

Course Syllabus

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The Basics

- Applied Behavioral Economics for Information Systems (Info 232) meets Tuesdays and Thursdays from 2-3:30 p.m. in 210 South Hall. Your instructors, Steve Weber ([steve@ischool \(mailto:steve@ischool.berkeley.edu\)](mailto:steve@ischool.berkeley.edu)) and Galen Panger ([galen@ischool \(mailto:galen@ischool.berkeley.edu\)](mailto:galen@ischool.berkeley.edu)) are available for office hours by appointment. Just send one of us a note when you'd like to meet.
- Download the course reading packet from the "Files" link to your left. Please purchase or borrow *Thinking, Fast and Slow* because we are excerpting heavily from it in Week 3. You should be able to find films on this syllabus available widely for streaming, rent or purchase. Team up and watch them in groups!
- Each week, please review the core readings, and then read one or two cases of interest to you. If you're stumped on which cases to choose, just read the first two. **You do not have to read all of the cases.** We've selected readings and cases that are meant to be interesting, useful and occasionally provocative—they're not a broad review of the literature, but rather are meant to highlight key concepts and opportunities for application.
- There is a group assignment each week, two individual experiential assignments, and one final group presentation. You'll get full points on an assignment if it's been completed on time; however, your final grade will be based on an overall assessment of your individual effort and engagement in the class. [More details about assignments.](#)
- Please be mindful of your Internet use during class. We won't nag—this is grad school!—but if you need an incentive to stay off of Facebook, ESPN and email in class, think about the people sitting next to you and behind you. Scrolling and clicking through web pages is often very visually distracting for others.
- Jam to the course playlist on [Spotify](https://open.spotify.com/user/gpanger/playlist/2QxGIJaEzBoQ9k2WTjLH8g) [↗](https://open.spotify.com/user/gpanger/playlist/2QxGIJaEzBoQ9k2WTjLH8g) ([http://open.spotify.com/user/gpanger/playlist/2QxGIJaEzBoQ9k2WTjLH8g](https://open.spotify.com/user/gpanger/playlist/2QxGIJaEzBoQ9k2WTjLH8g)). If you feel stressed out, try starting a daily meditation practice with the [Calm app](http://www.calm.com) [↗](http://www.calm.com) (<http://www.calm.com>).

Syllabus

Week **0 — Opening Thoughts & Course Overview**

Dates Th 8/27

[Some opening thoughts](#)

Week **1 — Introduction**

Dates T 9/1, Th 9/3

Song [Girlfriend Is Better \(Talking Heads\)](https://www.youtube.com/watch?v=9r7X3f2gFz4) [↗](https://www.youtube.com/watch?v=9r7X3f2gFz4) (<https://www.youtube.com/watch?v=9r7X3f2gFz4>)

Core readings

- Milton Friedman, "The Methodology of Positive Economics," *Essays in Positive Economics*, 1953 (pages 154-159). (6 pages)
- Amos Tversky and Daniel Kahneman, "Judgment Under Uncertainty: Heuristics and Biases," *Science*, 1974. (8 pages)
- Matthew Rabin, "A Perspective on Psychology and Economics," *UC Berkeley Department of Economics Working Paper*, 2002. (29 pages)
- George Akerlof, "Behavioral Macroeconomics and Macroeconomic Behavior," *Nobel Prize Lecture*, 2001. (24 pages)

Cases

- Bob Wachter, "[Beware of the Robot Pharmacist](https://medium.com/backchannel/beware-of-the-robot-pharmacist-4015ebf13f6f)" [↗](https://medium.com/backchannel/beware-of-the-robot-pharmacist-4015ebf13f6f) (<https://medium.com/backchannel/beware-of-the-robot-pharmacist-4015ebf13f6f>), *Backchannel*, 2015.
- Richard Thaler, "[Unless You Are Spock, Irrelevant Things Matter in Economic Behavior](http://www.nytimes.com/2015/05/10/upshot/unless-you-are-spock-irrelevant-things-matter-in-economic-behavior.html?referrer=_)" [↗](http://www.nytimes.com/2015/05/10/upshot/unless-you-are-spock-irrelevant-things-matter-in-economic-behavior.html?referrer=_) (http://www.nytimes.com/2015/05/10/upshot/unless-you-are-spock-irrelevant-things-matter-in-economic-behavior.html?referrer=_), *New York Times*, 2015.
- Michael Lewis, "[Obama's Way](http://www.vanityfair.com/news/2012/10/michael-lewis-profile-barack-obama)" [↗](http://www.vanityfair.com/news/2012/10/michael-lewis-profile-barack-obama) (<http://www.vanityfair.com/news/2012/10/michael-lewis-profile-barack-obama>), *Vanity Fair*, 2012.
- Shane Parrish, "[How Using a Decision Journal Can Help You Make Better Decisions](http://www.farnamstreetblog.com/2014/02/decision-journal/)" [↗](http://www.farnamstreetblog.com/2014/02/decision-journal/) (<http://www.farnamstreetblog.com/2014/02/decision-journal/>), *Farnam Street*, 2014. See also: [DayOne](http://dayoneapp.com/) [↗](http://dayoneapp.com/) (<http://dayoneapp.com/>), [Whitelines](http://whitelines.se/products/) [↗](http://whitelines.se/products/) (<http://whitelines.se/products/>).
- Eric Jaffe, "[Why You're More Likely To Buy Something When Shopping On Your iPad](http://www.fastcodesign.com/3022127/evidence/why-youre-more-likely-to-buy-something-when-shopping-on-your-ipad?partner=newsletter)" [↗](http://www.fastcodesign.com/3022127/evidence/why-youre-more-likely-to-buy-something-when-shopping-on-your-ipad?partner=newsletter) (<http://www.fastcodesign.com/3022127/evidence/why-youre-more-likely-to-buy-something-when-shopping-on-your-ipad?partner=newsletter>), *FastCoDesign*, 2013. See also: [Gilt](http://www.gilt.com/) [↗](http://www.gilt.com/) (<http://www.gilt.com/>).
- Brad Tuttle, "[JC Penney Reintroduces Fake Prices \(and Lots of Coupons Too, Of Course\)](http://business.time.com/2013/05/02/jc-penney-reintroduces-fake-prices-and-lots-of-coupons-too-of-course/)" [↗](http://business.time.com/2013/05/02/jc-penney-reintroduces-fake-prices-and-lots-of-coupons-too-of-course/) (<http://business.time.com/2013/05/02/jc-penney-reintroduces-fake-prices-and-lots-of-coupons-too-of-course/>), *Time*, 2013.

- Vanessa Bohns, "[You're Already More Persuasive than You Think](https://hbr.org/2015/08/research-were-much-more-powerful-and-persuasive-than-we-know)" [↗](https://hbr.org/2015/08/research-were-much-more-powerful-and-persuasive-than-we-know) (<https://hbr.org/2015/08/research-were-much-more-powerful-and-persuasive-than-we-know>), *Harvard Business Review*, 2015.
- Claes Bell, "[How big numbers short-circuit your brain and how to fight back](http://www.bargaineering.com/articles/big-numbers-bork-brain-fight.html)" [↗](http://www.bargaineering.com/articles/big-numbers-bork-brain-fight.html) (<http://www.bargaineering.com/articles/big-numbers-bork-brain-fight.html>), *Bargaineering*, 2014.
- Kathleen McAuliffe, "[How Your Cat Is Making You Crazy](http://www.theatlantic.com/magazine/archive/2012/03/how-your-cat-is-making-you-crazy/308873/)" [↗](http://www.theatlantic.com/magazine/archive/2012/03/how-your-cat-is-making-you-crazy/308873/) (<http://www.theatlantic.com/magazine/archive/2012/03/how-your-cat-is-making-you-crazy/308873/>), *The Atlantic*, 2012.
- Jake Knapp, "[The Time Timer: a simple tool for instantly better meetings](http://www.gv.com/lib/the-time-timer-a-simple-tool-for-instantly-better-meetings)" [↗](http://www.gv.com/lib/the-time-timer-a-simple-tool-for-instantly-better-meetings) (<http://www.gv.com/lib/the-time-timer-a-simple-tool-for-instantly-better-meetings>), *Google Ventures Library*, 2014.
- "[What Will the Grocery Experience Be Like with an Apple Watch?](http://www.psfk.com/2015/03/apple-watch-whole-foods-grocery-experience-rehabstudio-future-of-retail.html?utm_source=Sailthru&utm_medium=email&utm_term=daily&utm_campaign=Daily%202015-03-05)" [↗](http://www.psfk.com/2015/03/apple-watch-whole-foods-grocery-experience-rehabstudio-future-of-retail.html?utm_source=Sailthru&utm_medium=email&utm_term=daily&utm_campaign=Daily%202015-03-05) (http://www.psfk.com/2015/03/apple-watch-whole-foods-grocery-experience-rehabstudio-future-of-retail.html?utm_source=Sailthru&utm_medium=email&utm_term=daily&utm_campaign=Daily%202015-03-05)" *PSFK Labs*, 2015.

