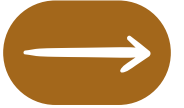


Most studies in psychology - no matter how professional - have a **WEIRD** problem, i.e. they mostly rely on participants from societies that are:

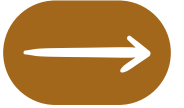
- ✓ **Western**
- ✓ **Educated**
- ✓ **Industrialized**
- ✓ **Rich**
- ✓ **Democratic***



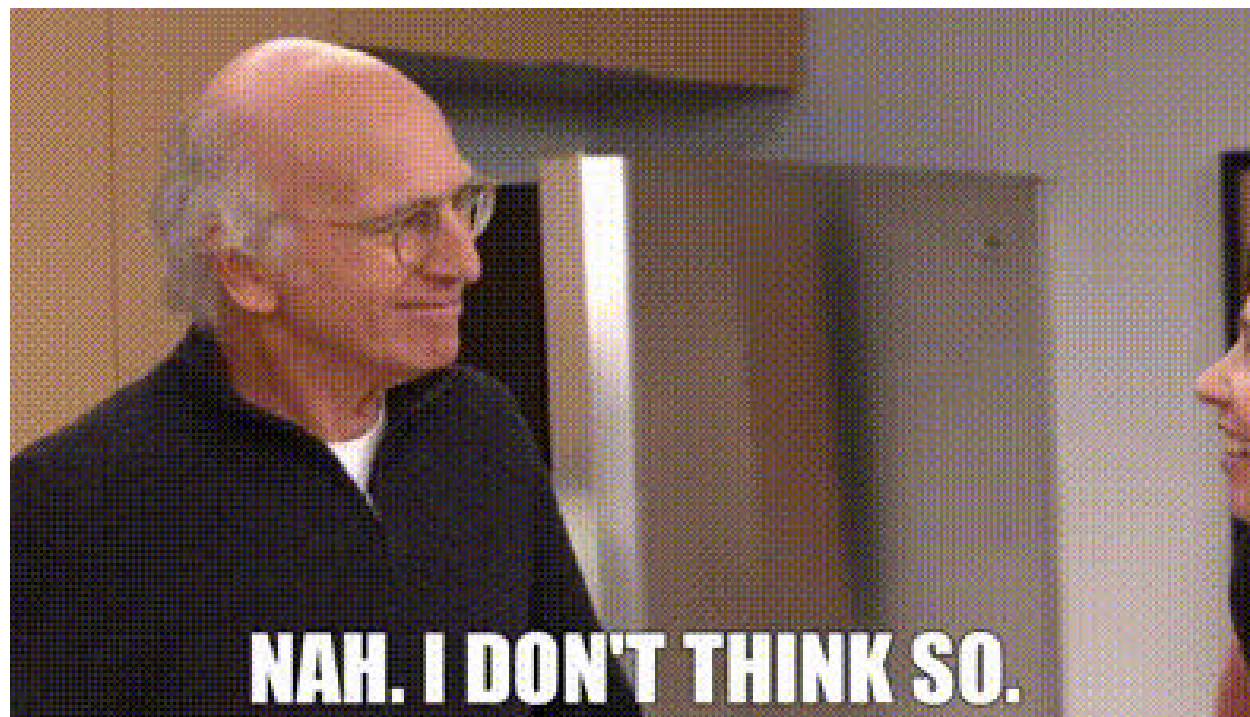
Did you know that a large % of those participants are **US college students**?

Not exactly the most representative sample of the world's population.

Both psychology and coaching as currently constituted are fundamentally **WEIRD** enterprises.



So, the next time someone tries to argue some **definitive, universal truth** on the back of a single college study, just reach for your inner **Larry David**



Two links for some real science behind the WEIRD story:

The original study:

https://www.cambridge.org/core/journals/behavioral-and-brain-sciences/article/abs/weirdest-people-in-the-world/BF84F7517D56AFF7B7EB58411A554C17?utm_campaign=shareaholic&utm_medium=copy_link&utm_source=bookmark

A recent update:

https://www.cambridge.org/core/elements/psychologys-weird-problems/C324108A678435B4F18EF712EFB793BB?utm_campaign=shareaholic&utm_medium=copy_link&utm_source=bookmark



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