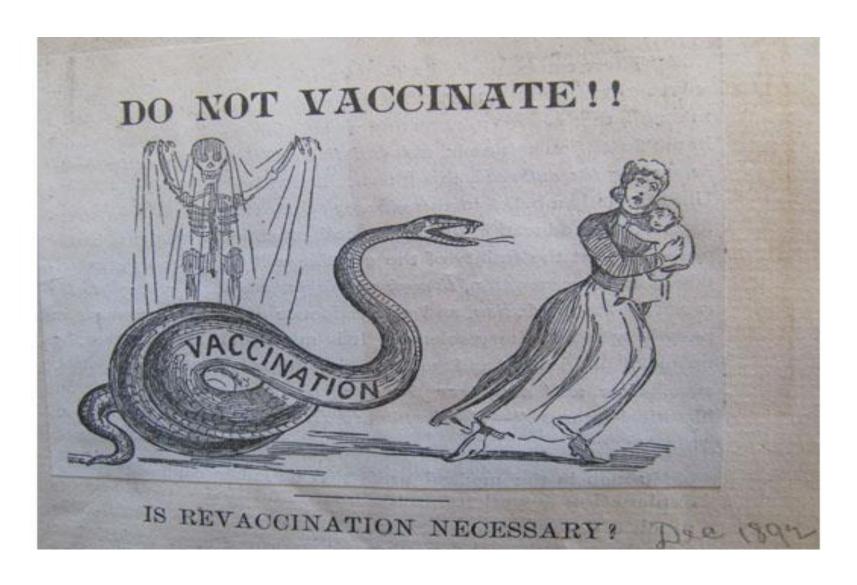
The Psychology of the Choice Environment Keys to Influencing Vaccination Behavior





The Historical Medical Library of The College of Physicians of Philadelphia.

Scrapbook of Anti-Vaccinations Clippings.



The choices people make are determined more by how they feel about the facts than the facts alone, even when they understand those facts perfectly.



Any effort to increase vaccination, whether by communication or policy making, must be based on an understanding of and **RESPECT FOR** the psychology and emotions that largely determine the choices people make.



Each vaccination circumstance has it's own unique choice environment, with specific psychological and emotional characteristics that must be identified.



Heuristics and Biases of Judgment and Decision Making (Behavioral Economics) Kahneman et. al.



Heuristics and Biases of Judgment and Decision Making (Behavioral Economics) *Kahneman et. al.*

Psychometric Paradigm/Risk Perception Psychology, *Slovic et. al*





Availability



Availability Familiarity



___1__

Millions Who DON'T Get Sick



____1
Millions Who DON'T Get Sick

<u>1</u> ??????



Availability
Familiarity
Control



Availability Control



Availability

Control

Future Generations



Availability
Control
Future Generations
Harm vs. Benefit



Availability
Control
Future Generations
Harm vs. Benefit
Trust



Availability
Control
Future Generations
Harm vs. Benefit
Trust
Natural or human-made



Motivated reasoning in order to conform our view of the facts to the values of the groups we most closely associate with.



BRAIN, n., The organ with which we think we think.

paraphrased from Ambrose Bierce
The Devil's Dictionary