Week **2 — A Short Philosophical Interlude**

Dates T 9/8, Th 9/10

Song [Shock the Monkey \(Peter Gabriel\)](https://www.youtube.com/watch?v=CnVf1ZoCJSo) [↗](https://www.youtube.com/watch?v=CnVf1ZoCJSo) (<https://www.youtube.com/watch?v=CnVf1ZoCJSo>)

- Core readings
- Edward Glaeser, "Paternalism and Psychology," *NBER Working Paper*, 2005. (21 pages)
 - Richard Thaler and Cass Sunstein, "Libertarian Paternalism," *American Economic Review*, 2003. (5 pages)
 - Stanley Milgram, "Behavioral Study of Obedience," *Journal of Abnormal and Social Psychology*, 1963. (8 pages)
 - *Fed Up*, Atlas Films, 2014. (Video, 95 minutes, available on Netflix and other services)

- Cases
- Paul Berg, "Asilomar 1975: DNA modification secured," *Nature*, 2008. (2 pages)
 - Michael Moss, "[The Extraordinary Science of Addictive Junk Food](http://www.nytimes.com/2013/02/24/magazine/the-extraordinary-science-of-junk-food.html?_r=1)" [↗](http://www.nytimes.com/2013/02/24/magazine/the-extraordinary-science-of-junk-food.html?_r=1) (http://www.nytimes.com/2013/02/24/magazine/the-extraordinary-science-of-junk-food.html?_r=1), *New York Times*, 2013.
 - Steven Levy, "[Nest's Plan to Stop Brownouts Before They Start](http://www.wired.com/business/2013/04/nest-energy-services/)" [↗](http://www.wired.com/business/2013/04/nest-energy-services/) (<http://www.wired.com/business/2013/04/nest-energy-services/>), *Wired*, 2013. See also: [MyEnergy.com](http://www.myenergy.com/) [↗](http://www.myenergy.com/) (<http://www.myenergy.com/>) and [Steve's Energy Report](http://courses.ischool.berkeley.edu/i232/f14/index.php/File:Nest.pdf) [↗](http://courses.ischool.berkeley.edu/i232/f14/index.php/File:Nest.pdf) (<http://courses.ischool.berkeley.edu/i232/f14/index.php/File:Nest.pdf>).
 - Danny Sullivan, "[Woman Follows Google Maps "Walking" Directions, Gets Hit, Sues](http://searchengineland.com/woman-follows-google-maps-walking-directions-gets-hit-sues-43212)" [↗](http://searchengineland.com/woman-follows-google-maps-walking-directions-gets-hit-sues-43212) (<http://searchengineland.com/woman-follows-google-maps-walking-directions-gets-hit-sues-43212>), *Search Engine Land*, 2010.
 - Morgan O'Neill, "[How Do You Help Your Town Dig Out From A Disaster?](http://www.npr.org/programs/ted-radio-hour/401734785/getting-organized)" [↗](http://www.npr.org/programs/ted-radio-hour/401734785/getting-organized) (<http://www.npr.org/programs/ted-radio-hour/401734785/getting-organized>)" *NPR*, 2015. (Audio, 10 minutes)
 - Liz Stinson, "[Could This Clever Cigarette Design Help You Quit Smoking?](http://www.wired.com/2014/06/could-a-clever-cigarette-design-help-you-quit-smoking/?mbid=social_twitter)" [↗](http://www.wired.com/2014/06/could-a-clever-cigarette-design-help-you-quit-smoking/?mbid=social_twitter) (http://www.wired.com/2014/06/could-a-clever-cigarette-design-help-you-quit-smoking/?mbid=social_twitter)" *Wired*, 2014.
 - Keith Naughton, "[Scared of Self-Driving Cars? They're a Lot Closer Than You Think](http://www.bloomberg.com/news/articles/2015-05-07/scared-of-self-driving-cars-they-re-a-lot-closer-than-you-think)" [↗](http://www.bloomberg.com/news/articles/2015-05-07/scared-of-self-driving-cars-they-re-a-lot-closer-than-you-think) (<http://www.bloomberg.com/news/articles/2015-05-07/scared-of-self-driving-cars-they-re-a-lot-closer-than-you-think>), *Bloomberg*, 2015.
 - Katrin Bennhold, "[Britain's Ministry of Nudges](http://www.nytimes.com/2013/12/08/business/international/britains-ministry-of-nudges.html?pagewanted=1&wpisrc=nl_wonk&_r=1&ref=general&src=me&qwh=60F834B12D68B93331B54F3C1EA734F8&gwt=pay)" [↗](http://www.nytimes.com/2013/12/08/business/international/britains-ministry-of-nudges.html?pagewanted=1&wpisrc=nl_wonk&_r=1&ref=general&src=me&qwh=60F834B12D68B93331B54F3C1EA734F8&gwt=pay) (http://www.nytimes.com/2013/12/08/business/international/britains-ministry-of-nudges.html?pagewanted=1&wpisrc=nl_wonk&_r=1&ref=general&src=me&qwh=60F834B12D68B93331B54F3C1EA734F8&gwt=pay), *New York Times*, 2013. See also: "[The limits of nudging](http://www.economist.com/blogs/freeexchange/2015/07/behavioural-economics?fsrc=nlw%7Cnewe%7C27-07-2015%7CNA)" [↗](http://www.economist.com/blogs/freeexchange/2015/07/behavioural-economics?fsrc=nlw%7Cnewe%7C27-07-2015%7CNA) (<http://www.economist.com/blogs/freeexchange/2015/07/behavioural-economics?fsrc=nlw%7Cnewe%7C27-07-2015%7CNA>), *The Economist*, 2015.
 - Richard Williams, "[Obama's Budding Nanny State](http://www.politico.com/magazine/story/2013/12/obamas-nanny-state-100848.html#_U-x0fZDvRo)" [↗](http://www.politico.com/magazine/story/2013/12/obamas-nanny-state-100848.html#_U-x0fZDvRo) (http://www.politico.com/magazine/story/2013/12/obamas-nanny-state-100848.html#_U-x0fZDvRo), *Politico*, 2013.

Week **3 — Thinking, Feeling & Constraints**

Dates T 9/15, Th 9/17

Song [Everything Counts \(Depeche Mode\)](https://www.youtube.com/watch?v=1t-gK-9Elq4) [↗](https://www.youtube.com/watch?v=1t-gK-9Elq4) (<https://www.youtube.com/watch?v=1t-gK-9Elq4>), [Wild Horses \(Rolling Stones\)](https://www.youtube.com/watch?v=ZNaqBBjrlZw) [↗](https://www.youtube.com/watch?v=ZNaqBBjrlZw) (<https://www.youtube.com/watch?v=ZNaqBBjrlZw>)

- Core readings
- Antonio Damasio, "[This Time With Feeling](http://fora.tv/2009/07/04/Antonio_Damasio_This_Time_With_Feeling)" [↗](http://fora.tv/2009/07/04/Antonio_Damasio_This_Time_With_Feeling) (http://fora.tv/2009/07/04/Antonio_Damasio_This_Time_With_Feeling), *FORA.tv*, 2009. (Video, 1 hour)
 - Daniel Kahneman, *Thinking, Fast and Slow*, 2011. Chapters 1-5 and pages 82-85, 97-104, and 109-118. (74 pages)
 - Barbara Fredrickson, "The Role of Positive Emotions in Positive Psychology: The Broaden and Build Theory of Positive Emotions," *American Psychologist*, 2001. (10 pages)
 - Jef Raskin, *The Humane Interface*, 2000. Chapter 2. (24 pages)

- Cases
- Donald Norman, "The Devious Side of Design," pages 92-95 and "Designing Objects for Fun and Pleasure," pages 101-115 in *Emotional Design*, 2004. (19 pages) See also: "[Creating an office for work and play](http://www.google.com/about/careers/lifeatgoogle/creating-an-office-for-work-and-play.html)" [↗](http://www.google.com/about/careers/lifeatgoogle/creating-an-office-for-work-and-play.html) (<http://www.google.com/about/careers/lifeatgoogle/creating-an-office-for-work-and-play.html>), *Careers at Google*.

