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Drunk Tank Pink: And Other Unexpected Forces That Shape How We Think, Feel, and Behave

Adam Alter

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"Alter's book will change the way you look at our world."

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DRUNK TANK PINK



AND OTHER UNEXPECTED
FORCES THAT SHAPE HOW WE
THINK, FEEL, AND BEHAVE

ADAM ALTER

Author of *Irresistible*



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Adam Alter : **Drunk Tank Pink: And Other Unexpected Forces That Shape How We Think, Feel, and Behave** before purchasing it in order to gage whether or not it would be worth my time, and all praised **Drunk Tank Pink: And Other Unexpected Forces That Shape How We Think, Feel, and Behave**:

5 of 5 people found the following review helpful. If for no other reason one should read this book ...By Kristin B. AyerIf for no other reason one should read this book, because it causes the reader to become aware of ways in which

he is influenced. It's about such things as labels, colors of rooms, windows looking out onto natural scenes which can influence our beliefs and affect our bodies. After reading the book I realized I am much more a part of systems than an isolated entity. 4 of 5 people found the following review helpful. Think pink! By Magalini Sabina Whatever this universal slogan means (from clothing apparel, musical group, or anti breast cancer movement), it can be applied also to this delightful book by NYU Psychologist Adam Alter. Basically cognitive psychology tells us that the content of our thoughts is important yes, but not as important as the way we live and perceive this content. Alter turns the question around and shows us with many examples, more or less scientific, how contexts, colors, images, (he calls them forces and divides them in those present the world inside us, in the world between us, and in the world around us) influence our actions. To say it more clearly actions in themselves, the content of our behavior, are influenced in such a way by external situations that we should ask ourselves if our decisions are really "ours". Few examples for all: pink paint on walls sedates drunkards and criminals, summer months witness more revolutions and crimes due to greater aggressiveness, behaving like someone makes you actually believe you are that someone, situations of disfluency generate better concentration and results. But aside from these well known truths Alter puts together a plethora of information that barely escape quirkology, but that is very entertaining to read and he also romps through the recent story of psychology to extract characters and episodes that give strength to his message. We get to know Maslow's hierarchy, Lorenz's butterfly effect and many others. The book has a solid scientific approach, even though methodology is not specifically addressed and some case studies are a little bit too stretched to demonstrate what is actually affirmed. Another observation that comes from reading is that the Author is young and he is lacking still a cultural context that could guarantee a wider credibility and many cross cultural ties. At one point he gives an interpretation of Christianity which is completely out of focus demonstrating he does not know the cultural basis on which our civilization is founded. Every book has light and shadows, like every human being. This book is fun to read, instructive, gives a true outlook at what psychology is studying today and how our mind and actions are deeply influenced by contexts and frameworks. Only a word of caution, not all deductions are always true. Anyway probably if we think pink, the world will go better and we will be happier, by reflex! 0 of 0 people found the following review helpful. Really good insight on human psychology By Hans I enjoyed reading this book, it presents a lot of fact that shape our think and behave (as the books title says) There is much anecdotal or statistical evidence in this book, but it lacks an insight on the significance of some of these studies or potential of uncontrolled variables (if any) on them that may have caused some noise on the results. There is space for upgrades, but it reveals in a very simple and accesible way an insight on the human psychology.

An illuminating look at the way the thoughts we have and the decisions we make are influenced by forces that aren't always in our control Why are people named Kim, Kelly, and Ken more likely to donate to Hurricane Katrina victims than to Hurricane Rita victims? Are you really more likely to solve puzzles if you watch a light bulb illuminate? How did installing blue lights along a Japanese railway line halt rising crime and suicide rates? Can decorating your walls with the right artwork make you more honest? The human brain is fantastically complex, having engineered space travel and liberated nuclear energy, so it's no wonder that we resist the idea that we're deeply influenced by our surroundings. As profound as they are, these effects are almost impossible to detect both as they're occurring and in hindsight. Drunk Tank Pink is the first detailed exploration of how our environment shapes what we think, how we feel, and the ways we behave. The world is populated with words and images that prompt unexpected, unconscious decisions. We are so deeply attracted to our own initials that we give more willingly to the victims of hurricanes that match our initials: Kims and Kens donate more generously to Hurricane Katrina victims, whereas Rons and Rachels give more openly to Hurricane Rita victims. Meanwhile, an illuminated light bulb inspires creative thinking because it symbolizes insight. Social interactions have similar effects, as professional cyclists pedal faster when people are watching. Teachers who took tea from the break room at Newcastle University contributed 300 percent more to a cash box when a picture of two eyes hung on the wall. We're evolutionarily sensitive to human surveillance, so we behave more virtuously even if we're only watched by a photograph. The physical environment, from locations to colors, also guides our hand in unseen ways. Dimly lit interiors metaphorically imply no one's watching and encourage dishonesty and theft, while blue lights discourage violent activity because they're associated with the police. Olympic taekwondo and judo athletes are more likely to win when they wear red rather than blue, because red makes them behave aggressively and referees see them as more dominant. Drunk Tank Pink is full of revelatory facts, riveting anecdotes, and cutting-edge experiments that collectively explain how the most unexpected factors lead us to think, feel, and behave the way we do. nbsp;