

# COURSE DETAIL

## FOUNDATIONS OF BEHAVIORAL SCIENCE

**Country**

United Kingdom - England

**Host Institution**

London School of Economics

**Program(s)**

London School of Economics

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Psychology

**UCEAP Course Number**

109

**UCEAP Course Suffix**

Y

**UCEAP Official Title**

FOUNDATIONS OF BEHAVIORAL SCIENCE

**UCEAP Transcript Title**

BEHAVIORIAL SCIENCE

**UCEAP Quarter Units**

12.00

**UCEAP Semester Units**

8.00

### **Course Description**

The course gradually moves from the foundational principles of Behavioral Science, to the practical applications based on those principles through three interlinked blocks. Students are introduced to dual-processing models of human behavior to highlight the role of the environment in shaping decisions. They consider the Dual System approach, heuristics and biases, and the influence of time, risk, and social preferences. The course delves into the science of happiness by introducing the main accounts of subjective wellbeing, how it is conceptualized and measured and its implications for policy and other contexts. Finally, the course introduces the Mindspace framework by teaching how various techniques from Behavioral Economics (incentives, commitments, defaults), Social Psychology (ego, messenger and social norms), and Cognitive Psychology (priming, affect) can be used to shape behavior.

### **Language(s) of Instruction**

English

### **Host Institution Course Number**

PB100

### **Host Institution Course Title**

FOUNDATIONS OF BEHAVIORAL SCIENCE

### **Host Institution Campus**

### **Host Institution Faculty**

### **Host Institution Degree**

### **Host Institution Department**

Psychological and Behavioral Science

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