- Ann Graybiel and Kyle Smith, "How the Brain Makes and Breaks Habits," *Scientific American*, 2014. (4 pages) See also: "[Should Habits or Goals Direct Your Life? It Depends](http://blogs.scientificamerican.com/mind-guest-blog/2013/11/12/should-habits-or-goals-direct-your-life-it-depends-2/)" (<http://blogs.scientificamerican.com/mind-guest-blog/2013/11/12/should-habits-or-goals-direct-your-life-it-depends-2/>), *Scientific American*, 2013 and [Habit List](http://habitlist.com) (<http://habitlist.com>), [HabitClock.com](http://www.habitclock.com) (<http://www.habitclock.com>), [HabitRPG](https://habitrpg.com/static/front) (<https://habitrpg.com/static/front>) and [Chains.cc](https://chains.cc/) (<https://chains.cc/>)
- Nir Eyal, "[Hooked: Building Habit-Forming Products](http://www.nirandfar.com/2013/02/new-video-hooked-the-psychology-of-how-products-engage-us.html)" (<http://www.nirandfar.com/2013/02/new-video-hooked-the-psychology-of-how-products-engage-us.html>), 2013. (Video, 30 minutes)
- Dacher Keltner and Paul Ekman, "[The Science of 'Inside Out'](http://www.nytimes.com/2015/07/05/opinion/sunday/the-science-of-inside-out.html)" (<http://www.nytimes.com/2015/07/05/opinion/sunday/the-science-of-inside-out.html>), *New York Times*, 2015.
- Susan Ager, "[This Wouldn't Be The First Time a Child's Photo Changed History](http://news.nationalgeographic.com/2015/09/150903-drowned-syrian-boy-photo-children-pictures-world/)" (<http://news.nationalgeographic.com/2015/09/150903-drowned-syrian-boy-photo-children-pictures-world/>), *National Geographic*, 2015.
- Kathy Sierra, "[Your app makes me fat](http://seriouspony.com/blog/2013/7/24/your-app-makes-me-fat)" (<http://seriouspony.com/blog/2013/7/24/your-app-makes-me-fat>), *Serious Pony*, 2013. See also: Shane Parrish, "[The History of Cognitive Overload](https://www.farnamstreetblog.com/2014/09/the-history-of-cognitive-overload/)" (<https://www.farnamstreetblog.com/2014/09/the-history-of-cognitive-overload/>), *Farnam Street*, 2014.
- [Lumosity.com](http://www.lumosity.com) (<http://www.lumosity.com>), [Elevate](http://elevateapp.com/) (<http://elevateapp.com/>), [Peak](http://www.peak.net/) (<http://www.peak.net/>), [Memrise](http://www.memrise.com/) (<http://www.memrise.com/>), [Focus@Will](https://www.focusatwill.com/) (<https://www.focusatwill.com/>), [Joyable](https://joyable.com) (<https://joyable.com>) and [Coffitivity](https://www.coffitivity.com/) (<https://www.coffitivity.com/>).
- Chris Velazco, "[Amazon Wants To Do Good With Its Goods, Launches 'AmazonSmile' Charity Donation Program](http://techcrunch.com/2013/10/30/amazon-smile-automatic-charity-donation/)" (<http://techcrunch.com/2013/10/30/amazon-smile-automatic-charity-donation/>), *TechCrunch*, 2013.
- Roger Dooley, "[The Smartest Supermarket You Never Heard Of](http://www.forbes.com/sites/rogerdooley/2014/01/28/h-e-b/)" (<http://www.forbes.com/sites/rogerdooley/2014/01/28/h-e-b/>), *Forbes*, 2014.
- "[Advertising: Nothing more than feelings](http://www.economist.com/news/business/21591165-admen-have-made-marketing-guru-daniel-kahneman-prizewinning-psychologist-nothing-more?frsc=dg%7Ca)" (<http://www.economist.com/news/business/21591165-admen-have-made-marketing-guru-daniel-kahneman-prizewinning-psychologist-nothing-more?frsc=dg%7Ca>), *Economist*, 2013.
- Alex Stone, "[Why Waiting Is Torture](http://www.nytimes.com/2012/08/19/opinion/sunday/why-waiting-in-line-is-torture.html?pagewanted=all&_r=0)" (http://www.nytimes.com/2012/08/19/opinion/sunday/why-waiting-in-line-is-torture.html?pagewanted=all&_r=0), *New York Times*, 2012. See also: "[Cars in the next lane really do go faster](http://plus.maths.org/content/cars-next-lane-really-do-go-faster)" (<http://plus.maths.org/content/cars-next-lane-really-do-go-faster>), "[Mind games to beat bad behavior on planes and trains](http://www.bbc.com/future/story/20140917-how-to-trick-terrible-travellers)" (<http://www.bbc.com/future/story/20140917-how-to-trick-terrible-travellers>) and "[Walk This Way](http://99percentinvisible.org/episode/walk-this-way/)" (<http://99percentinvisible.org/episode/walk-this-way/>).
- Hitomi Tsujita and Jun Rekimoto, "[Smiling Makes Us Happier: Enhancing Positive Mood and Communication with Smile-Encouraging Digital Appliances](http://dl.acm.org/citation.cfm?id=2030114)" (<http://dl.acm.org/citation.cfm?id=2030114>), *UbiComp*, 2011. [Accompanying video](http://vimeo.com/29169237) (<http://vimeo.com/29169237>).
- Paul Piff et al., "Awe, the Small Self, and Prosocial Behavior," *Journal of Personality and Social Psychology*, 2015. (15 pages)
- Janina Marguc et al., "Stepping Back to See the Big Picture: When Obstacles Elicit Global Processing," *Journal of Personality and Social Psychology*, 2011. (15 pages)

Week **4 — Choice Architecture**

Dates T 9/22, Th 9/24

Song [It's Raining Men \(The Weather Girls\)](https://www.youtube.com/watch?v=l5aZJBLAu1E) (<https://www.youtube.com/watch?v=l5aZJBLAu1E>)

- Core readings
- Simona Botti and Sheena Iyengar, "The Dark Side of Choice: When Choice Impairs Social Welfare," *Journal of Public Policy and Marketing*, 2006. (12 pages)
 - Marianne Bertrand, Sendhil Mullainathan, and Eldar Shafir, "Behavioral Economics and Marketing in Aid of Decision-Making Among the Poor," *Journal of Public Policy and Marketing*, 2006. (14 pages)
 - Eric Johnson and Daniel Goldstein, "Do Defaults Save Lives?," *Science*, 2003. (2 pages)
 - Daniel Mochon, "Single-Option Aversion," *Journal of Consumer Research*, 2013. (11 pages)

- Cases
- Dan Slater, "[A Million First Dates: How online romance is threatening monogamy](http://www.theatlantic.com/magazine/archive/2013/01/a-million-first-dates/309195/)" (<http://www.theatlantic.com/magazine/archive/2013/01/a-million-first-dates/309195/>), first part of "[Online Dating Game](http://www.theatlantic.com/debates/online-dating/)" (<http://www.theatlantic.com/debates/online-dating/>) series, *Atlantic*, 2013. See also: [Coffee Meets Bagel](https://coffeemeetsbagel.com/) (<https://coffeemeetsbagel.com/>), [Hinge](http://hinge.co/) (<http://hinge.co/>), [Dattch](http://dattch.com/) (<http://dattch.com/>) and [Tinder](http://www.gotinder.com/) (<http://www.gotinder.com/>)
 - Julie Downs et al., "Strategies for Promoting Healthier Food Choices," *American Economic Review*, 99:2, 2009. (5 pages) See also: Stephanie Clifford, "[Why Healthy Eaters Fall for Fries](http://www.nytimes.com/2013/06/30/sunday-review/why-healthy-eaters-fall-for-fries.html)" (<http://www.nytimes.com/2013/06/30/sunday-review/why-healthy-eaters-fall-for-fries.html>), *New York Times*, 2013.
 - Ben Schiller, "[You Can Determine Your Weight Based on What Food Is Visible In Your Kitchen](http://www.fastcoexist.com/3052478/why-youre-fat/what-you-put-on-your-kitchen-counters-is-why-youre-fat?partner=rss)" (<http://www.fastcoexist.com/3052478/why-youre-fat/what-you-put-on-your-kitchen-counters-is-why-youre-fat?partner=rss>), *Fast Company*, 2015. See also: Ben Schiller, "[5 Nudges To Get Kids To Eat Better At School](http://www.fastcoexist.com/3037795/5-nudges-to-get-kids-to-eat-better-at-school/)" (<http://www.fastcoexist.com/3037795/5-nudges-to-get-kids-to-eat-better-at-school/>), *Fast Company*, 2014.

- Cass Sunstein and Lucia Reisch, "Automatically Green: Behavioral Economics and Environmental Protection," *Harvard Environmental Law Review*, 2014. (32 pages)
- Anand Giridharadas, "[Want a Steady Income? There's an App for That](http://www.nytimes.com/2015/05/03/magazine/want-a-steady-income-theres-an-app-for-that.html?_r=0&referrer=)," *New York Times*, 2015.
- [Wizit Decision Wizard](http://wizitapp.com/)
- Brian Christian, "[The A/B Test: Inside the Technology That's Changing the Rules of Business](http://www.wired.com/business/2012/04/ff_abtesting/)," *Wired*, 2012. See also: [Optimizely Case Studies](http://blog.optimizely.com/category/casestudies/), [WhichTestWon](https://whichtestwon.com/test/landing-page-increased-completed-form-fills-note-5-step-form/)
- Julie Zhuo, "[The Agony and Ecstasy of Building with Data](https://medium.com/the-year-of-the-looking-glass/the-agony-and-ecstasy-of-building-with-data-56215764d67c)," *Medium*, 2013.
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- Cliff Kuang, "[Disney's \\$1 Billion Bet on a Magical Wristband](http://www.wired.com/2015/03/disney-magicband/)," *Wired*, 2015.
- Sheila Kumar, "[Oregon is first state to adopt automatic voter registration](http://news.yahoo.com/oregon-first-state-adopt-automatic-voter-registration-190300538.html)," *Associated Press*, 2015.
- Michelle Miller, "[Could digital tipping make you more generous?](http://www.cbsnews.com/news/could-digital-tipping-make-you-more-generous/)" *CBS News*, 2014.
- Ben Wellington, "[Why You Should Put \\$19.05 on Your MetroCard to Outsmart the MTA](http://gizmodo.com/why-you-should-put-19-05-on-your-metrocard-to-outsmart-1632531219/+whitsongordon)," *Gizmodo*, 2014.
- Daniela Walker, "[Tummy Translator Deciphers Your Pizza Order from Stomach Rumbles](http://www.psfk.com/2015/02/dominos-pizza-tummy-translator-app.html?utm_source=Sailthru&utm_medium=email&utm_term=daily&utm_campaign=Daily%202015-02-24)," *PSFK*, 2015.

