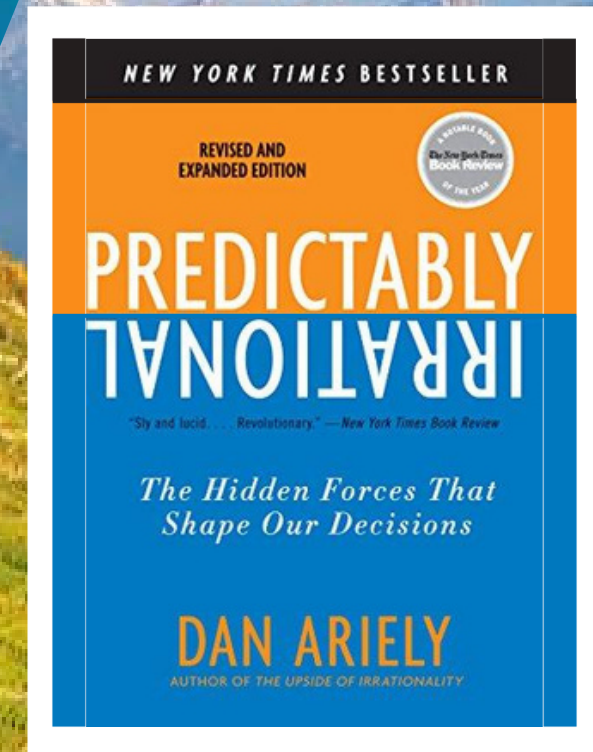


Irrational Behaviours (not ours) and human errors

Professor Sameh ABADIR

Warsaw, March 2026

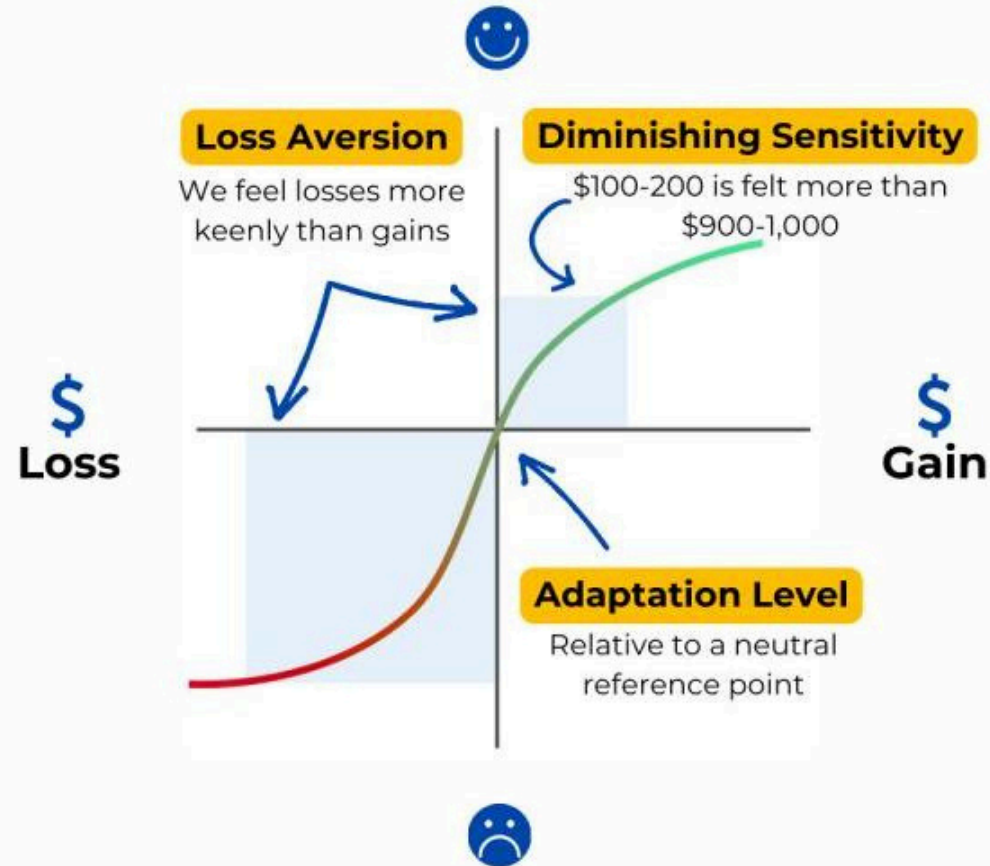




