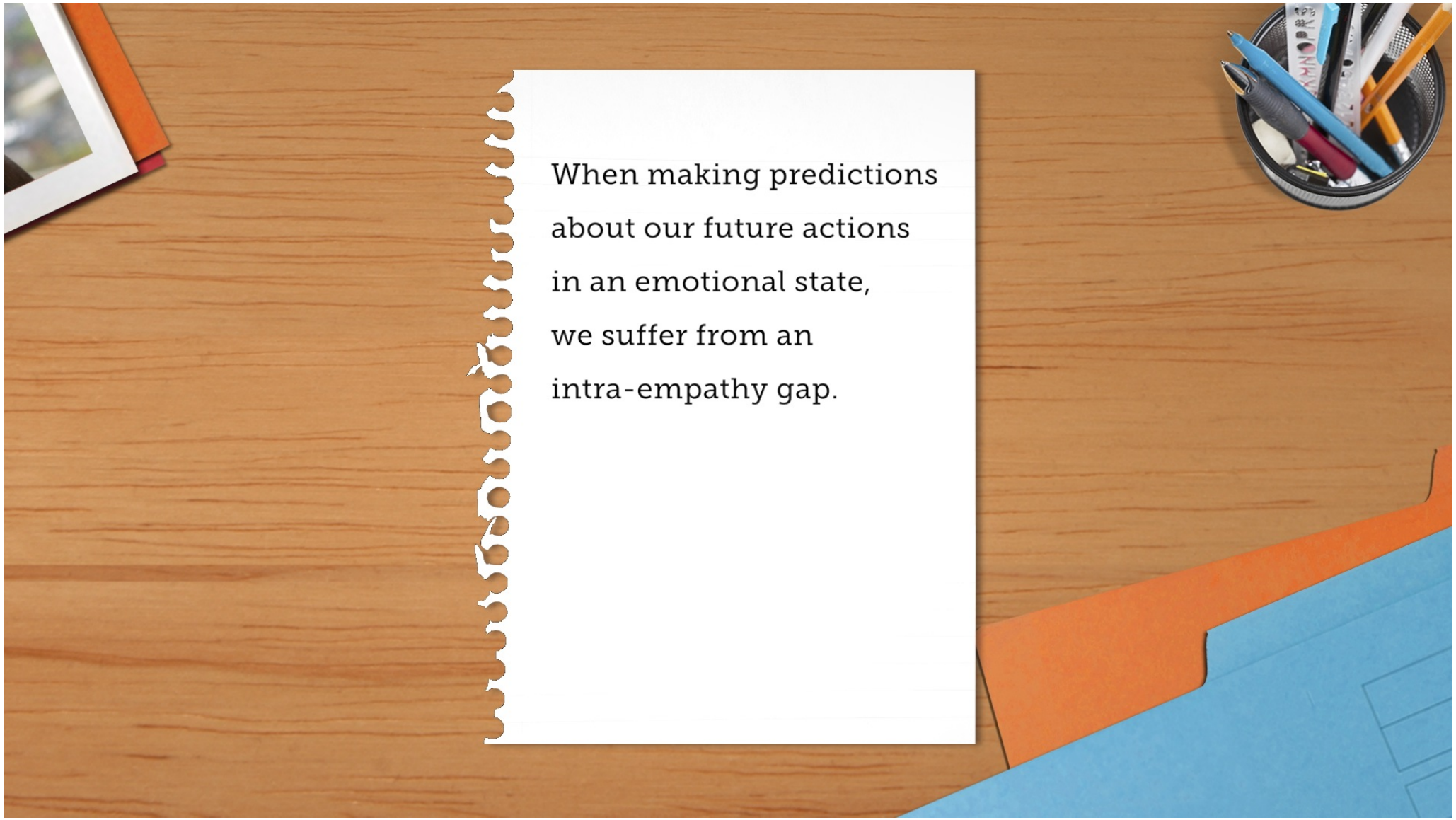
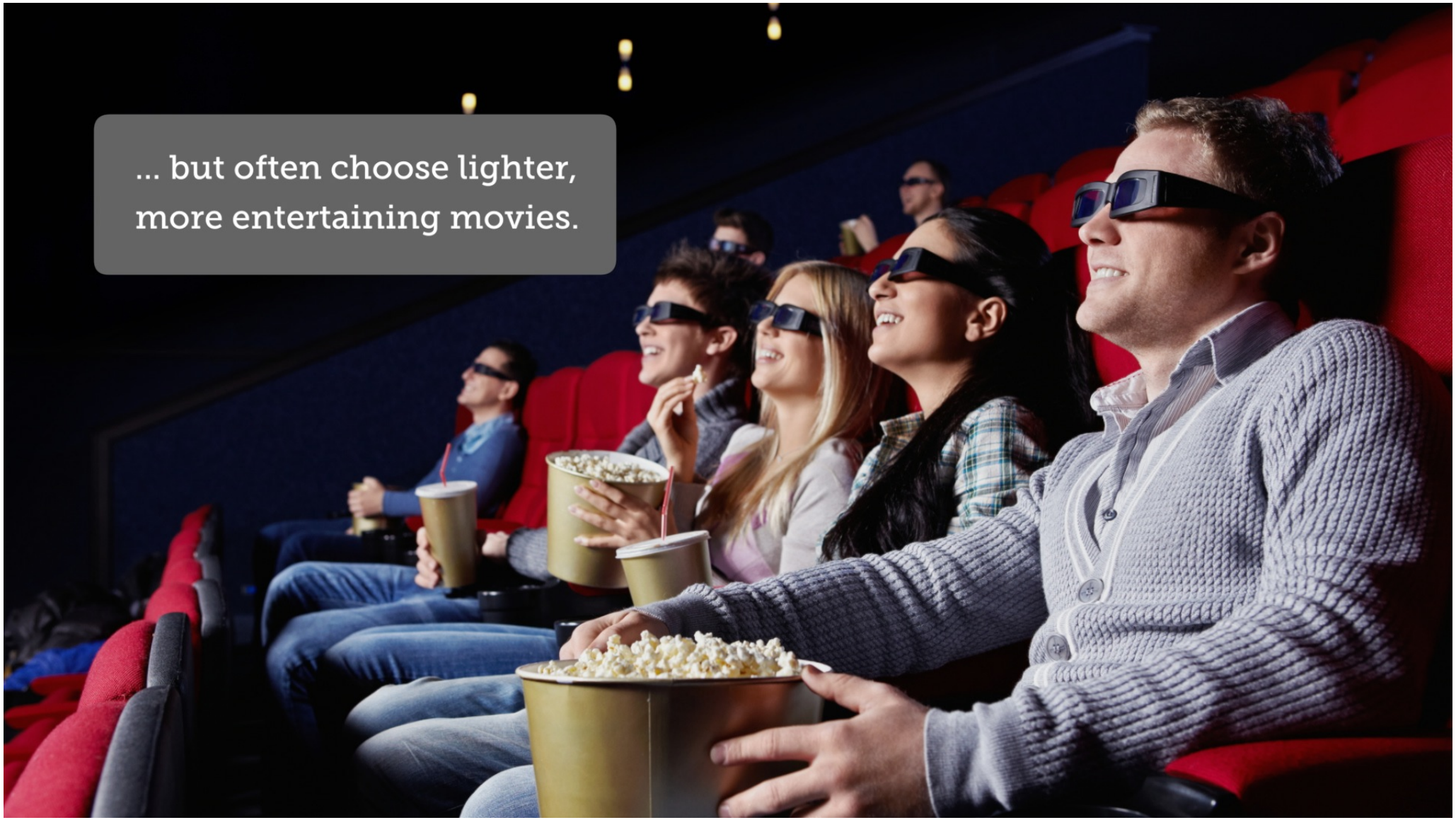
Part 2:
Intra-empathy Mismatch


When making predictions
about our future actions
in an emotional state,
we suffer from an
intra-empathy gap.

People say they want to watch high quality movies ...


... but often choose lighter,
more entertaining movies.

When thirsty, people are more likely to donate to water-related causes.

We might have more success raising money for food-related causes if we solicit hungry people.