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Harnessing placebo effects by targeting expectancies

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Propositions for the dissertation

Harnessing placebo effects by targeting expectancies

Kaya Peerdeman

1. Placebos may be fake, but they can produce genuine psychoneurobiological effects
2. You do not need a placebo, nor deception, to harness placebo effects
3. Targeting expectancies is promising for harnessing placebo effects in clinical practice (*this dissertation*)
4. Treatment effects on pain and other physical symptoms can be optimized by inducing expectations of positive outcomes (*this dissertation*)
5. Expectancies are learned, e.g., via verbal suggestion, conditioning, or mental imagery (*this dissertation*)
6. Words can alleviate pain, or aggravate it
7. Mental imagery of reduced pain can reduce subsequent pain (*this dissertation*)
8. “Imagine” (*John Lennon, 1971*), believe in progress
9. The expected effectiveness of medication is influenced by the route of treatment administration and the targeted symptom (*this dissertation*)
10. The more you know, the better you know, how little you know
11. Next to expectancies, related emotions and cognitions can independently and interactively influence pain and other physical symptoms
12. As the band Placebo said: “Without you I'm nothing”