



UNIVERSITÀ  
DEGLI STUDI  
DI PADOVA



**DIPARTIMENTO DI PSICOLOGIA GENERALE**  
"Vittorio Benussi"

## **Irving Kirsch**

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**Lunedì 7 Maggio – ore 13.30 aula EF4, via Venezia 14**  
**in collaborazione con il Padova Neuroscience Center**

Conferenza per ricercatori

### **Advances in Placebo effects**

Introduce e modera

**Prof. Alessandro Angrilli**

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**Martedì 8 Maggio ore 17.30 Aula Morgagni, via Giustiniani 2, Padova**

### **“Healing with the Placebo”**

Saluto

**Alessandro De Carlo**

**Presidente Ordine degli Psicologi del Veneto**

Introduce e modera

**Prof. Enrico Facco**

**Ingresso libero**

## **Abstract**

Efforts to estimate the power of placebo have been hampered by the implicit assumption that there is a unitary placebo effect. There is not one placebo effect; there are many. Placebo effects can be powerful or powerless depending on the colour, dose, strength of the active treatment, branding, price, mode of administration, and the condition being treated.

Psychological mechanisms underlying the placebo effect include Pavlovian conditioning, expectancy, and the therapeutic relationship. Because the placebo effect is a component of the response to active treatment, these mechanisms can be used to enhance treatment outcome. Also, contrary to received wisdom, placebo treatment can produce meaningful effects even when placebos are given openly without deception.