



Hochschule für
Wirtschaft und Recht Berlin
Berlin School of Economics and Law

Prof. Dr. Birgitta Sticher

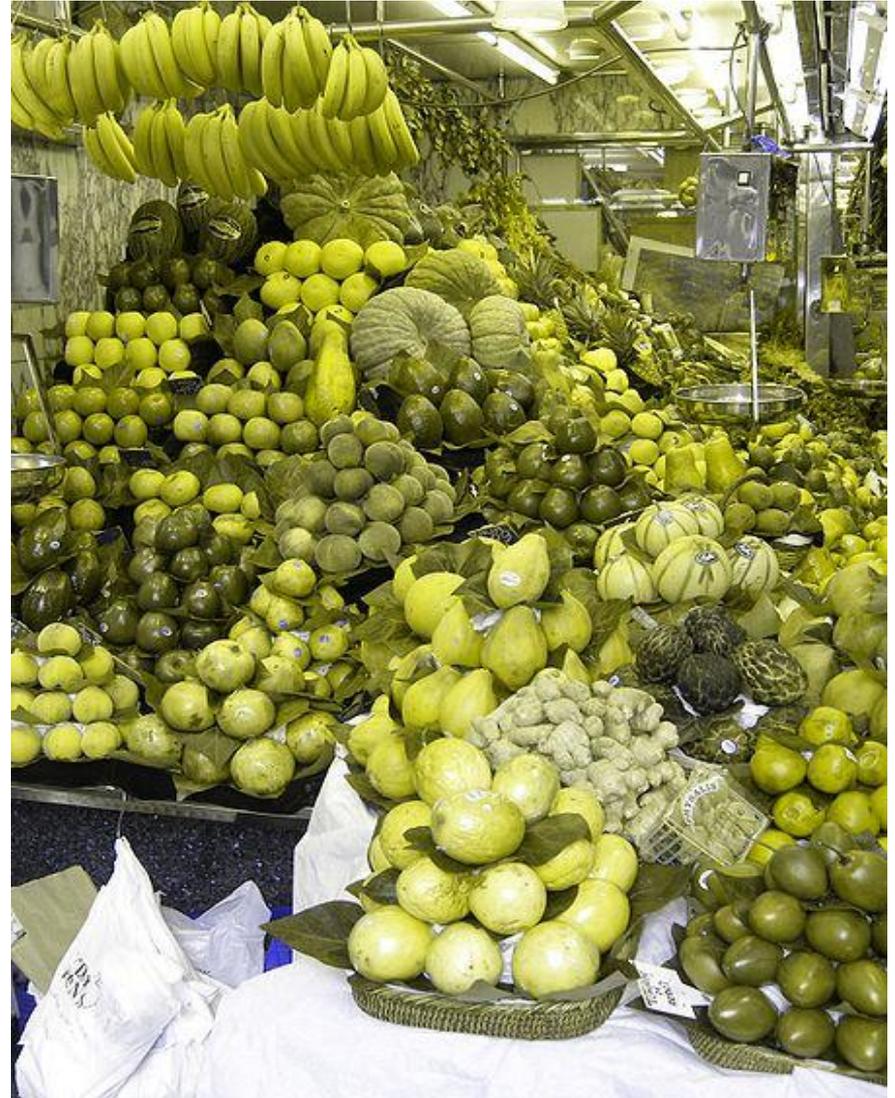
Ich sehe was, was Du nicht siehst!