Note Assignment 1 — Retail Observation is due Thursday, 9/24 by noon.

Week 5 — Risk Behavior & Choice Under Pressure

Dates T 9/29, Th 10/1

Song [Should I Stay Or Should I Go? \(The Clash\)](https://www.youtube.com/watch?v=xMaE6toi4mk), [Under Pressure \(Queen and David Bowie\)](https://www.youtube.com/watch?v=YoDh_gHDvkk)

Core readings

- Daniel Kahneman and Amos Tversky, "Prospect Theory: An Analysis of Decision Under Risk," *Econometrica*, 1979. (27 pages)
- Richard Neustadt and Ernest May, *Thinking in Time: The Uses of History for Decision Makers*, 1986 (pages 1-16). (16 pages)
- David Tuckett, "Addressing the Psychology of Financial Markets," *Economics: The Open Access, Open Assessment E-Journal*, 2009. (20 pages)
- George Loewenstein et al, "Risk as Feelings," *Psychological Bulletin*, 2001. (15 pages)
- Terry Robinson and Kent Berridge, "Addiction," *Annual Review of Psychology*, 2003. (22 pages)

Watch one

- *Too Big to Fail: The Inside Story of How Wall Street and Washington Fought to Save the Financial System—and Themselves*, HBO, 2011. (Video, 98 minutes, available on HBO, [Amazon Prime](http://www.amazon.com/Too-Big-Fail-William-Hurt/dp/B0089DWJ9K/ref=sr_1_1?s=instant-video&ie=UTF8&qid=1416613197&sr=1-1&keywords=too+big+to+fail)) and other video services)
- *Thirteen Days*, Beacon Pictures, 2000. (Video, 145 minutes, available on [iTunes](https://itunes.apple.com/us/movie/thirteen-days/id653326503))

Cases

- Cass Sunstein, "[Why Ebola Is Scarier Than It Should Be](http://www.bloombergview.com/articles/2014-10-20/why-ebola-is-scarier-than-it-should-be)," *Bloomberg*, 2014. See also: [How Deadly is Ebola?](http://www.washingtonpost.com/wp-srv/special/world/how-deadly-is-ebola/)
- Max Fisher, "[How World War III became possible](http://www.vox.com/2015/6/29/8845913/russia-war)," *Vox*, 2015.
- Thomas Astebro et al., "Seeking the Roots of Entrepreneurship: Insights from Behavioral Economics," *Journal of Economic Perspectives*, 2014. (19 pages)
- Therese Huston, "[Are Women Better Decision Makers?](http://www.nytimes.com/2014/10/19/opinion/sunday/are-women-better-decision-makers.html)" *New York Times*, 2014.
- Roland Freyer, Jr., et al., "Enhancing the Efficacy of Teacher Incentives Through Loss Aversion: A Field Experiment," *NBER Working Papers*, 2012. (19 pages)
- Aaron Sedley, "[Change aversion: Why users hate what you launched \(and what to do about it\)](http://www.designstaff.org/articles/how-to-avoid-mitigate-change-aversion-2012-04-24.html)," *Design Staff*, 2012.

- Richard Alleyne, “[Ring finger length linked to City stockbrokers' success, claim scientists](http://www.telegraph.co.uk/science/science-news/4223545/Ring-finger-length-linked-to-City-stockbrokers-success-claim-scientists.html)” (<http://www.telegraph.co.uk/science/science-news/4223545/Ring-finger-length-linked-to-City-stockbrokers-success-claim-scientists.html>), *Telegraph*, 2009.
- Steve Vernon, “[Facing up to the risk of living too long](http://www.cbsnews.com/8301-505146_162-57595298/facing-up-to-the-risk-of-living-too-long/)” (http://www.cbsnews.com/8301-505146_162-57595298/facing-up-to-the-risk-of-living-too-long/), *CBS MoneyWatch*, 2013. See also: [Betterment](https://www.betterment.com/) (<https://www.betterment.com/>).

Week **6 — Happiness in Experience, Memory & Choice**

Dates T 10/6, Th 10/8

Song [If It Makes You Happy \(Sheryl Crow\)](https://www.youtube.com/watch?v=dyihQtBes1I) (<https://www.youtube.com/watch?v=dyihQtBes1I>)

- Core readings
- Daniel Kahneman, “[The riddle of experience vs. memory](http://www.ted.com/talks/daniel_kahneman_the_riddle_of_experience_vs_memory.html)” (http://www.ted.com/talks/daniel_kahneman_the_riddle_of_experience_vs_memory.html), TED, 2010. (Video, 20 minutes)
 - Daniel Kahneman and Alan Krueger, “Developments in the Measurement of Subjective Well-Being,” *Journal of Economic Perspectives*, 2006. (20 pages)
 - Daniel Kahneman and Robert Sugden, “Experienced Utility as a Standard of Policy Evaluation,” *Environmental and Resource Economics*, 2005. (17 pages)

- Cases
- Matthew Killingsworth and Daniel Gilbert, “A Wandering Mind is an Unhappy Mind,” *Science*, 2010. (1 page) See also: [Happier.com](http://www.happier.com/) (<http://www.happier.com/>), [iMoodJournal for iOS](http://itunes.apple.com/us/app/imoodjournal-mood-journal/id517952128?mt=8) (<http://itunes.apple.com/us/app/imoodjournal-mood-journal/id517952128?mt=8>), [Moodnotes](http://moodnotes.thriveport.com) (<http://moodnotes.thriveport.com>), [Worry Watch](https://itunes.apple.com/us/app/worry-watch-anxiety-self-help/id693833917?mt=8) (<https://itunes.apple.com/us/app/worry-watch-anxiety-self-help/id693833917?mt=8>).
 - Cassie Mogilner, et al., “The Shifting Meaning of Happiness,” *Social Psychological and Personality Science*, 2011. See also: [Top 2,500 Feelings](http://www.wefeelfine.org/press/pdfs-high-res/236-237.pdf) (<http://www.wefeelfine.org/press/pdfs-high-res/236-237.pdf>) (from [We Feel Fine](http://www.wefeelfine.org/) (<http://www.wefeelfine.org/>)).
 - Michael Carney, “[Path's Dave Morin gives up on lasting memories](http://pando.com/2014/06/12/paths-dave-morin-gives-up-on-lasting-memories/)” (<http://pando.com/2014/06/12/paths-dave-morin-gives-up-on-lasting-memories/>), *PandoDaily*, 2014. See also: [Path](https://path.com/) (<https://path.com/>), [Slingshot](http://www.sling.me/) (<http://www.sling.me/>), [Snapchat](https://www.snapchat.com/) (<https://www.snapchat.com/>), [Sobrr](http://www.sobrr.me/) (<http://www.sobrr.me/>).
 - “[The Entire History of You](https://www.youtube.com/watch?v=Sw3GIR70HAY)” (<https://www.youtube.com/watch?v=Sw3GIR70HAY>), *Black Mirror*, 2011. (Video, 48 minutes) See also: [Narrative Clip](http://getnarrative.com) (<http://getnarrative.com>)
 - Gary Marcus, “[Total Recall: The Woman Who Can't Forget](http://archive.wired.com/medtech/health/magazine/17-04/ff_perfectmemory?currentPage=all)” (http://archive.wired.com/medtech/health/magazine/17-04/ff_perfectmemory?currentPage=all), *Wired*, 2009.
 - Rebecca Harshbarger, “[Skip waiting for your check with new feature on OpenTable app](http://nypost.com/2014/08/11/skip-waiting-for-your-check-with-new-feature-on-opentable-app/)” (<http://nypost.com/2014/08/11/skip-waiting-for-your-check-with-new-feature-on-opentable-app/>), *New York Post*, 2014. See also: [Cover](http://www.paywithcover.com/) (<http://www.paywithcover.com/>).
 - Lucette Lagado, “[What Patients Need to Remember After Leaving the Hospital](http://www.wsj.com/articles/what-patients-need-to-remember-after-leaving-the-hospital-1448908354?mod=djem10point)” (<http://www.wsj.com/articles/what-patients-need-to-remember-after-leaving-the-hospital-1448908354?mod=djem10point>), *Wall Street Journal*, 2015.
 - David Heinemeier Hansson, “[The day I became a millionaire](https://medium.com/@dhh/the-day-i-became-a-millionaire-55d7dc4d8293#.id26qxi5w)” (<https://medium.com/@dhh/the-day-i-became-a-millionaire-55d7dc4d8293#.id26qxi5w>), *Medium*, 2015.
 - Andrew Healy and Gabe Lenz, “Substituting the End for the Whole: Why Voters Respond Primarily to the Election-Year Economy,” *American Political Science Association Annual Meeting*, 2012. (28 pages)

