



Master thesis topic

Who lives our life? An exploration of the relative importance of our different selves

Would you climb Mount Everest, if you could do it? And now think about the following question: would you climb Mount Everest, if you could it – but if you cannot tell anyone about it? And thus if no one would ever know that you did it? Why would our answers to these two questions be different? After all, the experience of climbing Mount Everest should be the same. According to Daniel Kahneman, the answers to these two questions might be different because we have two different selves, the experiencing self and the remembering self; and these two different selves value an experience very differently. Whereas the experiencing self values experiences (e.g., whether you enjoy an experience while you are doing it), the remembering self values the story of an experience (e.g., whether you can use an experience to enhance your view of yourself). Which of these selves is living our lives? Does the perspective matter; that is, do we tend to think that the remembering selves lives of others but not or own? And how these two selves influence consumption decisions? These are some of the questions you could explore in this Master thesis topic.

If you want to apply for this topic, please provide the following:

- A short abstract (max. 1 page) that describes (i) a potential research question that you want to look at, and (ii) the methods you would use to answer this research question.
- A CV and your transcript of records.

Please send your application to Armin Granulo (armin.granulo@tum.de). The deadline for your application is **May 10**. If you are assigned to this topic, you will be notified until May 17. This means you will **only** hear back from me if you are assigned to the topic (I am very sorry for that).

Literature and other sources

Kahneman, D., & Riis, J. (2005). Living, and thinking about it: Two perspectives on life. *The science of well-being*, 1, 285-304.

Talk by Daniel Kahneman: https://www.youtube.com/watch?v=XgRlrBl-7Yg&ab_channel=TED