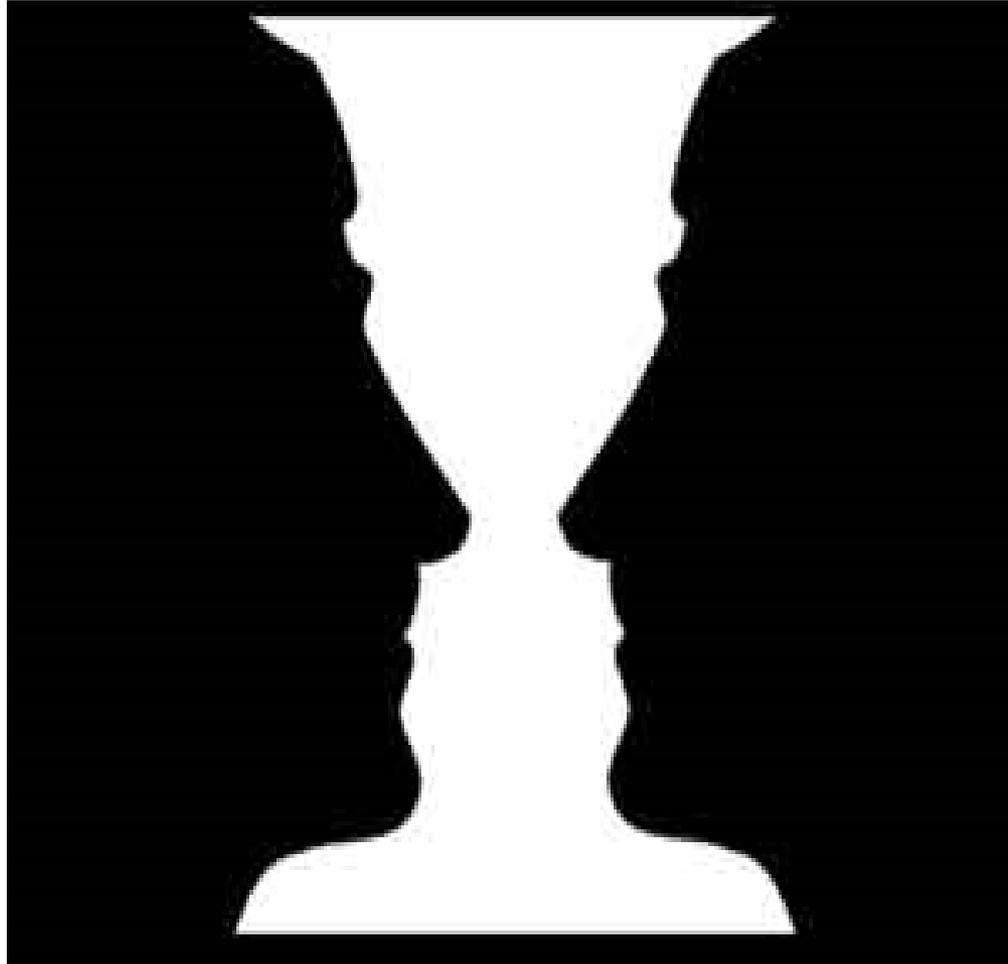
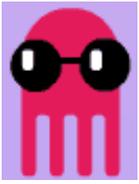
Warum Menschen dasselbe Ereignis
ganz unterschiedlich wahrnehmen

