



On this show, Dan Ariely, Duke University professor and noted author, discusses behavioral psychology and persuasion, the dangers of misbelief, and the growing phenomenon of identity polarization in the digital age. Dan shares how misbelief can lead to a distorted view of reality, where everything is seen through the lens of a particular belief or perspective. We also dive into the significance of clear and concise communication in legal settings and the importance of navigating difficult conversations with empathy and respect.

Dan is the James B. Duke Professor of Psychology & Behavioral Economics at Duke University and founded the Center for Advanced Hindsight. Dan also co-created the film documentary *(Dis)Honesty: The Truth About Lies* and wrote three-time New York Times bestsellers: *Predictably Irrational*, *The Upside of Irrationality*, and *The Honest Truth About Dishonesty*. His latest book, *Misbelief: What Makes Rational People Believe Irrational Things*, discusses the distorted lens through which people begin to view the world, reason about the world, and then describe the world to others.

*"When we are stressed, we need a story with a villain - and that story gives us a sense of control." - Dan Ariely*

**This week on *The Persuasion Occasion*:**

- How misinformation spreads and affects trust in society
- Why misbelief can lead to a distorted view of reality, where everything is seen through the lens of a particular belief or perspective
- Dan explains how stress can lead to misbeliefs and a desire for control
- Why we have low resilience due to decreased time with friends and workplace social isolation
- What the "funnel of misbelief" is and how it affects our psychology
- How social media can both facilitate and exacerbate the polarization of beliefs
- Why it's so important to address misinformation and polarization and the potential consequences for democracy and society if we don't
- Why the legal system needs to catch up with new forms of communication and deterrent mechanisms in the digital age
- Dan shares his story of growing half a beard after being injured 70% of his body and why it inspired him to explore behavioral economics
- The illusion of explanatory depth, where people often overestimate their knowledge
- Why we should seek out diverse perspectives and engage in constructive dialogue with people from different backgrounds and beliefs

[Listen to "Behavioral Economics and Persuasion Featuring Dan Ariely " on Spreaker.](#)

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