

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
4. Describe your measurement (replication) of the phenomenon

Don't forget to add references (scientific papers are strictly preferred to „Wikipedia“). Paper should be uploaded to MS Teams by **May 14, 23:59**. In case of late submission, penalty of 2 points for every day being late is applied.

The paper is worth up to 10 points and its presentation is worth up to another 10 points. The presentations should last between 10 – 13 minutes. You can use slides, but you don't have to. It is up to you. The presentation should cover all the points mentioned above, so that once you finish the presentation, your classmates have a good working understanding on the phenomenon and its applications. Within the presentation, include measurement of the phenomenon. You can measure the phenomenon during the presentation among your classmates, or in advance among your acquaintances, and present the similarities and differences between your results and previous studies.

Registration for the presentation date will be available from March 1st at [this link](#). Once you have your topic, write it in the table.

Looking forward to your presentations and papers! 😊