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Faculty of Psychology

Colloquium lecture by Rotem Botvinik-Nezer, Ph.D.

Understanding and Enhancing Placebo Effects: From Mechanisms to Personalized Treatments

Placebo effects demonstrate the powerful influence of beliefs on health outcomes, yet their underlying mechanisms remain only partially understood. In this talk, I will explore how placebo effects shape pain perception, how treatment beliefs are shaped, and how personalization may enhance placebo responses. By integrating insights from neuroscience, cognitive science, and computational modeling, I aim to deepen our understanding of placebo mechanisms and explore novel ways to harness them for improved treatment outcomes.

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**This lecture takes place at Liebiggasse 5, 1010 Vienna,
Lecture Hall G 2nd floor and will be streamed.**
Thursday, 5 May 2025; 3pm