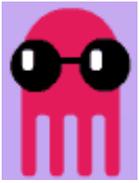
20.11.2009



Rot-grün-Blindheit

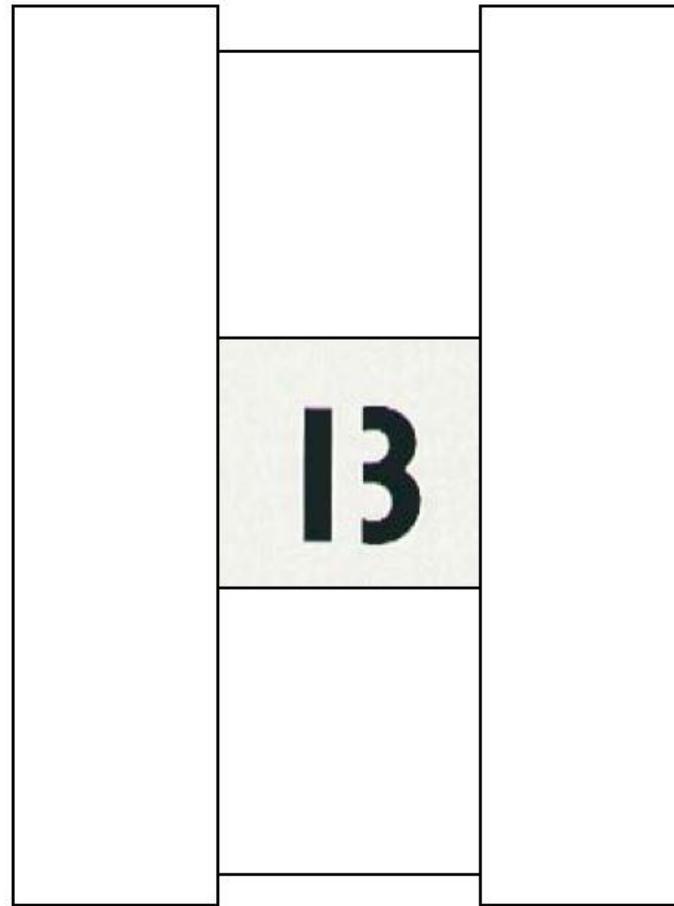




