

**MUNI**  
ECON

# **PSEK: seminář** **Psychologie pro ekonomy**

významné experimenty

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# AKTIVITA

# seznámení

# Lie to me

- Napište na papír 4 tvrzení o sobě.
  - 3 tvrzení budou pravdivá, 1 bude lež.
  - Lež by neměla být zjevná;  
budete se ostatní snažit přesvědčit, že je to pravda.
- Každý bude postupně číst, co o sobě napsal.
- Hned poté, co někdo přečte, co o sobě napsal, budeme hlasovat, které z daných tvrzení je pravda a které je lež.
- Dotazovaný následně odhalí, které tvrzení bylo lživé.

# VÝZNAMNÉ EXPERIMENTY

# diverzita

# na diverzitě záleží I/II

## Diversity Matters

Hunt, Layton, and Prince (2015)

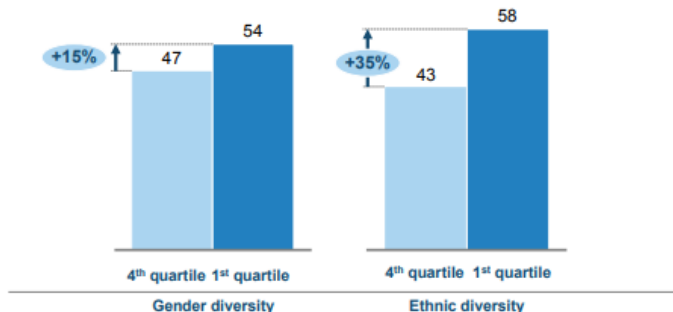
# na diverzitě záleží II/II

(Hunt et al., 2015: 3)

## Exhibit 1

### How diversity correlates with better financial performance

Likelihood of financial performance above national industry median, by diversity quartile  
%



SOURCE: McKinsey Diversity Database



# případová studie I/II

## CASE STUDY: THE GREAT BRITISH DIVERSITY EXPERIMENT Hunt et al. (2015)

# případová studie II/II

(Bennett, 2016: 5)

## 5 THINGS THE INDUSTRY SHOULD DO

### 01. CHANGE THE CREATIVE PROCESS

Don't fixate on speed and ease, embrace messiness and focus on merit.

### 02. RETRAIN LEADERS

If they cannot provide clear enablement, they will not get the benefit of diversity.

### 03. IMPLEMENT THE ROONEY RULE

Bringing in diverse talent is not a CSR thing, it is critical to business success. Go further than you are now and demand every new role has a diverse short list – the Rooney Rule. Look harder, further and accept that often a round peg in a square hole is a good thing. And then implement the Rooney Rule for those people who are actually doing the interviewing too.

### 04. BUILD AN OPEN NETWORK AND ACCESS NEW TRIBES

If you hire new people you will have access into new communities and networks which will mean the Rooney Rule won't even be needed.

### 05. MAKE YOUR ATTITUDES AS ACCESSIBLE AS YOUR BUILDINGS

More than 10 million people in the UK identify as having limitations in their daily activities for physical and mental health reasons, yet very few people in the industry are from this community.

# Pracovní postoje

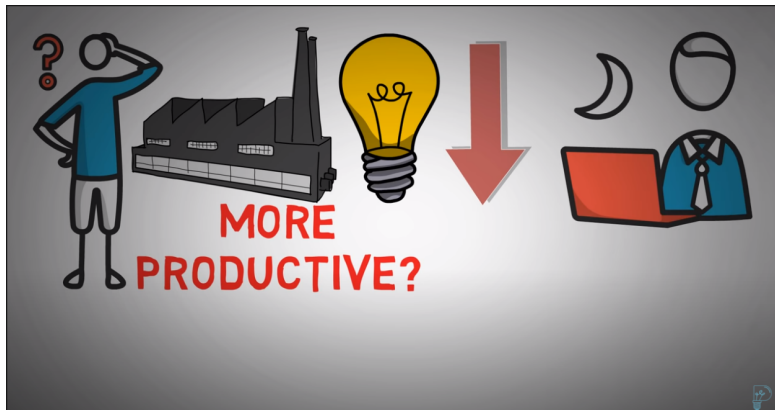
# dohlížení I/II

## Hawthorne effect

Landsberger (1958)

# dohlížení II/II

(Psychology, 2021)



# Emoce

## aflace I/II

# The psychology of affiliation: Experimental studies of the sources of gregariousness Schachter (1959)

# aflace II/II

(psychatslc, 2009)





# Osobnost a hodnoty

# samaritán

## "From Jerusalem to Jericho":

A study of situational and dispositional variables in helping behavior

Darley and Batson (1973)

# přihlížejí

## The Bystander-Effect

Fischer et al. (2011)

# přihlížející vs. samaritán

(Skool, 2020)



# Vnímání a individuální rozhodování

# gorila I/II

## The invisible gorilla: And other ways our intuitions deceive us Chabris and Simons (2010)

# gorila II/II

(BeckmanInstitute, 2011)



# konformita I/II

## Asch Conformity Study

Asch (1956)



# konformita II/II

(equivideos, 2007)



# Motivace

# potěšení I/II

## Marshmallow Test

Watts, Duncan, and Quan (2018)

# potěšení II/II

(IgniterMedia, 2009)



# **další významné experimenty**

# experimenty I

- Bobo Doll Experiment (Bandura, Ross, & Ross, 1963)
- Car Crash Experiment (Loftus & Palmer, 1974)
- Cognitive Dissonance Experiment (Festinger & Carlsmith, 1959)
- Learned Helplessness Experiment (Hiroto & Seligman, 1975)
- Magical Number Seven (Miller, 1956)
- Robbers Cave Experiment (Sherif, 1961)
- Ross' False Consensus Effect Study  
(Ross, Greene, & House, 1977)
- Stanford Prison Study (Zimbardo, 2011)
- Stanley Milgram Experiment (Milgram, 1963)
- The Halo Effect Experiment (Thorndike, 1920)
- The Monster Study (Silverman, 1988)
- Violinist at the Metro Experiment (Borges, n.d.)

# Zdroje I

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# Zdroje II

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U N I V E R S I T Y**