

# Psychology matters



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When Princeton University's Daniel Kahneman won a Nobel Prize for applying psychological insights to economic theory it signalled the growing importance of judgment and decision-making in volatile times. Renowned Harvard psychologist Steven Pinker's new book spells out the need for sound thinking in an increasingly uncertain world. This special feature will examine the rising role and importance of psychology in education, business and life.

**Proposed topic highlights:**

**EDUCATION** – Why psychology departments are a vital cornerstone of postsecondary education, and how institutions differentiate their offerings?

**BEHAVIOURAL ECONOMICS** – How leading brands are applying psychology to business to unlock behavioural insights and market potential.

**IN THE COMMUNITY** – How NGOs and charities apply psychology research to develop educational and other programs to better communities.

**DIVERSE BY NATURE** – How do psychologists draw on a variety of diverse practices and approaches to help people improve their mental wellness?

All this and more in this special feature.

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