

# **Activity 1**

Name:	Date:

**Experiment #1: Part 1** 

**Directions:** Go down the list from top to bottom, calling out the color of each word.

**RED** 

orange

yellow GREEN

PURPLE blue

**BLACK** 

pink

### **Introduction to Behavioral Economics**



Name: \_\_\_\_\_ Date: \_\_\_\_

Experiment #1: Part 2

**Directions:** Go down the list from top to bottom, calling out the color of each word (e.g. if "red" is printed in blue, call out "blue").

**BLACK** 

blue

**GREEN** 

red

YELLOW purple

**ORANGE** 

pink

### **Introduction to Behavioral Economics**



Name:	Date:	

## **Experiment #2**

**Directions:** Read the paragraph below and answer the multiple-choice question.

Linda is 31 years old, single, outspoken, and very bright. She majored in philosophy. As a student she was deeply concerned with issues of discrimination and social justice and also participated in anti-nuclear demonstrations.

#### Which is more probable?

- A. Linda is a bank teller.
- B. Linda is a bank teller and is active in the women's rights movement.



# **Introduction to Behavioral Economics**



Name:	Date:
Experiment #3	
<b>Directions:</b> Read the statements below and an	nswer the question in a complete sentence.
A bat and a ball cost \$1.10.	
The bat costs one dollar more than the ball.	
How much does the ball cost?	

