Abstract:

Bachelor thesis in the form of scoping study summarizes Daniel Kahneman contribution to the psychology of thinking. It surveys his work from the 70s of the 20th century the subjective probability, which deals with the application of heuristics and biases in the judgement of uncertain events. It continues with prospect theory which is a descriptive model of human decision making under risk, and which reveals the automatic and systematic violations of principles of rationality in decision making. After that it focuses on Kahneman’s research from the 90s in the field of hedonic psychology from the perspective of a cognitive psychologist. The thesis completes with his current work popularizing the fast and slow thinking. Part of this work is a research proposal of the price of memories from holidays, aiming to verify Kahneman's concept of the difference between the experienced utility and decision utility.