

Daniel Kahneman: The riddle of experience vs. memory

November 28, 2011

Nobel Laureate Daniel Kahneman pioneered the study of behavioral economics, making note of some bizarre disparities between how different elements of the human brain process emotions. This lecture focuses mainly on the “cognitive traps” the mind sets for itself — a phenomenon most people never even realize in their lifetimes. Both the “experiencing self” and the “remembering self” impact perception, memory and personality in unique ways and shape individuals for good and for ill alike.



Watch the TED Talk [here](#)