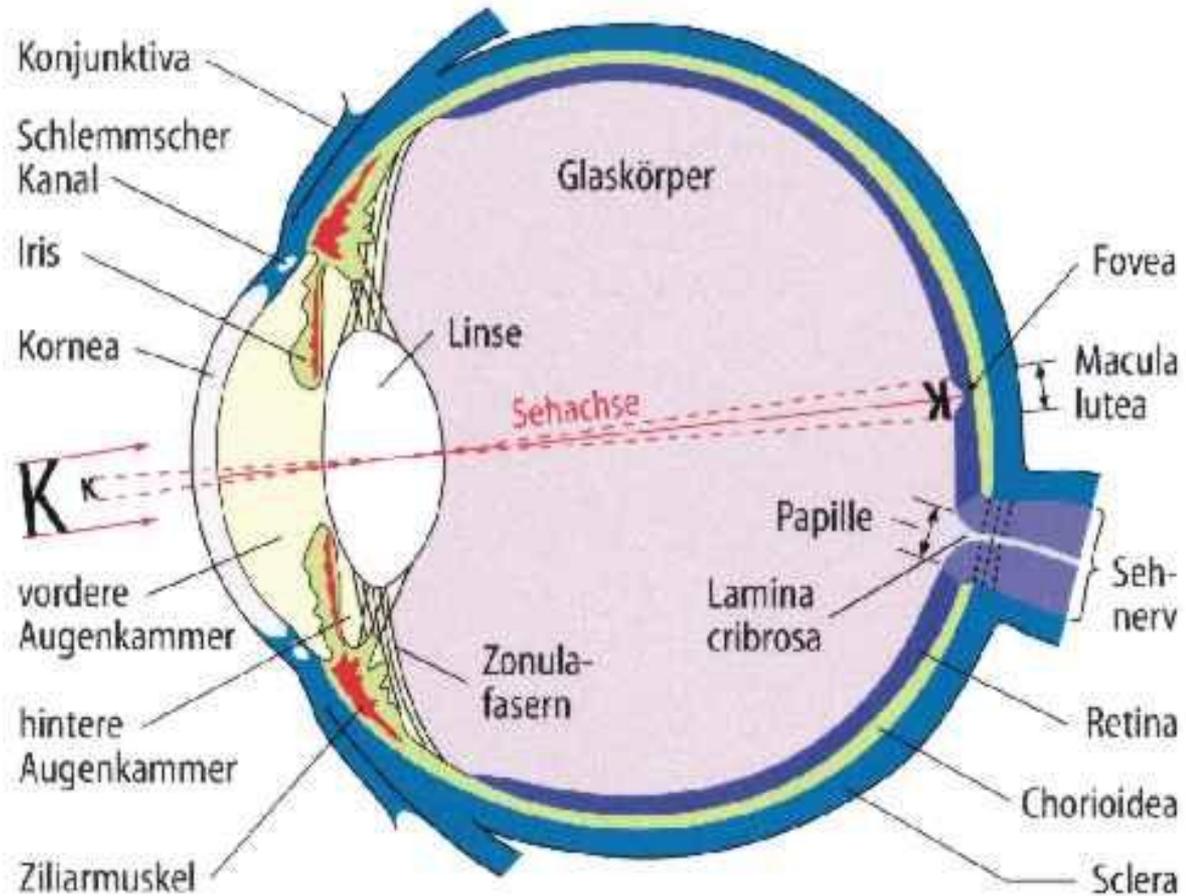


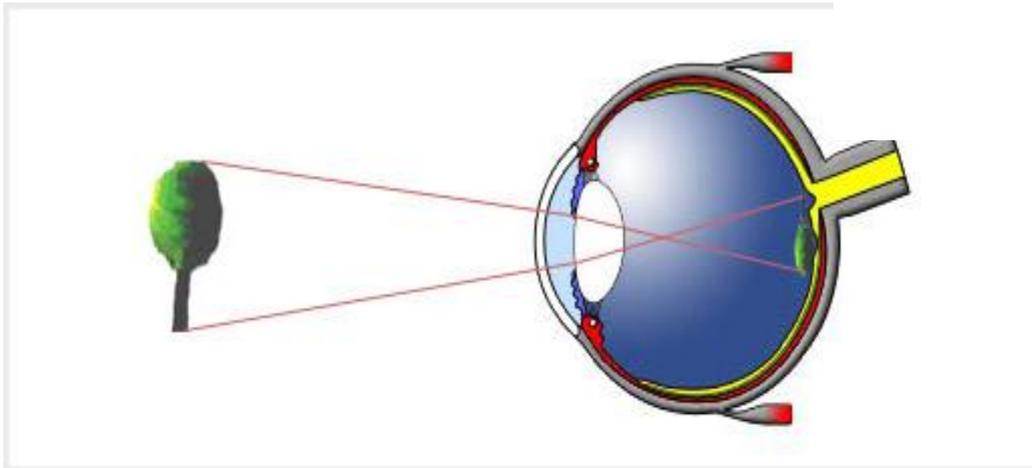
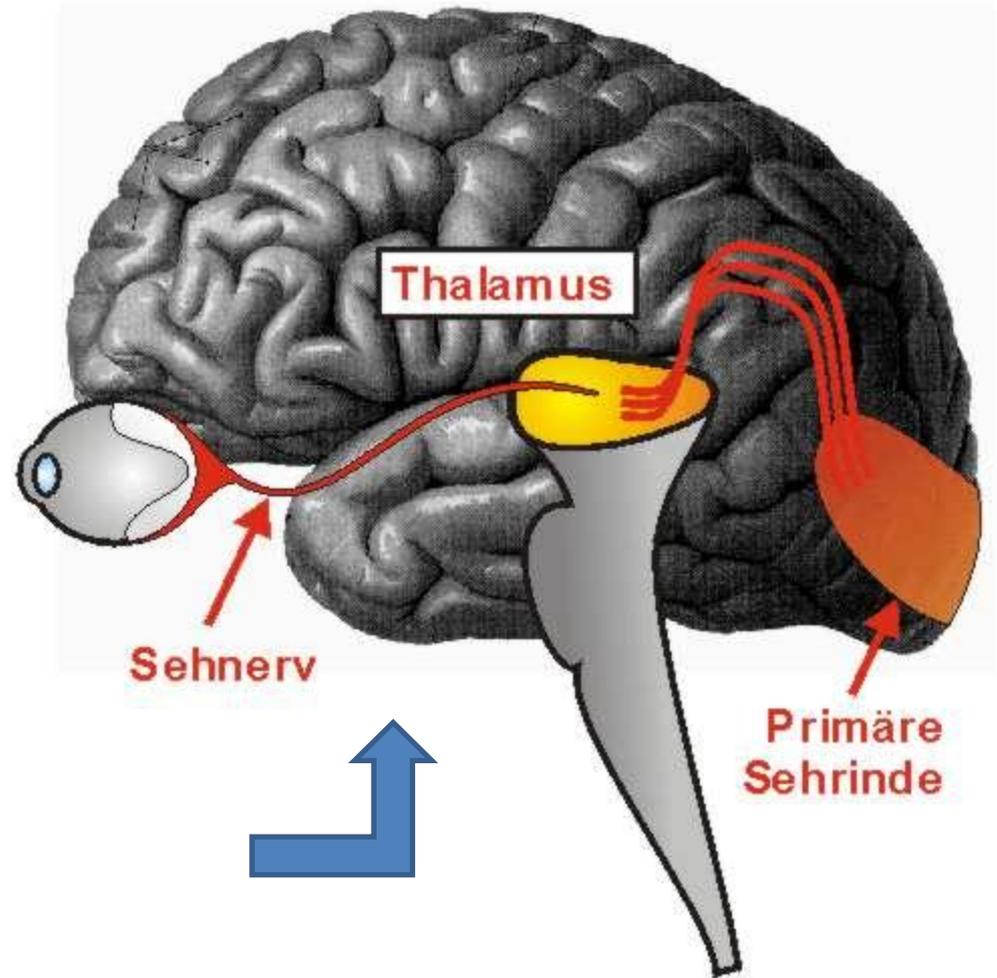