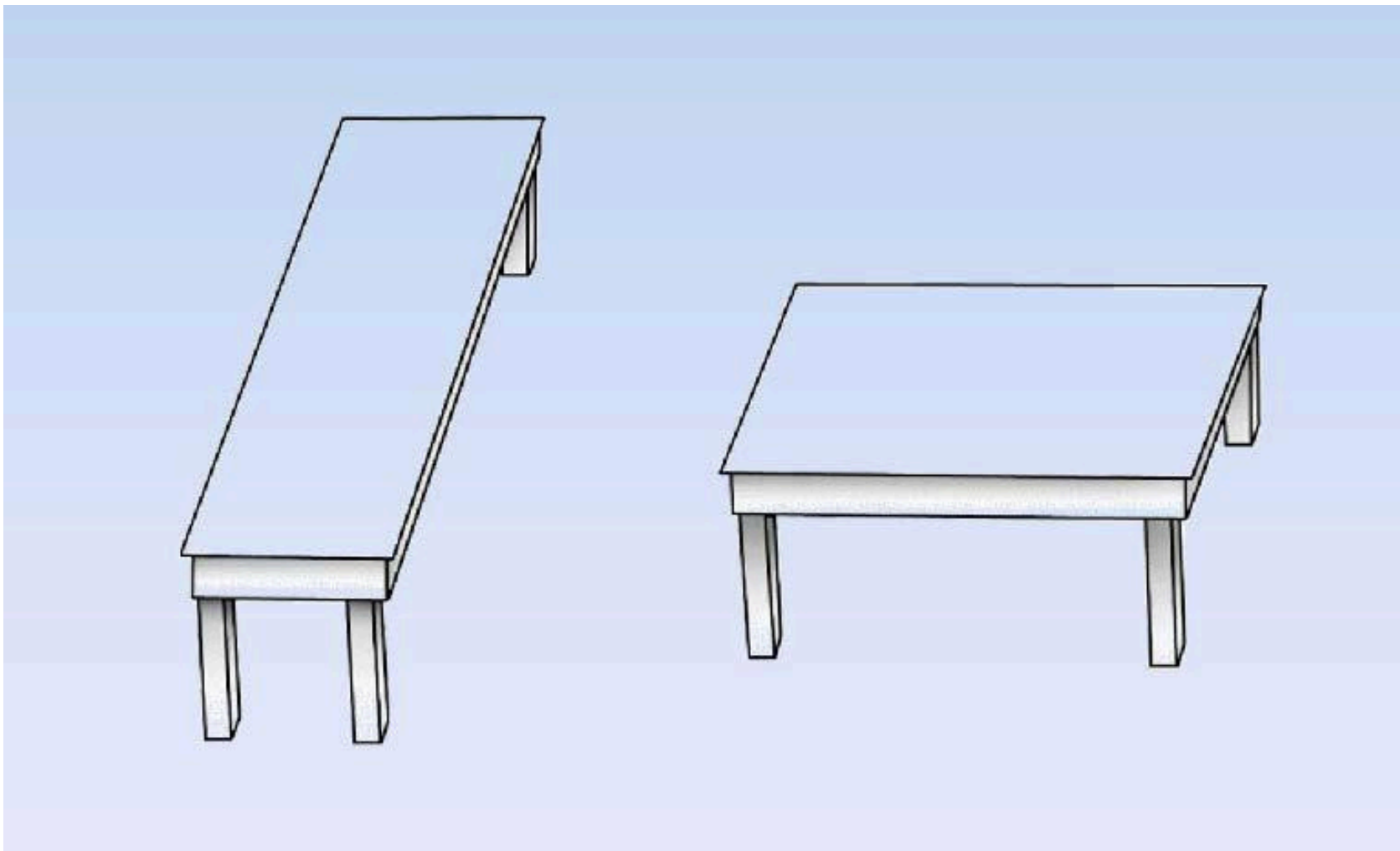
You're four times
It's hard to
more likely to have
concentrate on
a road accident
two things
when you're on
at the same time.
a mobile phone.



