Theory in Behavioral Economics: The Broader Picture

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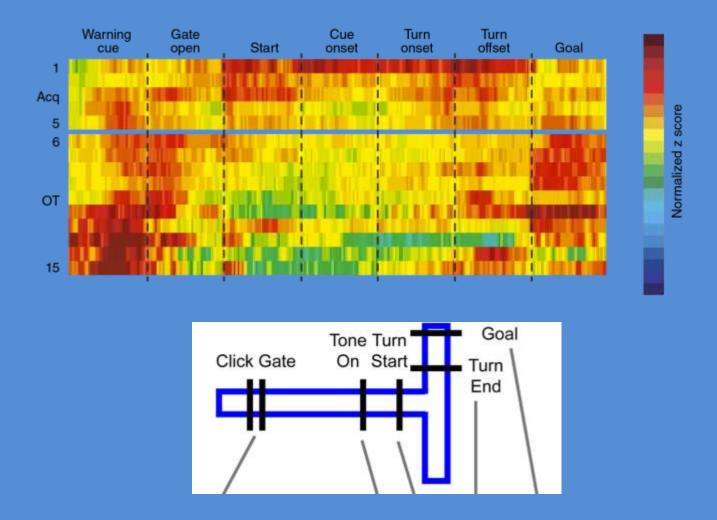








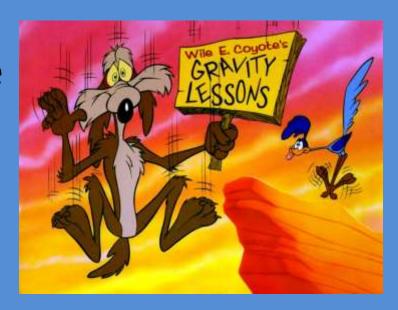




Barnes, et al. 2011

The Learning Brain

• We learn from experience



The Learning Brain

• We learn from experience



We learn from others





Zimmerman & Shimoga, 2014

Results

Rate Ratio of Unhealthy Foods Taken (p-value)



Results

Rate Ratio of Unhealthy Foods Taken (p-value)

Light Cognitive Load "42"

Heavy Cognitive Load "2718694"



Reference



1.28 (0.007)

Results

Rate Ratio of Unhealthy Foods Taken (p-value)

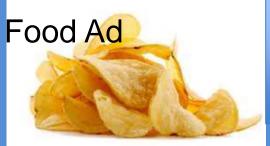
Light Cognitive Load "42"

Heavy Cognitive Load "2718694"

Car	Ad			
E	16/			
-10		-		No.
	-	0	46 100	ani de

Reference

Reference



1.14 (0.289)

1.43 High SES 1.01 (0.006) 1.84 (0.974) (0.004)

Results

Quantity of Calories Taken (p-value)



Results

Quantities of Calories Taken (p-value)

Light Cognitive Load "42"

Heavy Cognitive Load "2718694"



Reference

Reference



36 (0.389) High SES 14 Low SES 34 (0.014) 90 (0.589) (0.113)