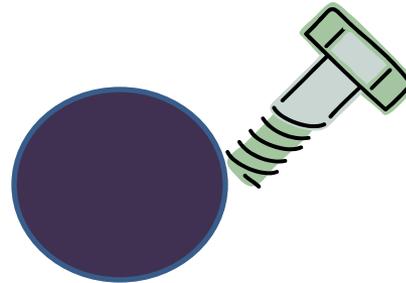
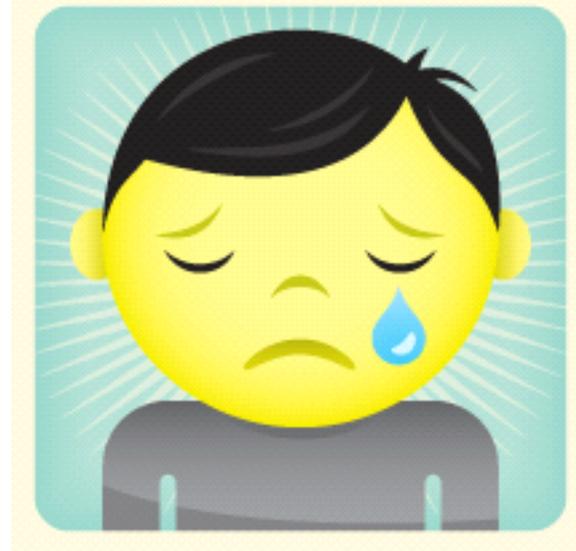


