

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 Course Details

https://www.lse.ac.uk/resources/calendar2020-2021/courseGuides/PB/2020_PB100.htm

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Psychological and Behavioral Science

Course Last Reviewed

2024-2025

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