

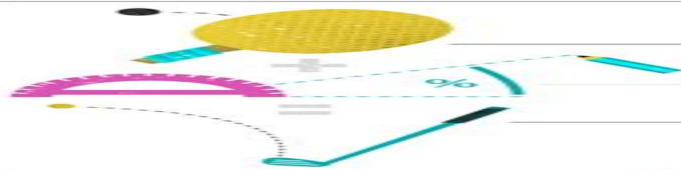
# EVERYDAY PSYCHOLOGY

You Should Probably Know

1

## SEX, DANGER, AND FOOD ARE MEANT TO DRAW YOUR ATTENTION

Your brain is hardwired to stay safe, reproduce, and eat as a means of survival. Everything else is secondary.



## JUST BECAUSE YOU HAVEN'T DOESN'T MEAN YOU CAN'T

You have a mental model for just about everything. This allows you to see past experience and existing perceptions to do things you've never tried.

2

3

## YOU SEE WHAT YOU EXPECT TO SEE

How we perceive what we see is heavily influenced by context. Our brains naturally filter irrelevant information in a process called *attentional blindness*.



## YOU ARE BUILT TO IMITATE AND EMPATHIZE

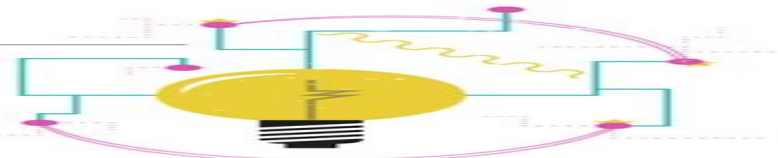
"Mirror neurons" allow us to share other's experiences and provide us to imitate other's actions. This is why babies imitate facial expressions.

4

5

## IT'S NORMAL FOR YOUR MIND TO WANDER

Most people's minds are wandering about 30% of the time. Mind wandering allows you to prepare for future events and is strongly linked to creativity.



## WE CHOOSE THE FIRST ONE ON THE LIST

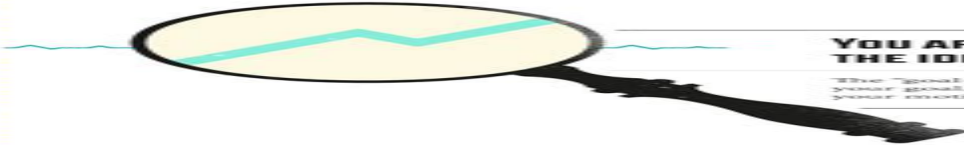
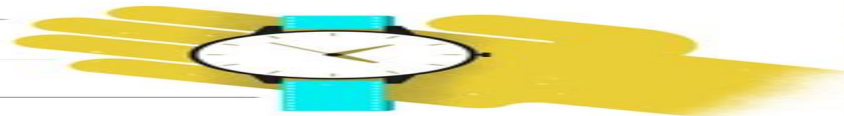
Studies show that when people are presented with a list of options, they are more likely to pick whatever is first. The same is always to hold true for voting.

6

7

## YOU VALUE WHAT'S RIGHT IN FRONT OF YOU

Being able to hold an object in your hands has more influence on what people are willing to pay for an item than product presentation or pictures.



## YOU ARE MOTIVATED BY THE IDEA OF PROGRESS

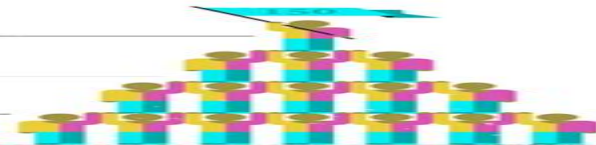
The "goal gradient" effect states that the closer you are to your goal, the more motivated you become. However, your motivation plummets once the goal is reached.

8

9

## YOUR SOCIAL GROUP HAS A MAXIMUM CAPACITY

The size of the neocortex has a direct impact on the number of stable relationships a species can have. For humans, it's about 150.



## YOU'RE MORE LIKELY TO SPEND MONEY IF NOT ASKED

Most people are primarily concerned with time, energy, and personal comfort when making a purchase.

10

DO YOU KNOW YOURSELF AS WELL AS YOU THINK YOU DO?

# Psychology Of Everyday Things

**L Cohen**



## **Psychology Of Everyday Things:**

## Decoding **Psychology Of Everyday Things**: Revealing the Captivating Potential of Verbal Expression

In a period characterized by interconnectedness and an insatiable thirst for knowledge, the captivating potential of verbal expression has emerged as a formidable force. Its power to evoke sentiments, stimulate introspection, and incite profound transformations is genuinely awe-inspiring. Within the pages of "**Psychology Of Everyday Things**," a mesmerizing literary creation penned by way of a celebrated wordsmith, readers attempt an enlightening odyssey, unraveling the intricate significance of language and its enduring affect our lives. In this appraisal, we shall explore the book is central themes, evaluate its distinctive writing style, and gauge its pervasive influence on the hearts and minds of its readership.

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