Week **7 — The Pursuit of Happiness**

Dates T 10/13, Th 10/15

Song [I Can't Get No\) Satisfaction \(The Rolling Stones\)](https://www.youtube.com/watch?v=KzYWTIHqutA) (<https://www.youtube.com/watch?v=KzYWTIHqutA>)

- Core readings
- Daniel Kahneman, et al, “Would You Be Happier if You Were Richer? A Focusing Illusion,” *Science*, 2006. (3 pages)
 - Richard Layard, Andrew Clark and Claudia Senik, “The Causes of Happiness and Misery,” Chapter 3 in *UN World Happiness Report*, 2012. (21 pages)
 - William Compton and Edward Hoffman, “Leisure, Flow, Mindfulness and Peak Performance,” Chapter 4 in *Positive Psychology: The Science of Happiness and Flourishing*, 2012. (20 pages)
 - June Gruber, et al., “A Dark Side of Happiness? How, When, and Why Happiness Is Not Always Good,” *Perspectives on Psychological Science*, 2011. (8 pages)

- Cases
- Rock Band (pages 71-76), Chore Wars (pages 119-127) and Quest (pages 127-132) in Jane McGonigal, *Reality is Broken*, 2011. For background, read pages 20-25 and Chapter 2, “The Rise of Happiness Engineers.” (44 pages) For a laugh: [The Gamification of Sisyphus](http://www.smbc-comics.com/?id=3259) (<http://www.smbc-comics.com/?id=3259>).
 - Galen Panger et al., “[Graduate Student Happiness & Well-Being Report](http://ga.berkeley.edu/wp-content/uploads/2015/04/wellbeingreport_2014.pdf) (http://ga.berkeley.edu/wp-content/uploads/2015/04/wellbeingreport_2014.pdf), *UC Berkeley Graduate Assembly*, 2015. See also: Allison Harvey, “[Pillow Talk: What Science Says About How to Sleep Better](https://youtu.be/MUW3GU2vu3w)” (<https://youtu.be/MUW3GU2vu3w>), 2015. (Video, 52 minutes)

- Hanna Krasnova, et al., "Envy on Facebook: A Hidden Threat to Users' Life Satisfaction?" *11th Int'l Conference on Wirtschaftsinformatik*, Leipzig, Germany, 2013. (13 pages)
- Nick Statt, "[Be one with Flappy Bird: The science of 'flow' in game design](http://www.cnet.com/news/be-one-with-flappy-bird-the-science-of-flow-in-game-design/)" *CNET*, 2014. See also: Maria Konnikova, "[Why Gamers Can't Stop Playing First-Person Shooters](http://www.newyorker.com/tech/elements/why-gamers-cant-stop-playing-first-person-shooters/)" *New Yorker*, 2013.
- Ferris Jabr, "[How Does Meditation Change the Brain?](https://www.youtube.com/watch?v=q0DMYs4b2Yw)" *Scientific American*, 2013. (Video, 2 minutes) See also: [Calm.com](http://www.calm.com/), [Mindfulness](https://www.headspace.com/), [Headspace](https://itunes.apple.com/us/app/the-mindfulness-app/id417071430?mt=8), and [The Mobile Flow](https://itunes.apple.com/us/app/the-mobile-flow/id790058107?mt=8&ign-mpt=uo%3D4), [The Mobile Flow](https://itunes.apple.com/us/app/the-mobile-flow/id790058107?mt=8&ign-mpt=uo%3D4).
- Ian Begley, "[Knicks take 'mindfulness training'](http://espn.go.com/new-york/nba/story/_/id/11694723/phil-jackson-new-york-knicks-taking-mindfulness-training)" *ESPN*, 2014. See also: Tom Rock, "[Tom Coughlin to Giants: 'Be where your feet are'](http://www.newsday.com/sports/football/giants/tom-coughlin-to-giants-be-where-your-feet-are-1.10707426)" *Newsday*, 2015.
- Joseph Walker, "[Can a Smartphone Tell if You're Depressed?](http://www.wsj.com/news/articles/SB1214569702327289264)" *Wall Street Journal*, 2015.
- Sukrit Mohan, "[What Makes People Happy? We Have the Data](https://jawbone.com/blog/what-makes-people-happy/)" *Jawbone Blog*, 2015.
- Joe Berkowitz, "[Why Miranda July Created 'Somebody'—An App That Sends Strangers To Deliver Messages](http://www.fastcocreate.com/3035077/why-miranda-july-created-somebody-an-app-that-sends-strangers-to-deliver-messages)" *Fast Company*, 2014.
- David Segal, "[Just Manic Enough: Seeking Perfect Entrepreneurs](http://www.nytimes.com/2010/09/19/business/19entre.html?pagewanted=all)" *New York Times*, 2010.
- Elizabeth Bernstein, "[How You Make Decisions Says a Lot About How Happy You Are](http://www.wsj.com/news/articles/SB1214569702327289264)" *Wall Street Journal*, 2014.
- Robert Smith and Lisa Pollak, "[When Salaries Aren't Secret](http://www.npr.org/blogs/money/2014/07/02/327289264/episode-550-when-salaries-arent-secret)" *NPR*, 2014. See also: Cat Zakrzewski, "[Ex-Google Employee Exposes Unequal Pay With Spreadsheet](http://blogs.wsj.com/digits/2015/07/21/ex-google-employee-exposes-unequal-pay-with-spreadsheet)" *Wall Street Journal*, 2015.
- Emily Blanchi, "The Bright Side of Bad Times: The Affective Advantages of Entering the Workforce in a Recession," *Administrative Science Quarterly*, 2013. (29 pages)

Week **8 — Intertemporal Choice**

Dates T 10/20, Th 10/22

Song [The Waiting \(Tom Petty and The Heartbreakers\)](https://www.youtube.com/watch?v=uMyCa35_mOg)

- Core readings
- Thomas Schelling, "The Intimate Contest for Self-Command," *The Public Interest*, 1980. (25 pages)
 - Samuel McClure et al, "Separate Neural Systems Value Immediate and Delayed Monetary Rewards," *Science*, 2004. (4 pages)
 - Dan Ariely and Klaus Wertenbroch, "Procrastination, Deadlines, and Performance: Self-Control by Pre-Commitment," *INSEAD Working Paper*, 2001. (12 pages)
 - Ted O'Donoghue and Matthew Rabin, "Doing It Now or Later," *American Economic Review*, 1999. (17 pages)
 - Daniel Read and Barbara van Leeuwen, "Predicting Hunger: The Effects of Appetite and Delay on Choice," *Organizational Behavior and Human Decision Processes*, 1998. (15 pages)

- Cases
- Rebecca Ross et al., "Using Behavioral Economics for Postsecondary Success," ideas42 White Paper, 2013. (35 pages) See also: [A Simple Way to Send Poor Kids to Top Colleges](http://www.nytimes.com/2013/03/31/opinion/sunday/a-simple-way-to-send-poor-kids-to-top-colleges.html?pagewanted=all), *New York Times*, 2013.
 - Gary Wolf, "[The Data-Driven Life](http://www.nytimes.com/2010/05/02/magazine/02self-measurement-t.html?pagewanted=all)" *New York Times Magazine*, 2010. See also: John-Paul Flintoff, "[There's an app for that: What to eat, when to meditate and whether to call your parents: can self-monitoring tools make a difference?](http://www.aeonmagazine.com/being-human/john-paul-flintoff-quantified-self/)" *Aeon Magazine*, 2013.
 - Bonnie Spring et al., "Integrating Technology Into Standard Weight Loss Treatment: A Randomized Controlled Trial." *JAMA Internal Medicine*, 2013. (6 pages) See also: [Dietbet](http://www.dietbetter.com/), [PushForWellness](http://www.pushforwellness.com/), [100 Pushups](https://itunes.apple.com/us/app/hundred-pushups/id301174591?mt=8), [RunKeeper](http://runkeeper.com/), [Fitmob](https://www.fitmob.com/), [Zombies Run!](https://www.zombiesrungame.com/), [OptimizeMe](http://optimizeme-app.com/) and [Moves](https://www.moves-app.com/).
 - Peggy Liu et al., "Using Behavioral Economics to Design More Effective Food Policies to Address Obesity," *Applied Economic Perspectives and Policy*, 2014. (18 pages) See also: Julia Belluz, "[Surprisingly simple tips from 20 experts about how to lose weight and keep it off](http://www.vox.com/2014/11/27/7289565/weight-loss-diet-tips)" *Vox*, 2014.

