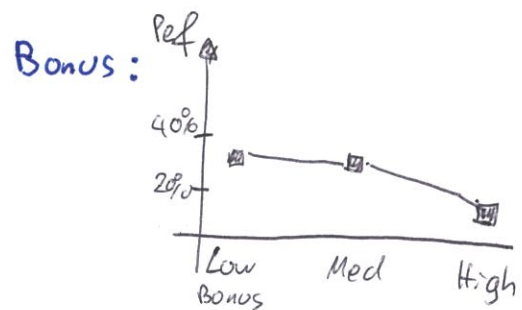


Upside of irrationality 1



Money for motivation =
double-edged sword
for cognitive tasks = bad
(see left)

Meaning of work:

- * Blogs satisfy creator instinct for the one writing them
- * Destroying work sucks joy out of those doing it

IKEA effect (p. 5886)

- * We overvalue what we make.
- * Creators bid more (27ct) for their own work than others (5ct); about art (p. 5014)
- * effort is crucial for this feeling
- * We are unaware that others find our creations worthless (1.608)

NIH bias (l. 6181)

- * Having ppl reorder sentence suggestions \Rightarrow they take ownership and like them more!
- * Acronyms create groupthink (l. 6343)

Revenge (l. 6397)

- * fin. crisis 2008: no trust rebuilt b/c nobody punished
- * After rude behavior (accept phone call) only 14% return money (vs 45% baseline)

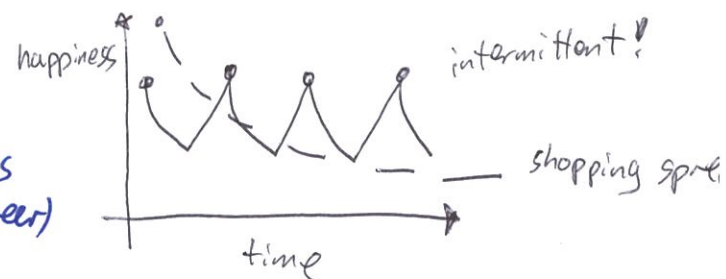
About cars: whether the company knows it or not, Audi is a service organization that also sells cars, not a car making organization that happens to provide services.

Adaptation (l. 6854)

- * taking breaks during good experience \Rightarrow more joy after!
- \Rightarrow Don't break up bad/boring tasks.

instead of thinking about relief from chore remember how difficult restarting will be.

- * become wine expert of those under 15\$
- * try different things & take risk (career) for more joy



Hot or Not (l. 7290)

less attractive ppl re-order attributes when choosing mates. (e.g. he's such a great father, good humour); nobody alters beauty definition (I like bald men) or refuses to adapt (my rank is higher than I think it is)

- * Online dating is a failed market place
high effort (5h/wk profile + 6h/wk email) w/ low returns
we need sth good to get started \Rightarrow bring your favorite obje
- * Most annuities are a rip-off (l. 7840)

Upside of irrationality 2

Empathy (L. 7867)

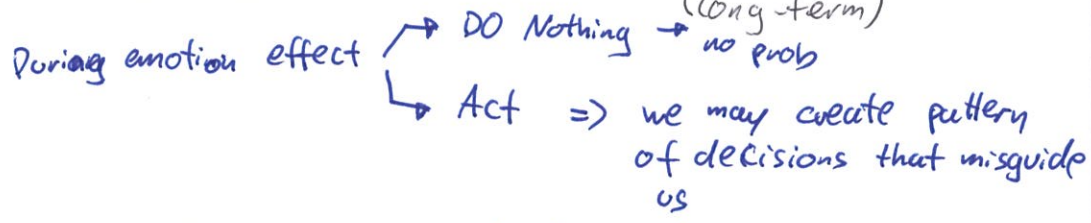
We help the individual who is close, but ignore the many far away.

Often blc feel that we cannot make a difference.

Important: preventative health care

LT effects of ST emotions (L. 8133)

Decisions => emotions => decisions



Couple: Explore joint behavior under stress; w/o well-defined protocols.

We must test everything! (Big lesson finish).