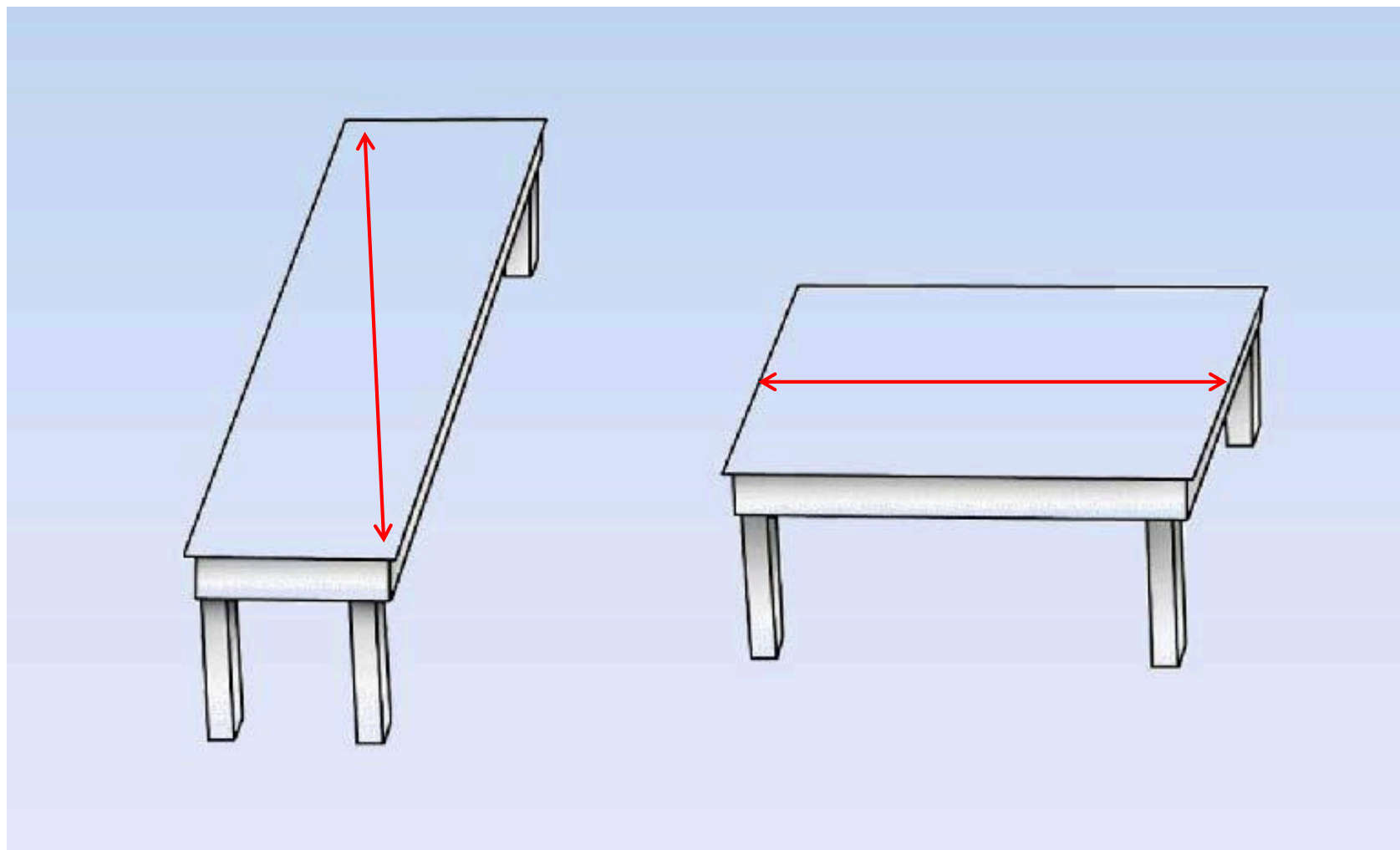
Prospect Theory