- Aaron Carroll, "[The Surprising Failure of Calorie Counts on Menus](http://nytimes.com/2015/12/01/upshot/more-menus-have-calorie-labeling-but-obesity-rate-remains-high.html?smid=tw-share&r=3&referer=)," *New York Times*, 2015. See also: Alex Hutchinson, "[How Salad Can Make Us Fat](http://www.nytimes.com/2015/10/25/opinion/sunday/how-salad-can-make-us-fat.html?r=0)," *New York Times*, 2015.
- Susanna Fox and Maeve Duggan, "[Tracking for Health](http://www.pewinternet.org/2013/01/28/tracking-for-health/)," *Pew*, 2013. See also: [Reporter](http://www.reporter-app.com/), [Withings Smart Body Analyzer](http://www.withings.com/us/smart-body-analyzer.html), [Jawbone UP](https://jawbone.com/up).
- Leo Lutero, "[For Better or For Worse\) This Mirror Reflects Your Future Self](http://www.psfk.com/2015/10/good-design-strategy-droga5-the-adjacent-possible-createtech-conference.html)," *PSFK*, 2015.
- Dan Ariely, "[I'm Dan Ariely, Author and Professor, and This Is How I Work](http://lifehacker.com/im-dan-ariely-author-and-professor-and-this-is-how-i-1615748781)," *LifeHacker*, 2014. See also: Dan Ariely, "[Time Teasers: The Detriments of Task Switching](http://www.timeful.com/blog/2014/7/29/time-teasers-the-detriments-of-task-switching)," *Timeful Blog* and [Timeful](http://timeful.com/), [RescueTime.com](http://www.rescuetime.com/), [Moment](http://inthemoment.io/), [Balanced](http://balancedapp.com/) and [Unsnooze](http://www.unsnooze.com/).
- Shirley Wang, "[To Stop Procrastinating, Start by Understanding the Emotions Involved](http://www.wsj.com/articles/to-stop-procrastinating-start-by-understanding-whats-really-going-on-1441043167)," *Wall Street Journal*, 2015.
- "[Kitchen Safe](https://youtu.be/xthFyGON6R4?t=1m42s)," *Shark Tank*, 2014. (Video, 15 minutes)
- Sendhil Mullainathan, "[Looking at Productivity as a State of Mind](http://www.nytimes.com/2014/09/28/upshot/looking-at-productivity-as-a-state-of-mind.html?hpbw&rref=upshot&action=click&pgtype=Homepage&version=HpHedThumbWell&module=well-region®ion=bottom-well&WT.nav=bottom-well&r=0&abt=0002&abg=1#story-continues-1)," *New York Times*, 2014.
- Ron Lieber, "[A Nudge to Save a Bit More](http://www.nytimes.com/2014/06/28/your-money/for-retirement-online-tools-can-encourage-greater-saving.html)," *New York Times*, 2014. See also: [HabitForge.com](http://habitforge.com/), [Urge](http://myurge.com/), [Stickk.com](http://www.stickk.com/), [Pact](http://www.gym-pact.com/) and [Digit](https://digit.co/).
- Ron Lieber, "[The Most Serious Threat When Using Credit: You](http://www.nytimes.com/2014/10/11/your-money/the-slippery-plastic-slope-to-overspending.html?smprod=nytc&smid=nytc&share&r=1)," *New York Times*, 2014.
- Joanna Stern, "[Digital Fork Tracks and Sets a User's Eating Pace](http://online.wsj.com/news/articles/SB10001424052702304137304579290632838853244?mod=e2tw&mg=reno64-wsj&url=http%3A%2F%2Fonline.wsj.com%2Farticle%2FSB10001424052702304137304579290632838853244.html%3Fmod%3De2tw)," *Wall Street Journal*, 2013.
- Ben Schiller, "[Hiding GPS Inside Shoes To Keep Track Of Wandering Alzheimer's Patients](http://www.fastcoexist.com/3025268/hiding-gps-inside-shoes-to-keep-track-of-wandering-alzheimers-patients)," *Fast Company*, 2014. See also: [Vitality GlowCap](http://www.vitality.net/glowcaps.html).
- Melanie Pinola, "[Avoid Bad Buying Decisions with the Dictionary of Numbers Add-On](http://lifehacker.com/avoid-bad-buying-decisions-with-the-dictionary-of-numbe-650868847)," *LifeHacker*, 2013.
- "[Groundbreaking Study Finds Gratification Can Be Deliberately Postponed](http://www.theonion.com/article/groundbreaking-study-finds-gratification-can-be-de-51770)," *The Onion*, 2015.
- Nicolas Kokkalis, et al. "Task Genies: Automatically Providing Action Plans Helps People Complete Tasks," *ACM Transactions on Computer-Human Interaction*, 2013. (21 pages)
- Richard Thaler and Shlomo Benartzi, "Save More Tomorrow: Using Behavioral Economics to Increase Employee Saving," *Journal of Political Economy*, 2004. (23 pages)
- Sendhil Mullainathan, "Development Economics Through the Lens of Psychology," *World Bank Working Paper*, 2007. (34 pages)

Note Assignment 2 — Behavioral Self-Observation is due Thursday, 10/22 by noon.

Week 9 — Confidence, Competition & Competence

Dates T 10/27, Th 10/29

Song [You're So Vain \(Carly Simon\)](https://www.youtube.com/watch?v=mQZmCJUSC6g)

- Core readings**
- Muriel Niederle and Lise Vesterlund, "Do Women Shy Away from Competition? Do Men Compete Too Much?," *Quarterly Journal of Economics*, 2007. (34 pages)
 - Kelly See et al., "The detrimental effects of power on confidence, advice taking, and accuracy," *Journal of Organizational Behavior and Human Decision Processes*, 2011. (12 pages)
 - Justin Kruger and David Dunning, "Unskilled and Unaware of It: How Difficulties in Recognizing One's Own Incompetence Lead to Inflated Self-Assessments," *Journal of Personality and Social Psychology*, 1999. (12 pages)
 - Daniel Kahneman and Gary Klein, "Conditions for Intuitive Expertise: A Failure to Disagree," *American Psychologist*, 2009. (11 pages)
 - Catherine Good et al., "Improving adolescents' standardized test performance: An intervention to reduce the effects of stereotype threat," *Applied Developmental Psychology*, 2003. (15 pages)

- Cases
- Anita Williams Woolley et al., "Evidence for a Collective Intelligence Factor in the Performance of Human Groups," *Science*, 2010. (3 pages) See also: Anita Woolley et al., "[Why Some Teams Are Smarter Than Others](http://www.nytimes.com/2015/01/18/opinion/sunday/why-some-teams-are-smarter-than-others.html)," *New York Times*, 2015.
 - Brian Welle, "[Unconscious bias at work](https://www.gv.com/lib/unconscious-bias-at-work)," *Google Ventures*, 2014. (Video, 1 hour) See also: Farhad Manjoo, "[Exposing Hidden Bias at Google](http://www.nytimes.com/2014/09/25/technology/exposing-hidden-biases-at-google-to-improve-diversity.html?_r=0)," *New York Times*, 2014.
 - Jane Margolis et al., "The Anatomy of Interest: Women in Undergraduate Computer Science," *Women's Studies Quarterly*, 2000. (21 pages) See also: Steve Henn, "[When Women Stopped Coding](http://www.npr.org/blogs/money/2014/10/21/357629765/when-women-stopped-coding)," *NPR*, 2014.
 - David Miller, "[Beliefs about innate talent may dissuade students from STEM](https://theconversation.com/beliefs-about-innate-talent-may-dissuade-students-from-stem-42967)," *The Conversation*, 2015. See also: "[Growth Mindset for Teachers](https://www.mindsetkit.org/growth-mindset)," *MindSet Kit*, 2015.
 - Eileen Pollack, "[Why Are There Still So Few Women in Science?](http://www.nytimes.com/2013/10/06/magazine/why-are-there-still-so-few-women-in-science.html?pagewanted=all)," *New York Times*, 2013.
 - Kate Losse, "[Feminism's Tipping Point: Who Wins from Leaning in?](http://www.dissentmagazine.org/online_articles/feminisms-tipping-point-who-wins-from-leaning-in)," *Dissent Magazine*, 2013.
 - Chris Mooney, "[The Science of Why Cops Shoot Young Black Men](http://www.motherjones.com/politics/2014/11/science-of-racism-prejudice)," *Mother Jones*, 2014. See also: Jill Suttie, "[Can Mindfulness Help Reduce Racism?](http://greatergood.berkeley.edu/article/item/can_mindfulness_help_reduce_racism)," *Greater Good*, 2014.
 - Carlos Bueno, "[The next thing Silicon Valley needs to disrupt big time: its own culture](http://qz.com/225782/the-next-thing-silicon-valley-needs-to-disrupt-big-time-its-own-culture/)," *Quartz*, 2014. See also: [Gild](http://gild.com/), [Pomello](https://www.pomello.com/).
 - [Travis Kalanick \(CEO, Uber\)](https://www.youtube.com/watch?v=2QrX5jsiico), *FailCon*, 2011.
 - Jake Knapp, "[Note and vote: how to avoid groupthink in meetings](http://www.gv.com/lib/note-and-vote-how-to-avoid-groupthink-in-meetings)," *Google Ventures Library*, 2014.
 - Paul Graham, "[Counterintuitive Parts of Startups, and How to Have Ideas](http://startupclass.samaltman.com/courses/lec03/)," *How to Start a Startup*, 2014. (Video, 48 minutes; or [Read](http://www.paulgraham.com/before.html)) See also: Brian Chesky, "[Company Culture and Building a Team. Part I](http://startupclass.samaltman.com/courses/lec10/)," (Video, Start at 11:30, 40 minutes)
 - Karla Hoff and Priyanka Pandey, "Belief Systems and Durable Inequalities: An Experimental Investigation of Indian Caste," *World Bank Working Paper*, 2004. (32 pages)
 - Andy Yap, et al., "The Ergonomics of Dishonesty: The Effect of Incidental Posture on Stealing, Cheating, and Traffic Violations," *Psychological Science*, 2013. (7 pages) See also: Gretchen Reynolds, "[How Grounded Is Your Love Life?](http://well.blogs.nytimes.com/2015/07/08/how-your-stance-may-test-your-marriage/)," *New York Times*, 2015.