A, B, C, D, E, F
10, 11, 12, 13, 14



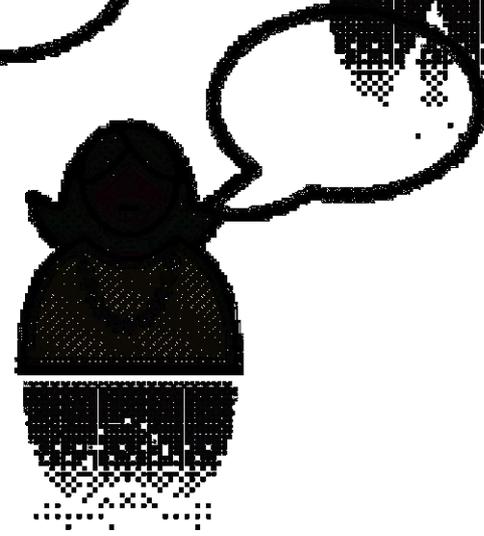
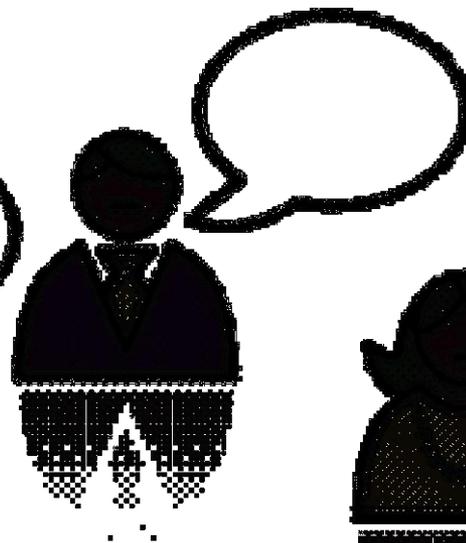
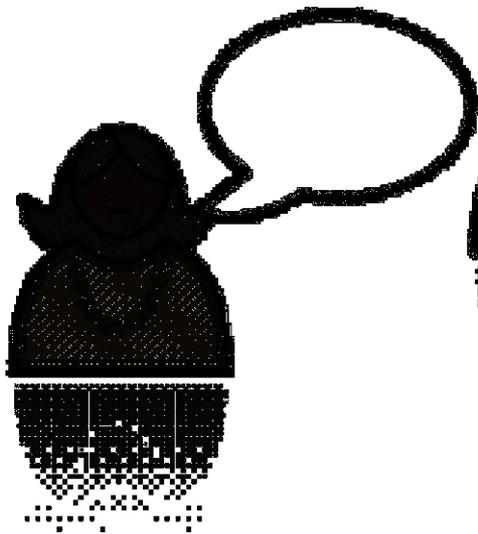
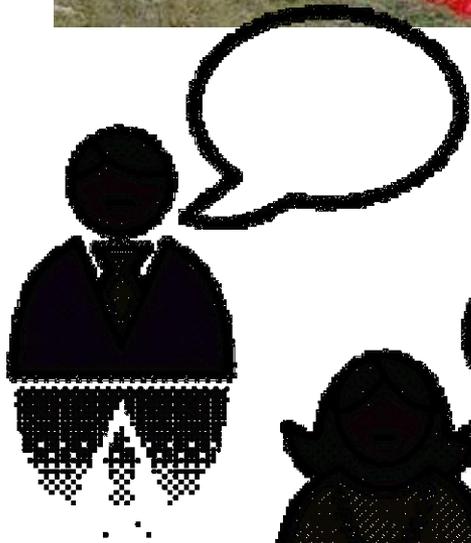


