



## Cognitive Economics Workshop

*Friday 8 - Saturday 9 November 2019 at 9am-5.30pm.*

*King's College London,*

*Strand, London, WC2R 2LS, UK*

The 21st century is pushing us towards an ever more digital, information-driven, persuasion-based global economy - just as a new set of tools are emerging in neuroscience and psychology that offer the power to understand these phenomena in a new way. Cognitive economics is an emerging field that provides tools of analysis, and experimental methods, to explore the new economy. When the scarcest resource is attention rather than money, how does economic analysis change? Cognitive economics is a relatively new field linked to behavioral economics and focused on the value that people place on their mental states and beliefs. This phenomenon is important for a variety of topics including marketing, culture, identity economics, citizens' participation in symbolic narratives such as politics, and the information economy. The workshop's primary aim is the exchange of ideas and knowledge about cognitive economics, we will be using a variety of formats throughout the sessions to encourage debate and interaction.

### Speakers:

- **Shabnam Mousavi**, Harding Center for Risk Literacy
- **Riccardo Viale**, Università di Milano-Bicocca
- **David Hagmann**, Harvard University
- **Sam Johnson**, University of Bath School of Management.