Special Topics - Winter Term 2019-2020

PSYCHOLOGY 3393G

Applied Decision Making in Psychology

Traditional theories in the fields of psychology and economics assume that consumers will be rational when making decisions. But research by behavioural scientists in the past 50 years has demonstrated how thinking, reasoning and decision-making are susceptible to influence by many factors, including our moods, desires, the number of alternatives, and the framing of decision options. This course will focus on gaining a deeper understanding of the factors that affect our judgments and decisions in an increasingly complex world, and also how governments, employers, and other policy makers can improve people’s lives (and, ultimately, the greater good of society) by “nudging” them toward certain courses of action.

KING’S
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Monday 2:30-5:30 pm