Das Experiment

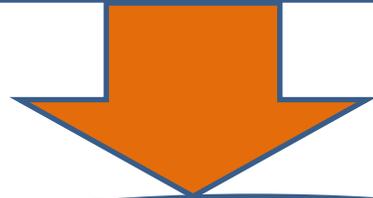


Carola und Hans
sind reich

Jessica und Till
sind arm



„Was ich **kenne**, was ich **denke**, was ich
wünsche“



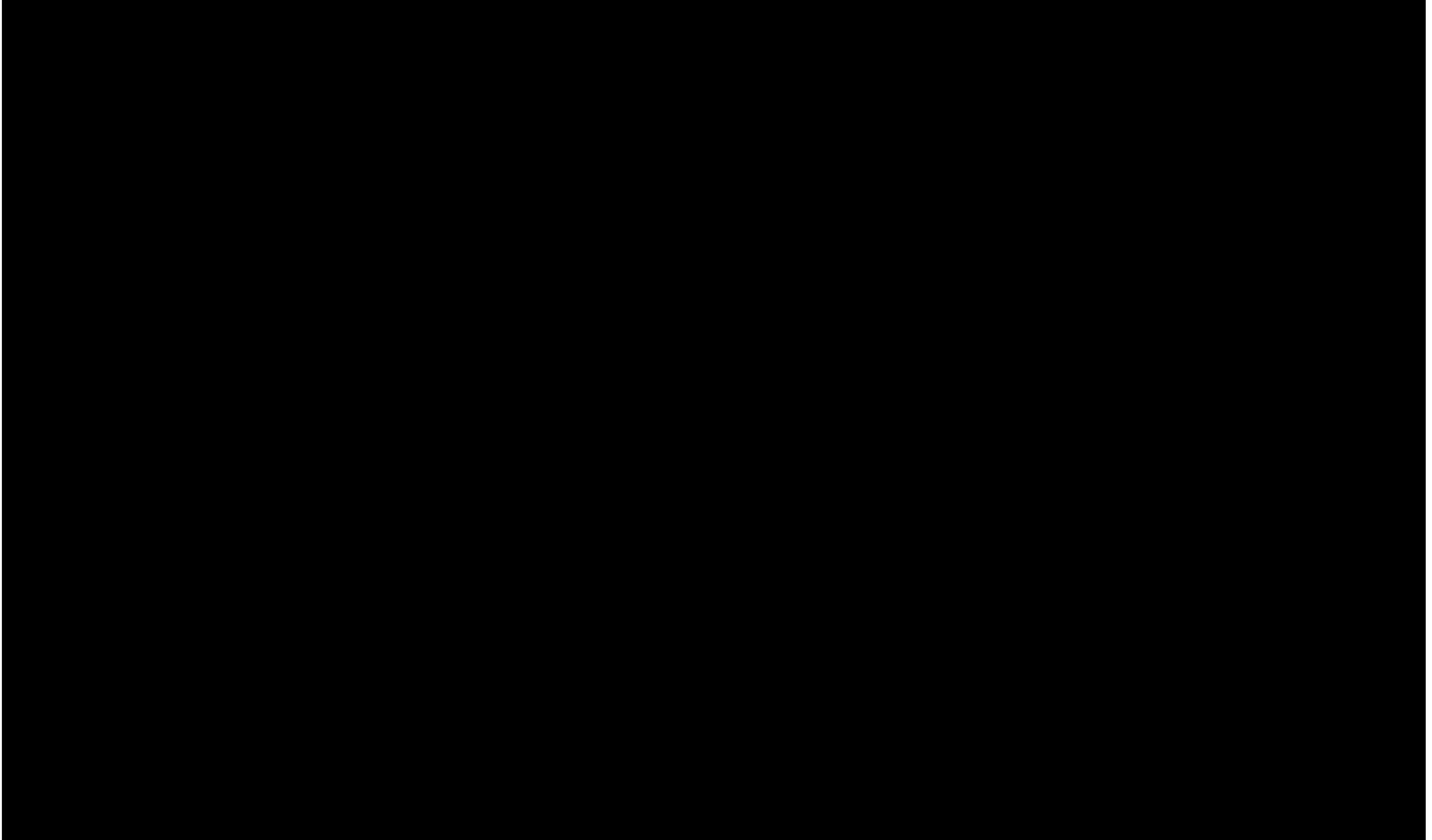
