



THE SCIENCE OF AWE

Paul Piff, UC IRVINE, 3/2024

AWE

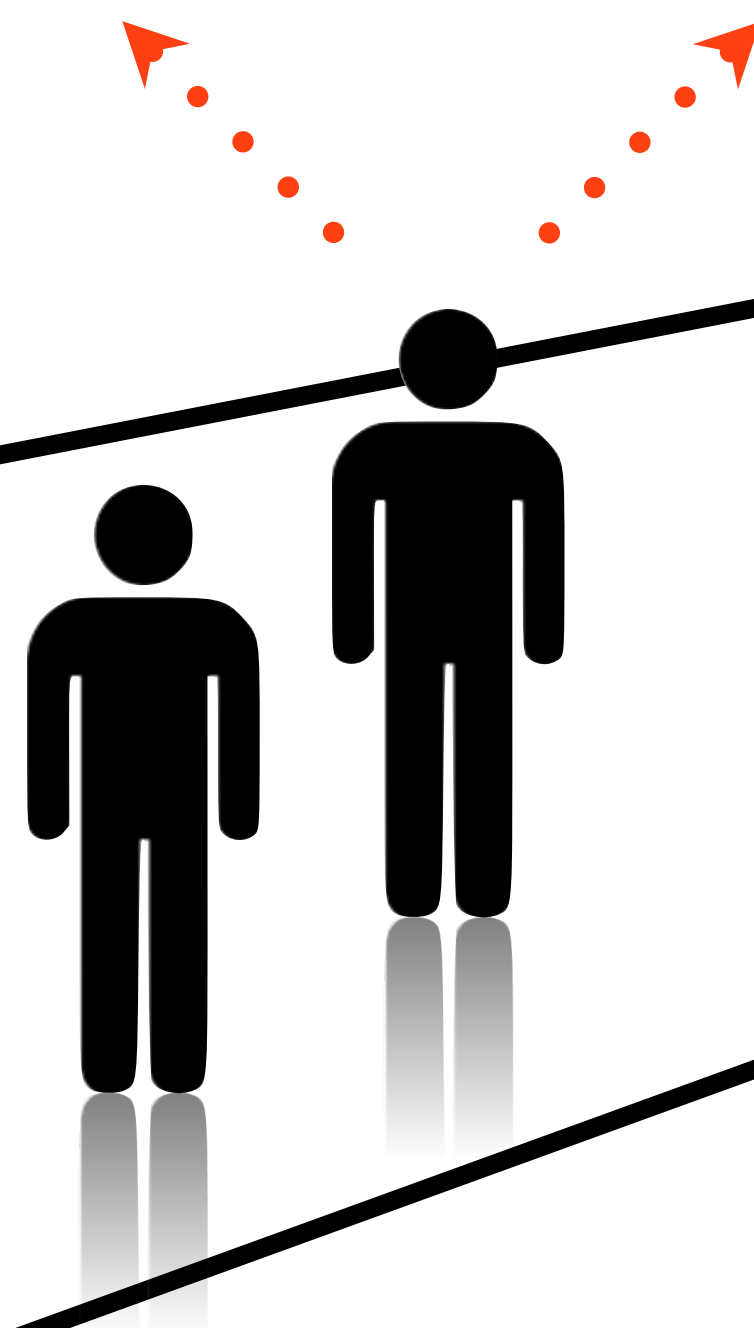
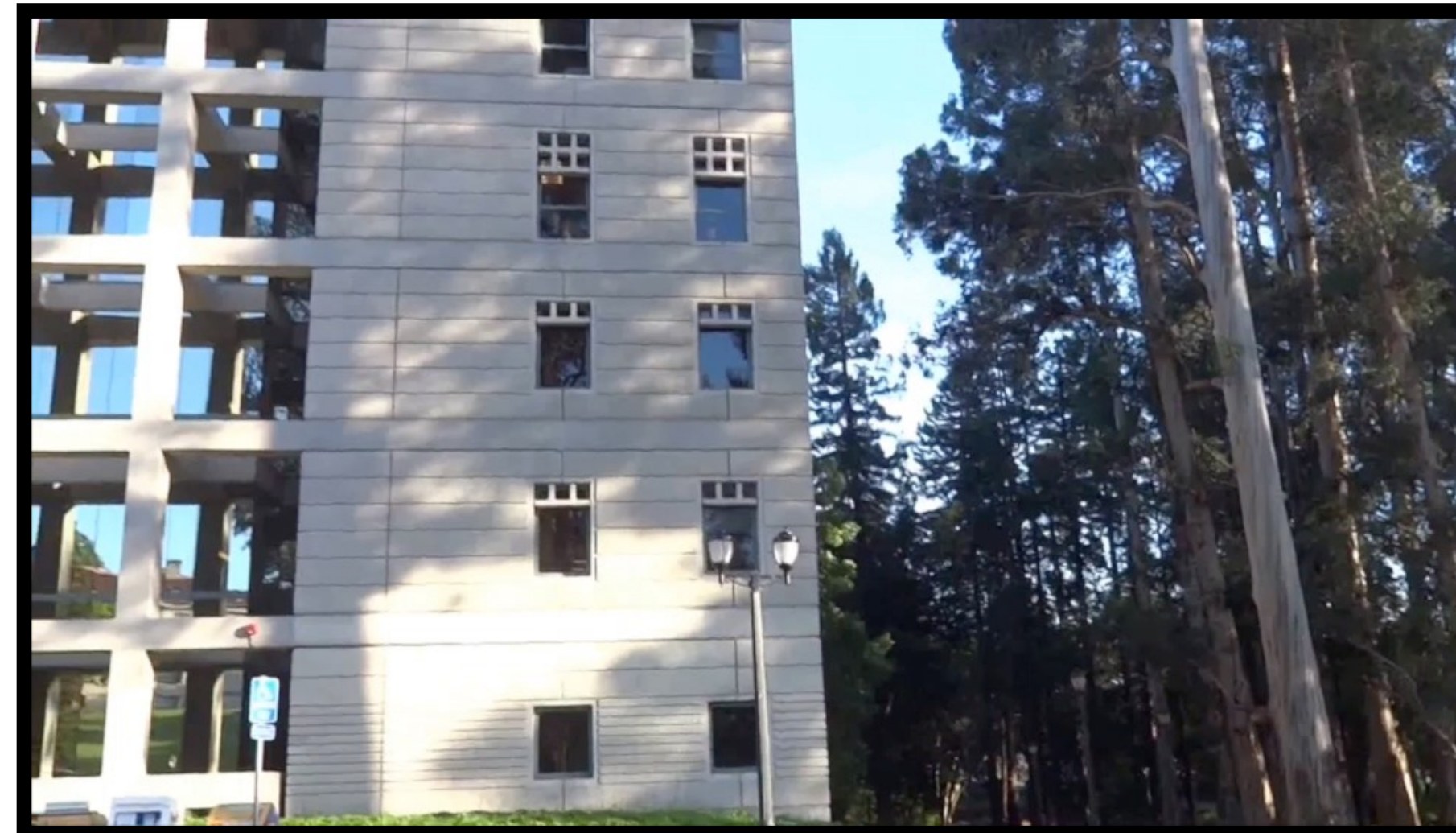
An experience of such perceptual vastness, one has to reconfigure their mental models of the world to accommodate it.

