# Introduction to Behavioral Economics

## Individual Assignment

**Goal:** Write and present a short paper (no more than 1 000 words, excluding references to literature) about a phenomenon from behavioral science. You can choose whichever phenomenon you find most interesting.

For inspiration, you can check the following links (but feel free to do your own research and choose even something not included there):

- List of Behavioral Concepts from behavioraleconomics.com: https://www.behavioraleconomics.com/resources/mini-encyclopedia-of-be/
- List of Behavioral Biases: https://lorko.sk/wp-content/uploads/2021/04/Cognitive_Bias_Codex_-_180_biases_designed_by_John_Manoogian_III_jm3.jpeg
- List of topics covered in Encyclopaedia of Behavioral Economics: http://www.gbv.de/dms/zbw/817209123.pdf

**In the paper, you should**

1. Introduce the phenomenon (What is it? What do we know about it? How it manifests itself? Why is it important?)
2. Describe the effects of the phenomenon (Where do we observe it? How it influences the behavior?)
3. Propose how what you learned about the phenomenon can be beneficially applied in
   - daily life (or in relationships)
   - business
   - public policy

Don't forget to add references (scientific papers are strictly preferred to „Wikipedia").
Paper should be uploaded to MS Teams by December 18, 23:59. In case of late submission, penalty of 10% for every day being late is applied.

The paper is worth the maximum of 20 points. In addition, you can gain another 10 points for the presentation of the paper. The presentations are strictly limited to 8 minutes. You can use slides, but you don't have to. It is up to you. The presentation should cover all the three points mentioned above, so that once you finish the presentation, your classmates have a good working understanding on the phenomenon and its applications.

Please fill the following form to set the date for your presentation. Once you have your topic, please update the form.
https://docs.google.com/spreadsheets/d/1Ao4_ppOW8AhCab7_z8s6mbFHfcK7Z86wBVxzmO2ZXf4/

Looking forward to your presentations and papers! ☺
Matej