

Prof. Dr. GERD GIGERENZER



Renowned expert on the psychology of decisions
Director Harding Centre for Risk Competence, University of Potsdam
Director at the Max Planck Institute for Human Development (1997-2017)

Gerd Gigerenzer is a world-renowned psychologist and one of the most recognised experts on the psychology of decision-making. He is Director Emeritus at the Max Planck Institute for Human Development and Director of the Harding Center for Risk Competence. According to the Gottlieb Duttweiler Institute, Gigerenzer is one of the 100 most influential thinkers in the world.

Gerd Gigerenzer is the specialist on the subject of "intuition" and "subconscious intelligence". Against the prevailing concept of management consultants and guidebook authors to proceed as analytically as possible when making decisions and to weigh up the advantages and disadvantages exactly, Gigerenzer puts forward the thesis that human intelligence does not function like a calculating machine. For him, logic is only one of many tools of intelligence. Decisions are made intuitively far more often - from the gut. According to Gigerenzer, we decide particularly well when we don't think about it, when decision-making time is short and forces an intuitive approach.

Prof. Gerd Gigerenzer was Director at the Max Planck Institute for Human Development from 1997 to 2017. Prior to that, he served as Director of the research area "Adaptive Behaviour and Cognition" (ABC) at the Max Planck Institute for Human Development and the Max Planck Institute for Psychological Research, Munich, as well as Professor at the University of Chicago and John M. Olin Distinguished Visiting Professor at the School of Law of the University of Virginia. Since 2008, Gerd Gigerenzer has been Director of the Harding Centre for Risk Competence, which was based at the Max Planck Institute for Human Development until 2020 and has been affiliated with the University of Potsdam since 2020. He is also the founder and partner of Simply Rational - The Institute for Decision.

He is a member of the German Academy of Sciences (Leopoldina) and the Berlin-Brandenburg Academy of Sciences, an honorary member of the American Academy of Arts and Sciences and the American Philosophical Society. He holds honorary doctorates from the University of Basel and the Open University of the Netherlands and is a Batten Fellow at the Darden Business School of the University of Virginia.

Gerd Gigerenzer has received numerous awards, including the American Association for the Advancement of Science (AAAS) prize for the best journal article in behavioural sciences, the Association of American Publishers prize for the best book in social sciences, as well as the German Psychology Prize and the Communicator Prize. His non-fiction books have won several awards and have been translated into 21 languages.

Hardly any other scientist masters the dialogue with the public like he does; in an exciting and practical way, he trains managers, doctors and judges in Germany and the USA in the art of decision-making and in dealing



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with risks and uncertainties and also gives captivating and highly informative lectures on his research topics.

Topics (Selection):

- Dealing with risks in uncertain times
- Decision-making: head or gut?
- Digital risk competence: Who drives our behaviour?
- Risks of digitalisation for people and society
- Behavioural finance
- Fear: Why we are frightened and what we can do about it

Publications (Selection):

- Risk Savvy: How to Make Good Decisions, 2014
- Ecological rationality: Intelligence in the world, 2012
- Rationality for mortals: How people cope with uncertainty, 2008
- Gut Feelings: Short Cuts to Better Decision Making, 2008
- Investment decisions: From Homo oeconomicus to Homo heuristicus, 2008
- Reckoning with Risk: Learning to Live with Uncertainty, 2003
- Models of Ecological Rationality: The Recognition Heuristic, 2002