MEANING

HEALTH

HUMILITY

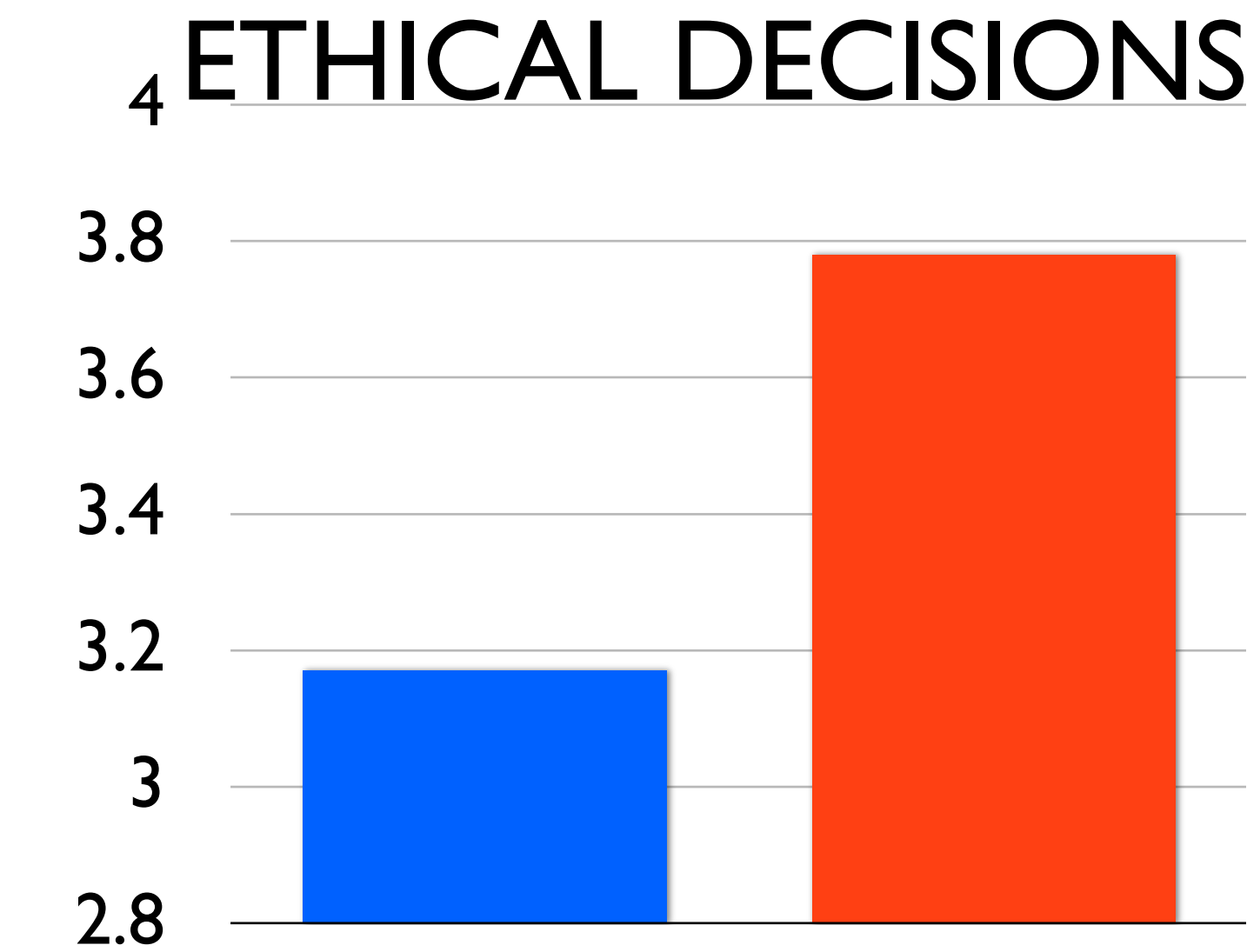
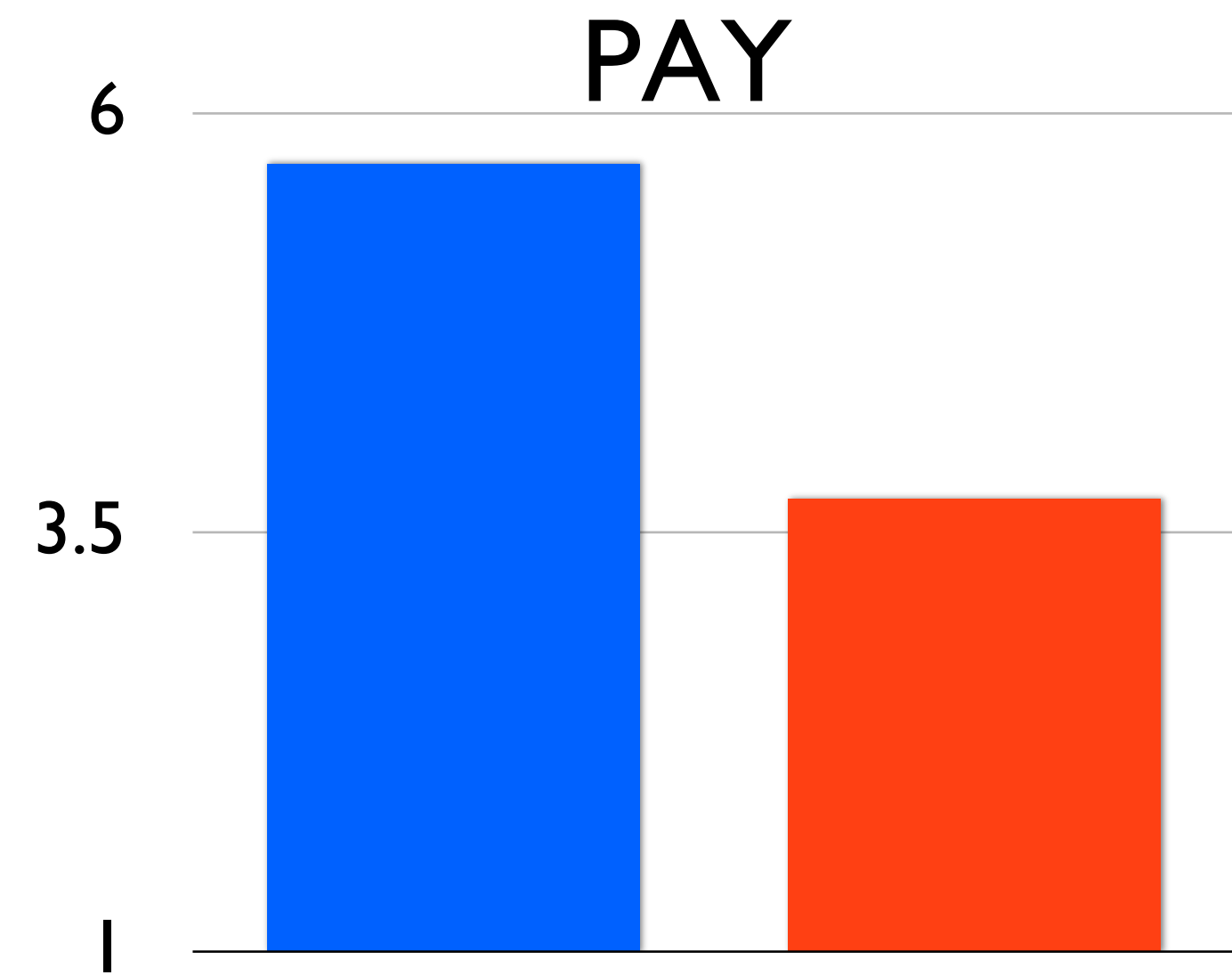
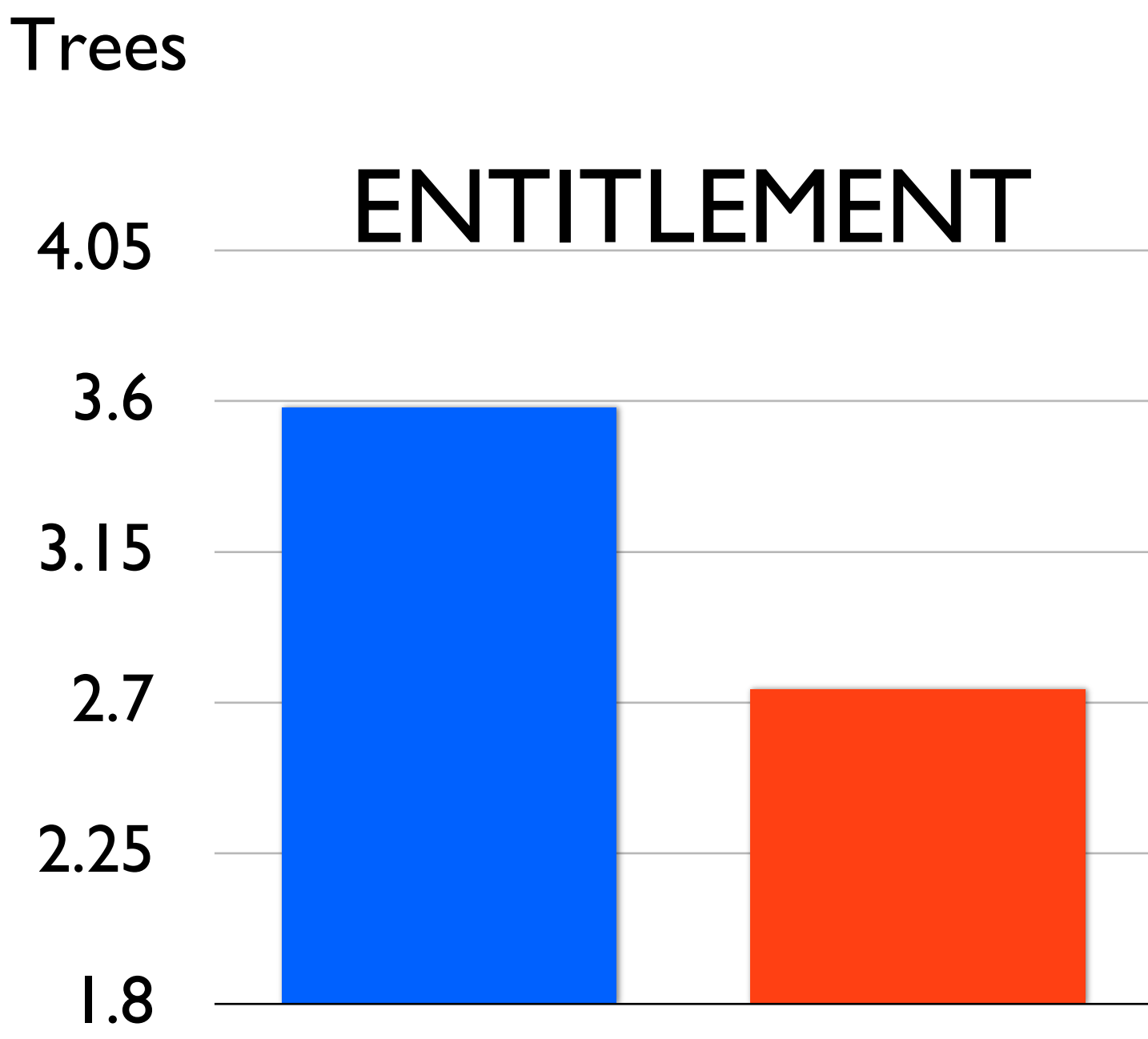
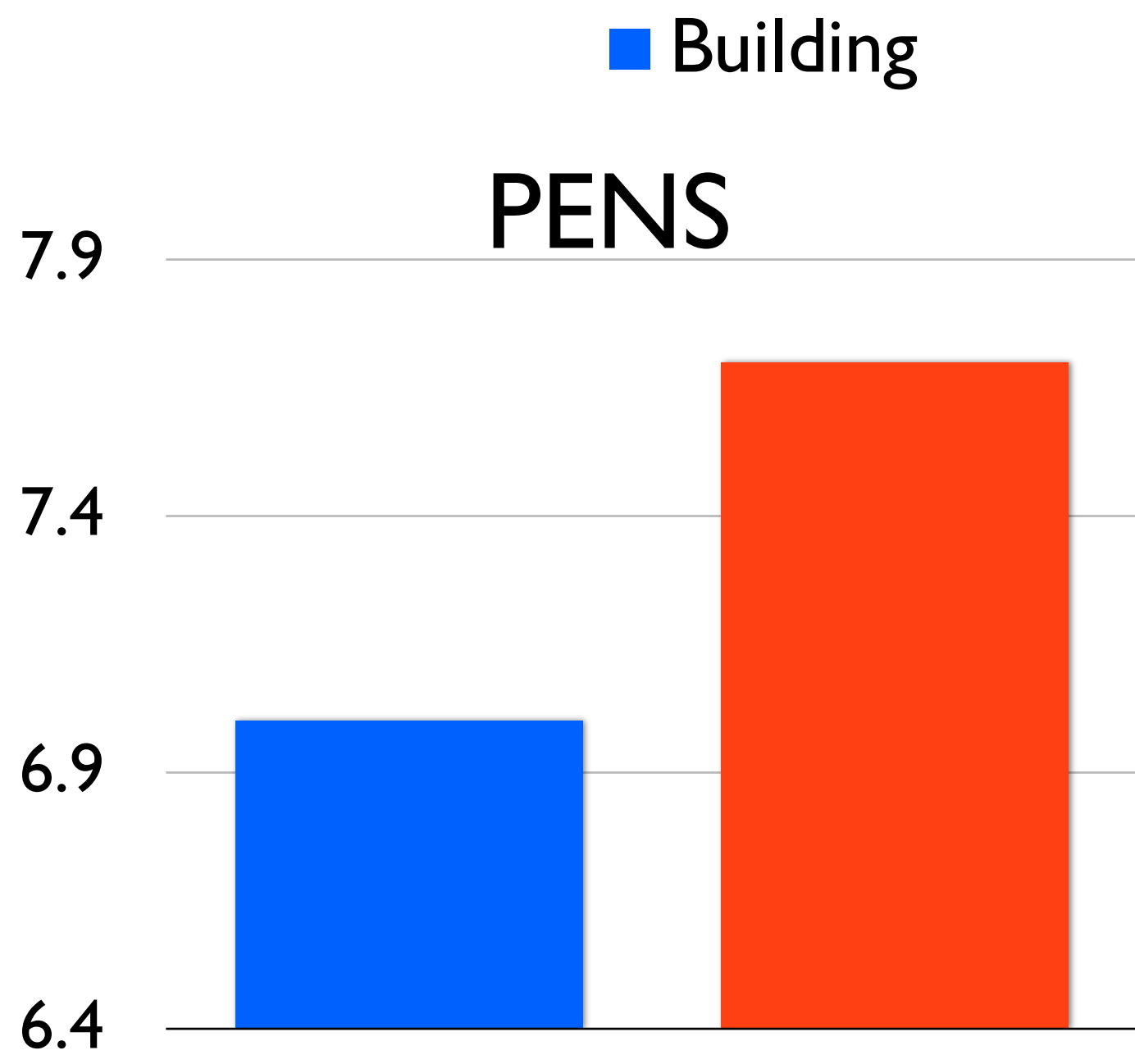
KINDNESS



Psychological entitlement: “I honestly feel I’m just more deserving than others”, “If I were on the Titanic, I would deserve to be on the *first* lifeboat.”

Pay: How much should you be paid for this experiment? (\$1 – \$10)

Ethical decision making: You’ve waited in line for 10 minutes to buy a coffee and muffin at a coffee shop. When you’re a couple of blocks away, you realize that the clerk gave you change for \$20 rather than for the \$10 you gave him. You savor your coffee, muffin and free \$10.





Awe +
Self-focus -
Collective focus +
Affiliation +
Prosociality +

AWE

Attunes and connects us to things larger than ourselves, to our groups and communities, and motivates us to care for others and the greater good.

How do we cultivate more of it?