

The Optimism Bias: A Tour of the Irrationally Positive Brain



One of the most innovative neuroscientists at work today investigates the bias toward optimism that exists on a neural level in our brains and plays a major part in determining how we live our lives. Psychologists have long been aware that most people tend to maintain an often irrationally positive outlook on life. In fact, optimism may be crucial to our existence. Tali Sharots experiments, research, and findings in cognitive science are at the center of an emerging technology that has lead to increased understanding of the biological basis of optimism. In this fascinating exploration, she takes an in-depth, clarifying look at how the brain generates hope and what happens when it fails; how the brains of optimists and pessimists differ; how the expectation of pleasure is formed; how anticipation and dread affect us; and how our optimistic illusions influence our financial, professional, and emotional decisions. With its cutting-edge science and its wide-ranging and accessible narrative, *The Optimism Bias* provides us with startling new insight into the workings of the brain.

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