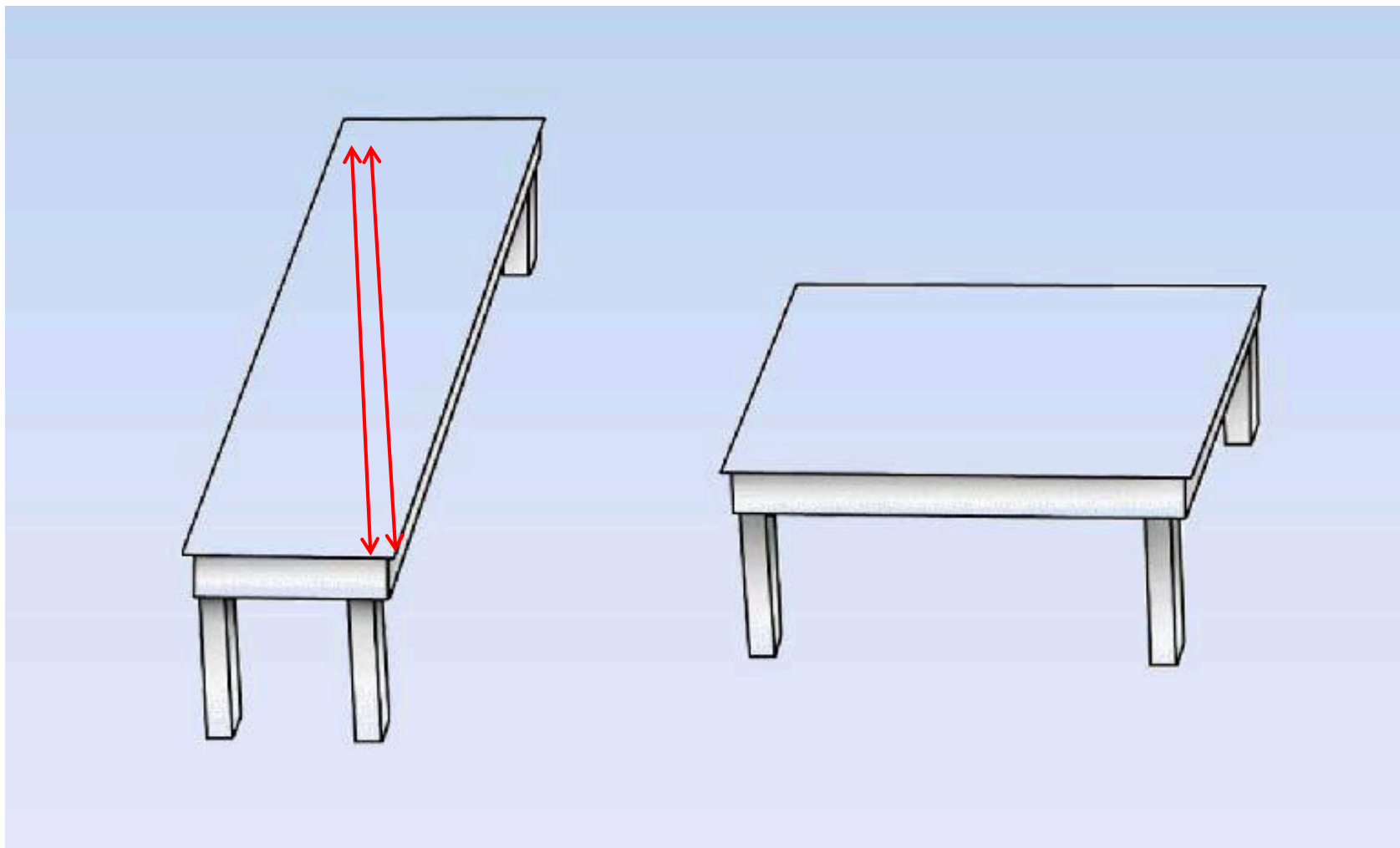
Which is longer?

