

## **Abstract**

This thesis focuses on contemporary conceptions of the placebo effect. The beginning of the theoretical part describes the development of terminology in placebo research that has significantly changed in the past few years. Next, it discusses various psychological mechanisms of the placebo effect and provides an overview of models which attempt to conceptually clarify these mechanisms. The third chapter puts the placebo effect into a larger psychosocial context and summarises the shift from a dispositional approach emphasizing the role of personality traits to an interactional perspective. The last chapter addresses selected methodological issues in placebo research. This part is followed by a research proposal that attempts to account for these challenges and focuses on the relationship between the choice of treatment, personality, and strength of the placebo effect.

## **Keywords**

placebo, placebo effect, pharmacological conditioning, doctor-patient communication, randomised-controlled trials