„Was ich glaube zu
sehen“



Was mein Auge von den Dingen „draußen“
aufnimmt

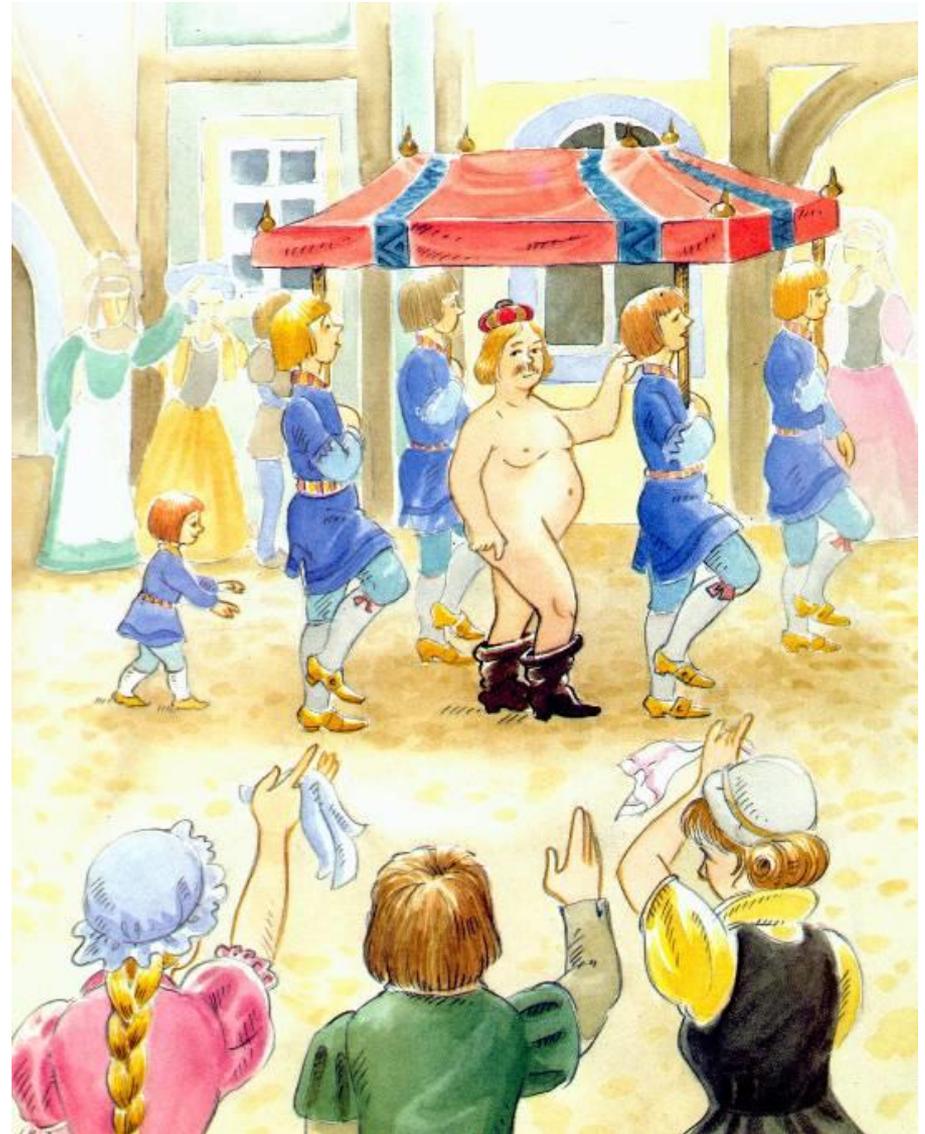
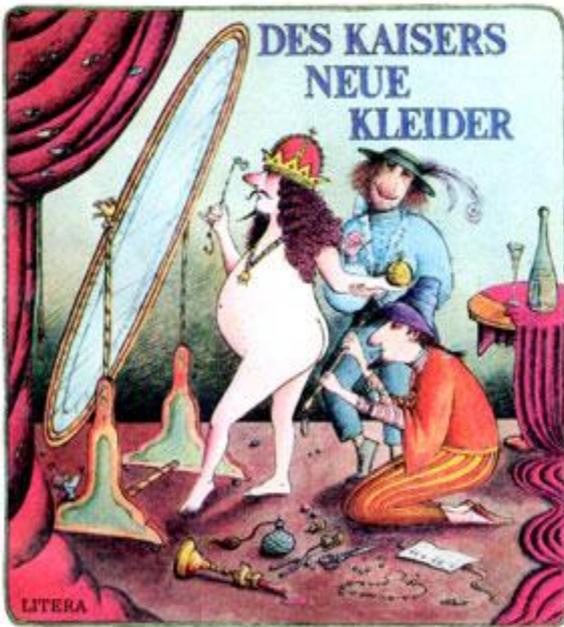


Das Experiment





Des Kaisers neue Kleider





Habt Ihr noch Fragen?