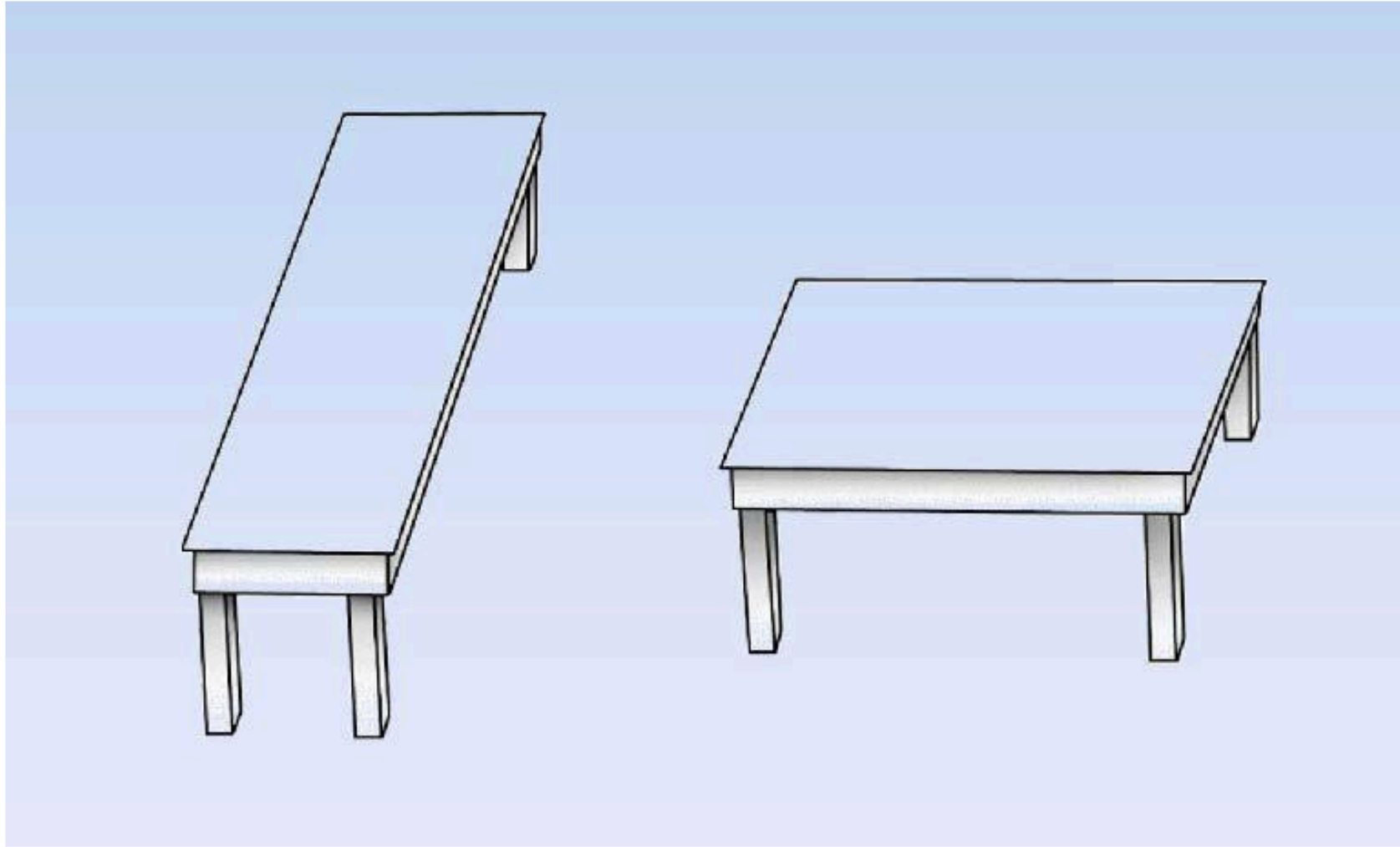


Which is longer?

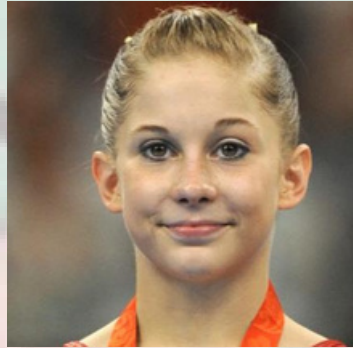
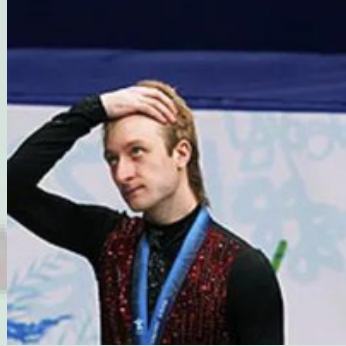


Which is longer?





Who is happier?



Who's Happier?



The discount: Computers vs. Calculators

You're buying a computer – it is priced at 2000€
BUT the salesperson is a friend of yours and gives you a tip: the computer is on sale in a shop 20-minute drive away.

Q: What kind of discount would make it worth a 20-minute drive?

You're buying a calculator – it is priced at 50€
BUT the salesperson is a friend of yours and gives you a tip: the calculator is on sale in a shop 20-minute drive away.

Q: What kind of discount would make it worth a 20-minute drive?



