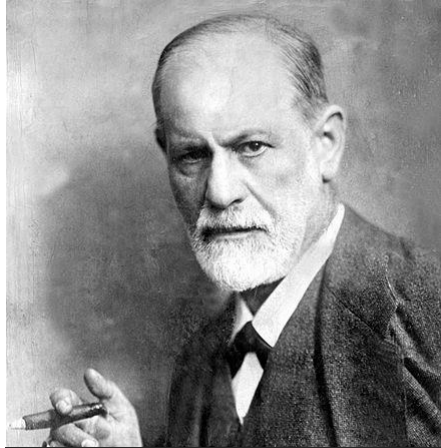


Behavioural Economics Can Finally Explain Human Behaviour

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Freud (1856—1939)
The “Unconscious”

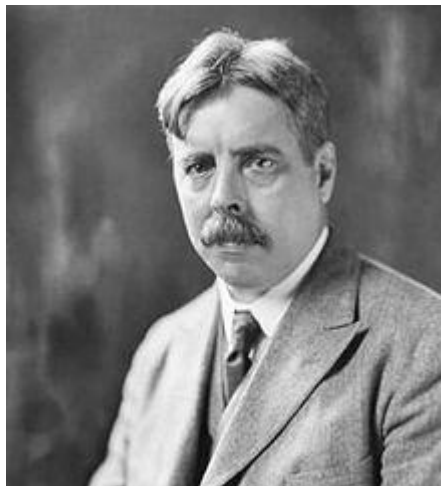


Asch 1951
Conformity



Zimbardo 1971
Prisoners Guards

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Thorndike 1920
Halo Effect



Milgram 1963
Obedience



Sherif, White, Hood 1954
Cooperation

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Thank you!

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