



## MISBELIEF: WHAT MAKES RATIONAL PEOPLE BELIEVE IRRATIONAL THINGS

with Dan Ariely

Complimentary to IMS Members (US) per person

VIRTUAL SESSION (1-HOUR)

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Misinformation is an issue that affects us all on a daily basis. It manifests in various forms, from social media to politics, and even in our personal relationships. Although we are aware of the dangers that misinformation can cause, it is a complex problem that cannot be solved by merely policing social media. Our attempts to address the problem are often influenced by political partisanship and subjective interpretations of truth.

As advanced artificial intelligence becomes capable of generating an unprecedented amount of convincing fake news stories, Ariely believes that we can protect ourselves from falling prey to misbelief by being aware of the forces that fuel it. By becoming more resilient against its allure both as individuals and as a society, we can safeguard ourselves from the potential harm caused by fake news.

In this program, Ariely discusses the psychological factors that lead people to adopt irrational beliefs despite being rational individuals. He demonstrates how anyone, under certain circumstances, can be susceptible to false information and provides an approach to combat misbelief.

## DAN ARIELY

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In terms of official positions, Dan Ariely is a Professor of Psychology and Behavioral Economics at Duke University and a founding member of the Center for Advanced Hindsight.

His books, *Irrationally Yours*, *Predictably Irrational*, *The Upside of Irrationality*, *The (Honest) Truth About Dishonesty*, the movie *Dishonesty* and the card game *Irrational Game* are his attempt to take his research findings and describe them in non academic terms, so that more people will learn about this type of research, discover the excitement of behavioral economics, and possibly use some of the insights to enrich their own lives. Dan does research in behavioral economics and tries to describe it in plain language. These findings have enriched his life, and his hope is that they will do the same for you.

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