The hotel experience

The 100% perfect experience
(where NOTHING at all went wrong)

VS

The very good experience
The very good experience
(where a tiny issue came up BUT was fixed on
the spot)



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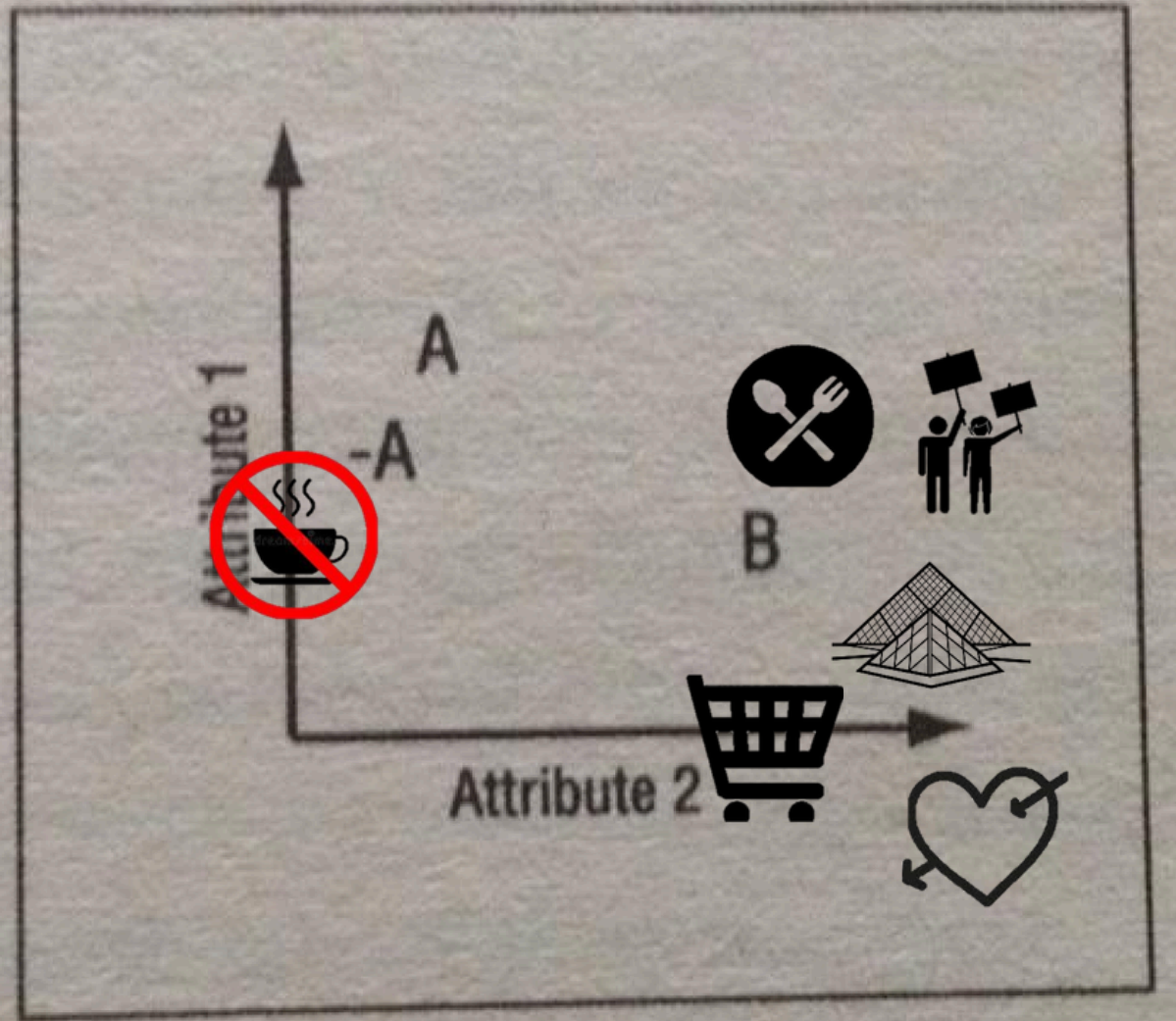
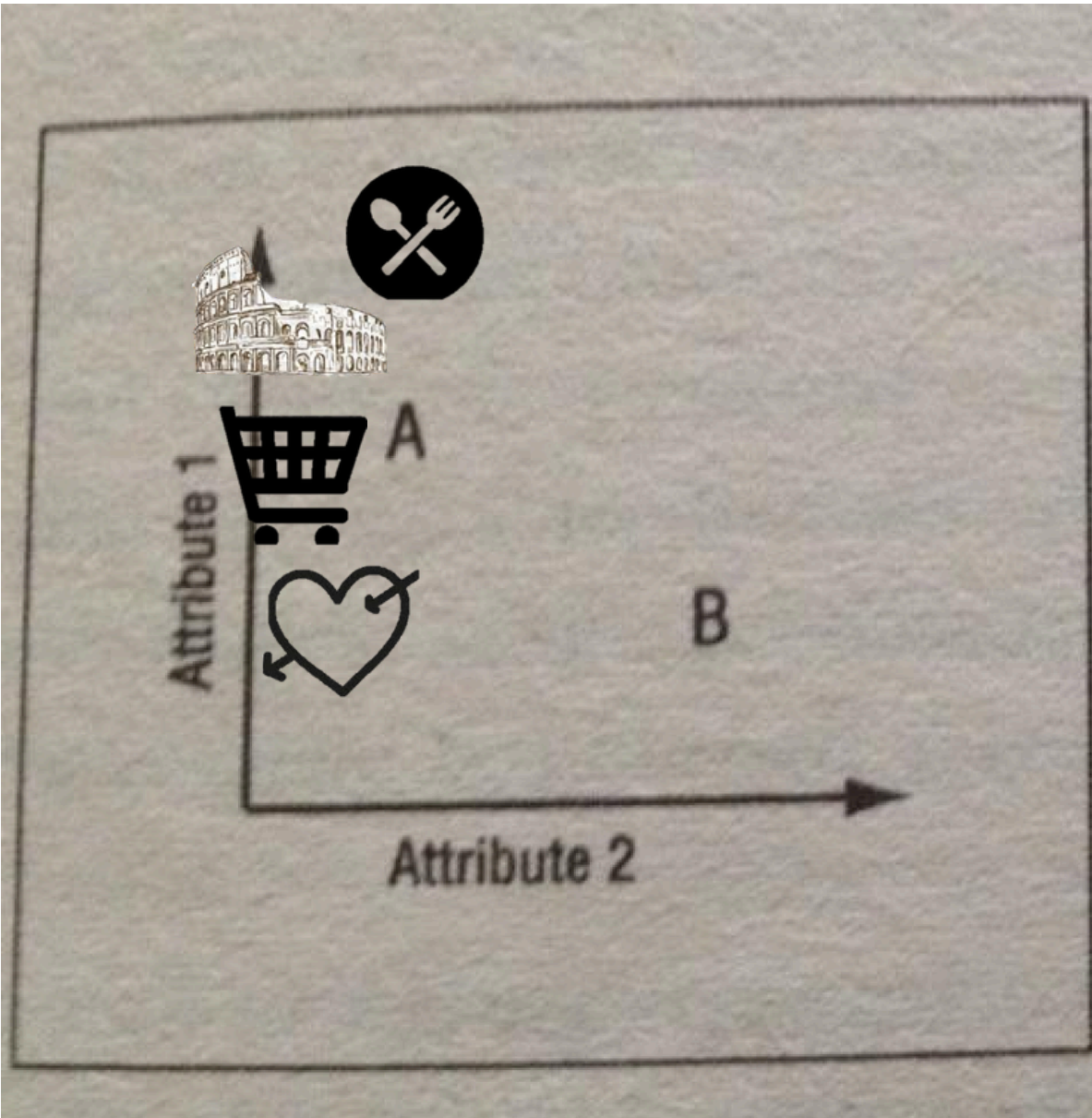
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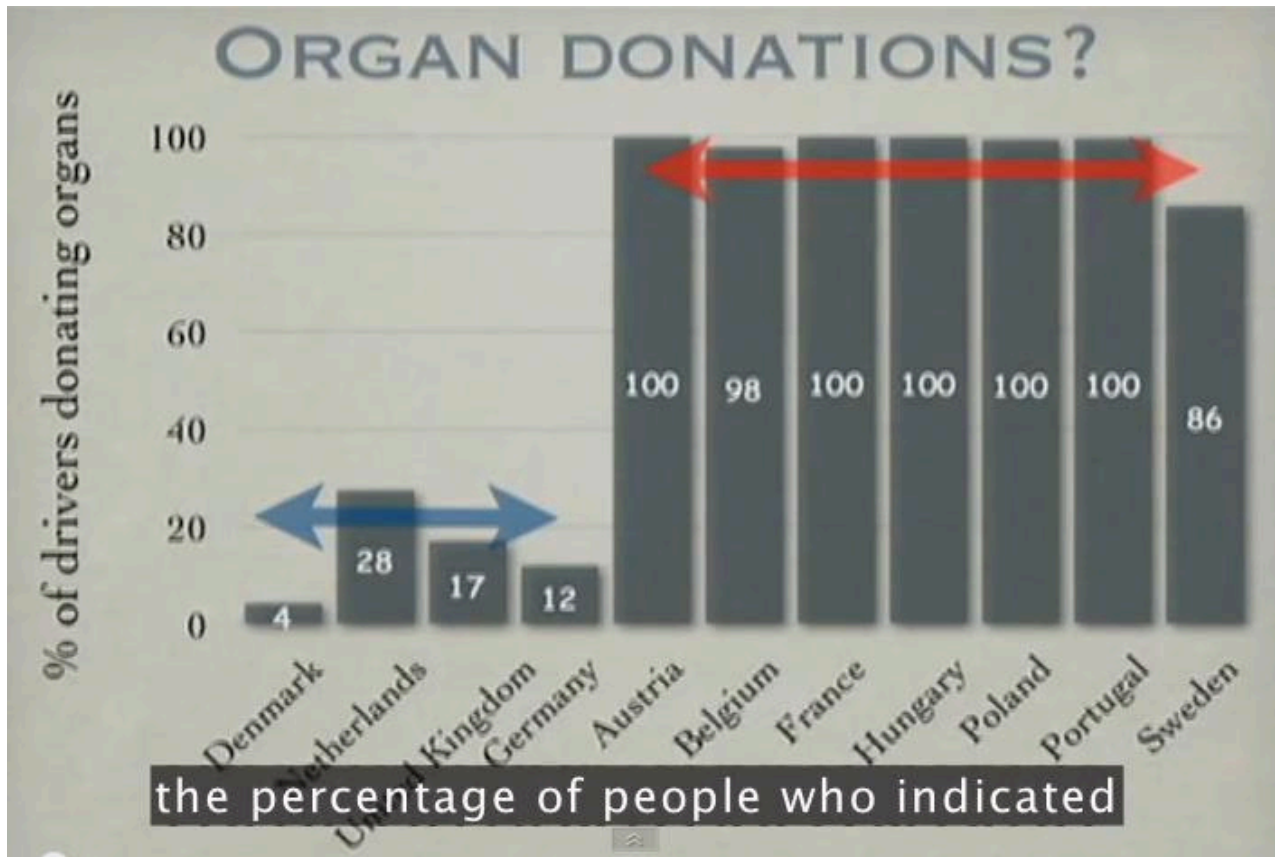