Week **10 — Fairness**

Dates T 11/3, Th 11/5

Song [The Payback \(James Brown\)](https://www.youtube.com/watch?v=5cDuwibfL4)

- Core readings
- Daniel Kahneman, Jack Knetsch, and Richard Thaler, "Fairness as a Constraint on Profit Seeking: Entitlements in the Market," *American Economic Review*, 1986. (13 pages)
 - Alexander Cappelen et al, "The Pluralism of Fairness Ideals: An Experimental Approach," *American Economic Review*, 2007. (9 pages)
 - Armin Falk, "Gift Exchange in the Field," *Econometrica*, 2007. (12 pages)

- Cases
- Kusum Ailawadi and Paul Farris, "[How Companies Can Get Smart About Raising Prices](http://courses.ischool.berkeley.edu/i232/f14/index.php/File:Wsj.pdf)," *Wall Street Journal*, 2013. See also: [Four Barrel](http://twitter.com/gpanger/status/367819442199093248).
 - Annie Lowrey, "[Is Uber's Surge-Pricing an Example of High-Tech Gouging?](http://www.nytimes.com/2014/01/12/magazine/is-ubers-surge-pricing-an-example-of-high-tech-gouging.html)," *New York Times*, 2014. See also: [Lyft email](http://courses.ischool.berkeley.edu/i232/f14/index.php/File:Lyft.png), [SurgeProtector](http://www.buzzfeed.com/johanabhuiyan/this-app-will-help-you-avoid-uber-surge-pricing), [SurgeProtector](http://www.buzzfeed.com/johanabhuiyan/this-app-will-help-you-avoid-uber-surge-pricing).
 - "[The rise of the sharing economy](http://www.economist.com/news/leaders/21573104-internet-everything-hire-rise-sharing-economy)," *Economist*, 2013. See also: [NeighborGoods.net](http://neighborgoods.net), [Yerdle](https://yerdle.com/), [Getaround](https://www.getaround.com/), and [Karma Kitchen](http://www.karmakitchen.org/city/berkeley).
 - Michael Norton and Dan Ariely, "Building a Better America—One Wealth Quintile at a Time," *Perspectives on Psychological Science*, 2011. (4 pages) See also: Eduardo Porter, "[Happiness is a\) Warm Puppy, b\) Money, c\) None](http://www.nytimes.com/2008/07/27/opinion/27sun3.html)," *New York Times*, 2008.

- Paul Bloom, "[The Dark Side of Empathy](http://www.theatlantic.com/science/archive/2015/09/the-violence-of-empathy/407155/)," *The Atlantic*, 2015. See also: David Ropeik, "[Statistical Numbing: Why Millions Can Die and We Don't Care](http://www.psychologytoday.com/blog/how-risky-is-it-really/201108/statistical-numbing-why-millions-can-die-and-we-don-t-care)," *Psychology Today*, 2011.
- Raluca Budiu, "[The Reciprocity Principle: Give Before You Take in Web Design](http://www.nngroup.com/articles/reciprocity-principle/)," *Nielsen Norman Group*, 2014.
- Albert Sun, "[To Divide the Rent, Start With a Triangle](http://www.nytimes.com/2014/04/29/science/to-divide-the-rent-start-with-a-triangle.html)," *New York Times*, 2014. See also: [Splitwise](https://www.splitwise.com/), [TrueCar](https://www.truecar.com/).
- Paul Graham, "[Do Things that Don't Scale](http://paulgraham.com/ds.html)," 2013.
- E.B. Boyd, "[Meet Facebook's Compassion Czar](http://www.fastcompany.com/1802476/meet-facebook%E2%80%99s-compassion-czar)," *Fast Company*, 2011.
- Catherine Eckel, et al. "A Field Experiment on Directed Giving at a Public University," *NBER Working Paper*, 2014. (6 pages)
- Nicholas Wright and Karim Sadjadpour, "[The Neuroscience Guide to Negotiations With Iran](http://www.theatlantic.com/international/archive/2014/01/the-neuroscience-guide-to-negotiations-with-iran/282963/)," *Atlantic*, 2014.
- Dan Ariely, "[Are We More Rational Than Our Fellow Animals?](http://danariely.com/2009/08/20/are-we-more-rational-than-our-fellow-animals/)" 2009.
- Justin Cheng, "Antisocial Behavior in Online Discussion Communities," *ICWSM*, 2015. (10 pages)
- [Cursors.io](http://cursors.io/) (View in Chrome).

Week **11 — Catch Up**

Dates T 11/10, Th 11/12

- Note
- There are no new readings and no assignments this week.
 - Please use the time to meet with your final project group (send the final group members to Galen by noon on Tuesday, 11/10).
 - Steve and Galen will be holding office hours to meet with final project groups on Tuesday and Thursday to talk about your ideas. Please email one of us to schedule a time.
 - Galen has offered to hold an optional review session during class time on Tuesday. If 10 people email him with interest, he'll host it!

Week **12 — Ambivalence**

Dates T 11/17, Th 11/19

Song [Mixed Emotions \(The Rolling Stones\)](https://www.youtube.com/watch?v=loNey3n6uuE)

- Core readings
- Neil Smelser, "The Rational and The Ambivalent in the Social Sciences," *American Sociological Review*, 1998. (13 pages)
 - Jennifer Hochschild, "Ambivalence," Chapter 8 in *What's Fair? American Beliefs about Distributive Justice*, 1981. For background, read pages 20-26, 46-52 and 80-83. Note that first and last names starting with letters A-L are used for wealthy interviewees, M-Z for poor. (40 pages)
 - Frenk van Harreveld et al., "Ambivalence and decisional conflict as a cause of psychological discomfort: Feeling tense before jumping off the fence," *Journal of Experimental and Social Psychology*, 2009. (6 pages)

- Cases
- Stephen Craig et al., "Sometimes You Feel Like a Nut, Sometimes You Don't: Citizens' Ambivalence About Abortion," *Political Psychology*, 2002. (15 pages)
 - Jenny Davis, "Social Media and Experiential Ambivalence," *Future Internet*, 2012. (13 pages)
 - Ellie Harmon and Melissa Mazmanian, "[Stories of the smartphone in everyday discourse: conflict, tension and instability](http://dl.acm.org/citation.cfm?id=2466134)," *CHI*, 2013. (9 pages)
 - Bernd Ploderer et al., "[Introducing the Ambivalent Socialiser](http://dl.acm.org/citation.cfm?id=2208613)," *CHI*, 2012. (4 pages)
 - Bernd Ploderer, "Things You Don't Want to Know About Yourself: Ambivalence About Tracking and Sharing Personal Information for Behavior Change," *OZCHI*, 2012. (4 pages)
 - Matt Gallivan, "[The Case for Talking to Users in the Age of Big Data—or, How I Learned to Stop Worrying and Love Small Sample Sizes](https://medium.com/@mgallivan/the-case-for-talking-to-users-in-the-age-of-big-data-bca4159e9620)," *Medium*, 2013.

Week **13 — Manipulation**

Dates T 11/24, No Class Th 11/26 – Happy Thanksgiving

Song Steve says: [Under My Thumb \(Rolling Stones\)](https://www.youtube.com/watch?v=hM8XekYI8kl), Galen says: [Control \(Janet](#)

[Jackson](https://www.youtube.com/watch?v=LH8xbDGv7oY) [↗](https://www.youtube.com/watch?v=LH8xbDGv7oY) (<https://www.youtube.com/watch?v=LH8xbDGv7oY>)

- Core readings
- [“Policies Should Match Behavior”](http://www.worldbank.org/en/news/video/2014/12/02/wdr2015-policies-should-match-behavior) [↗](http://www.worldbank.org/en/news/video/2014/12/02/wdr2015-policies-should-match-behavior) (<http://www.worldbank.org/en/news/video/2014/12/02/wdr2015-policies-should-match-behavior>),” *World Bank Development Report*, 2015 (Video, 3 minutes)
 - [Weber’s Law](http://www.richardbrice.net/webers_law.htm) [↗](http://www.richardbrice.net/webers_law.htm) (http://www.richardbrice.net/webers_law.htm)
 - Christopher Barnes et al., [“Morning People Are Less Ethical At Night”](https://hbr.org/2014/06/morning-people-are-less-ethical-at-night/) [↗](https://hbr.org/2014/06/morning-people-are-less-ethical-at-night/) (<https://hbr.org/2014/06/morning-people-are-less-ethical-at-night/>),” *Harvard Business Review*, 2014.
 - Karl Smallwood et al., [“The Seven Sneakiest Ways Corporations Manipulated Human Behavior”](http://www.cracked.com/article_19833_the-7-sneakiest-ways-corporations-manipulated-human-behavior.html) [↗](http://www.cracked.com/article_19833_the-7-sneakiest-ways-corporations-manipulated-human-behavior.html) (http://www.cracked.com/article_19833_the-7-sneakiest-ways-corporations-manipulated-human-behavior.html),” *Cracked*, 2012.

