



## Mattias Lundberg & Jan Bylund

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Who are they?

Mattias Lundberg is a Licensed Psychologist and an Associate Professor of Psychology at the Department of Psychology at Umeå University. He is also an author and has published eight books. Mattias is known for his ability to explain complex psychological questions in an easy and often entertaining way. He is also a happy pessimist. Jan Bylund is a comedian, tv-host and entertainer who belongs to the first generation of standup-comedians in Sweden. He is also a well known speaker and an appreciated host at large events. As Mattias Lundberg, he is also a happy pessimist.

Why listen to them?

Lundberg and Bylund will talk about what happened when they started to question one of the most accepted “truths” in the Sweden. The truth about the importance of positive thinking. During their work with their book “The Happy Pessimist – why negative thinking is positive” they found that the foundation for the truth of Positive thinking was quite fragile and most important, never questioned. While starting to tear the arguments for positive thinking to reach happiness apart, they found so many situations where negative thinking is just as good, sometimes even better if you want to be happy. During their work they got some resistance from people in the selfhelp-industry, who felt threatened and took active steps to stop Bylund and Lundberg from telling their story. This TEDx talk is about the importance to question the truth.