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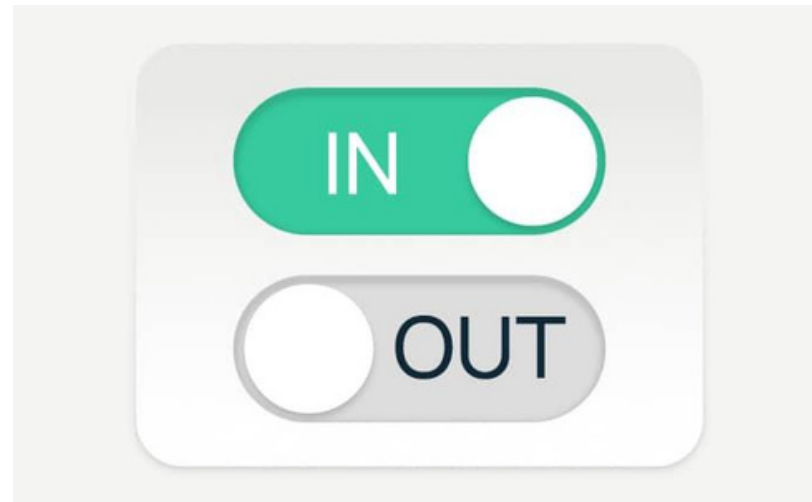
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Opt-in

Check the box below if you **want** to participate in the organ donor program

The countries on the left have a form at the DMV



Opt-in

Check the box below if you **want** to participate in the organ donor program

people don't check the box -- and don't join

Opt-out

Check the box below if you **don't want** to participate in the organ donor program

Interestingly enough, when people get this,

Opt-in

Check the box below if you want to participate in the organ donor program

~~people don't check the box -- and don't join~~

Opt-out

Check the box below if you don't want to participate in the organ donor program

~~people don't check the box -- and join~~



So why do – some - smart
people take bad decisions ?