- Cases
- Cass Sunstein, “Fifty Shades of Manipulation,” *Journal of Behavioral Marketing*, Forthcoming. (31 pages)
 - Galen Panger, [“Why the Facebook Experiment is Lousy Social Science”](https://medium.com/@gpanger/why-the-facebook-experiment-is-lousy-social-science-8083cbef3aee) [↗](https://medium.com/@gpanger/why-the-facebook-experiment-is-lousy-social-science-8083cbef3aee) (<https://medium.com/@gpanger/why-the-facebook-experiment-is-lousy-social-science-8083cbef3aee>),” *Medium*, 2014. *See also*: Susan Fiske and Robert Hauser, “Protecting human research participants in the age of big data,” *Proceedings of the National Academy of Sciences*, 2014. (2 pages)
 - Ted Kaptchuk et al., “Placebos without Deception: A Randomized Controlled Trial in Irritable Bowel Syndrome,” *PLoS ONE*, 2010. (6 pages)
 - Jason Purnell et al., “Behavioral Economics: ‘Nudging’ Underserved Populations to be Screened for Cancer,” *Preventing Chronic Disease*, 2015. (4 pages)
 - Steven Stanton et al., “Effects of Induced Mood on Economic Choices,” *Judgement and Decision Making*, 2014. (8 pages)
 - Timothy Wilson and Daniel Gilbert, “Affective Forecasting: Knowing What to Want,” *Current Directions in Psychological Science*, 2005. (4 pages)
 - Tanjim Hossain and John List, “The Behavioralist Visits the Factory: Increasing Productivity Using Simple Framing Manipulations,” *NBER Working Paper*, 2009. (21 pages)

Week **14 — Closing Thoughts & Final Presentations I**







Dates T 12/1, Th 12/3



















Week **RRR — Final Presentations II**




















Dates T 12/8, No Class Th 12/10

Week **Finals — No Class, Have a Great Holiday**




















Assignments Summary:

Date	Details	
Tue Sep 1, 2015	 Getting to Know You	due by 12pm
	 Week 1 — Reading responses (Group 10)	due by 12pm
	 Week 1 — Reading responses (1 student)	due by 12pm
Thu Sep 3, 2015	 Week 1 — Cases	due by 12pm
	 Week 1 — Experiments	due by 12pm
	 Week 1 — Redesign	due by 12pm

Date	Details	due by 12pm
Tue Sep 8, 2015	 Week 2 — Reading responses (The Police (Group 3))	due by 12pm
	 Week 2 — Reading responses (1 student)	due by 12pm
	 Week 2 — Reading responses (Group 10)	due by 12pm
	 Week 2 — Reading responses (Run-P.M.C. (Group 1))	due by 12pm
	 Week 2 — Reading responses (Mötley Crüe (Group 2))	due by 12pm
Thu Sep 10, 2015	 Week 2 — Cases	due by 12pm
	 Week 2 — Experiments	due by 12pm
	 Week 2 — Redesign	due by 12pm
Tue Sep 15, 2015	 Week 3 — Reading responses (The Cure (Group 6))	due by 12pm
	 Week 3 — Reading responses (Group 10)	due by 12pm
	 Week 3 — Reading responses (Group 5)	due by 12pm
	 Week 3 — Reading responses (Run-P.M.C. (Group 1))	due by 12pm
	 Week 3 — Reading responses (Group 2)	due by 12pm
	 Week 3 — Reading responses (The Police (Group 3))	due by 12pm
	 Week 3 — Reading responses (The Talking Heads (Group 4))	due by 12pm
Thu Sep 17, 2015	 Week 3 — Cases	due by 12pm
	 Week 3 — Experiments	due by 12pm
	 Week 3 — Redesign	due by 12pm

Date	Details	
Tue Sep 22, 2015	 Week 4 — Reading responses (Toto (Group 5))	due by 12pm
	 Week 4 — Reading responses (Prince and the Revolution (Group 9))	due by 12pm
	 Week 4 — Reading responses (Group 7)	due by 12pm
	 Week 4 — Reading responses (Twisted Sister (Group 8))	due by 12pm
	 Week 4 — Reading responses (The Cure (Group 6))	due by 12pm
	 Week 4 — Reading responses (The Talking Heads (Group 4))	due by 12pm
Thu Sep 24, 2015	 Retail Observation	due by 12pm
	 Week 4 — Cases	due by 12pm
	 Week 4 — Experiments	due by 12pm
	 Week 4 — Redesign	due by 12pm
Tue Sep 29, 2015	 Week 5 — Reading responses (The Police (Group 3))	due by 12pm
	 Week 5 — Reading responses (Twisted Sister (Group 8))	due by 12pm
	 Week 5 — Reading responses (Mötley Crüe (Group 2))	due by 12pm
	 Week 5 — Reading responses (Prince and the Revolution (Group 9))	due by 12pm
	 Week 5 — Reading responses (Rod Stewart (Group 7))	due by 12pm
	 Week 5 — Reading responses (Run-D.M.C. (Group 1))	due by 12pm
Thu Oct 1, 2015	 Week 5 — Cases	due by 12pm
	 Week 5 — Experiments	due by 12pm
	 Week 5 — Redesign	due by 12pm

Date	Details	
Thu Oct 8, 2015	📅 Week 6 — Cases	due by 12pm
	📅 Week 6 — Reading responses (The Talking Heads (Group 4))	due by 12pm
	📅 Week 6 — Reading responses (The Cure (Group 6))	due by 12pm
	📅 Week 6 — Reading responses (Run-D.M.C. (Group 1))	due by 12pm
	📅 Week 6 — Reading responses (Mötley Crüe (Group 2))	due by 12pm
	📅 Week 6 — Reading responses (The Police (Group 3))	due by 12pm
	📅 Week 6 — Reading responses (Toto (Group 5))	due by 12pm
	📅 Week 6 — Redesign	due by 12pm
📅 Week 6 — Special Presentation	due by 12pm	
Tue Oct 13, 2015	📅 Week 7 — Reading responses (Prince and the Revolution (Group 9))	due by 12pm
	📅 Week 7 — Reading responses (Twisted Sister (Group 8))	due by 12pm
	📅 Week 7 — Reading responses (The Talking Heads (Group 4))	due by 12pm
	📅 Week 7 — Reading responses (Rod Stewart (Group 7))	due by 12pm
	📅 Week 7 — Reading responses (Toto (Group 5))	due by 12pm
	📅 Week 7 — Reading responses (The Cure (Group 6))	due by 12pm
Thu Oct 15, 2015	📅 Week 7 — Cases	due by 12pm
	📅 Week 7 — Experiments	due by 12pm
	📅 Week 7 — Redesign	due by 12pm

Date	Details	
Thu Oct 22, 2015	 Behavioral Self-Observation	due by 12pm
	 Week 8 — Cases	due by 12pm
	 Week 8 — Experiments	due by 12pm
	 Week 8 — Reading responses <small>(Twisted Sister (Group 8))</small>	due by 12pm
	 Week 8 — Reading responses <small>(Prince and the Revolution (Group 9))</small>	due by 12pm
	 Week 8 — Reading responses <small>(The Police (Group 3))</small>	due by 12pm
	 Week 8 — Reading responses <small>(Run-D.M.C. (Group 1))</small>	due by 12pm
	 Week 8 — Reading responses <small>(Rod Stewart (Group 7))</small>	due by 12pm
 Week 8 — Reading responses <small>(Mötley Crüe (Group 2))</small>	due by 12pm	
 Week 8 — Redesign	due by 12pm	
Thu Oct 29, 2015	 Week 9 — Cases	due by 12pm
	 Week 9 — Experiments	due by 12pm
	 Week 9 — Reading responses <small>(The Talking Heads (Group 4))</small>	due by 12pm
	 Week 9 — Reading responses <small>(Run-D.M.C. (Group 1))</small>	due by 12pm
	 Week 9 — Reading responses <small>(The Cure (Group 6))</small>	due by 12pm
	 Week 9 — Reading responses <small>(Toto (Group 5))</small>	due by 12pm
	 Week 9 — Reading responses <small>(The Police (Group 3))</small>	due by 12pm
	 Week 9 — Reading responses <small>(Mötley Crüe (Group 2))</small>	due by 12pm
 Week 9 — Redesign	due by 12pm	

Date	Details	
Thu Nov 5, 2015	📅 Week 10 — Cases	due by 12pm
	📅 Week 10 — Experiments	due by 12pm
	📅 Week 10 — Reading responses (Prince and the Revolution (Group 9))	due by 12pm
	📅 Week 10 — Reading responses (Twisted Sister (Group 8))	due by 12pm
	📅 Week 10 — Reading responses (Rod Stewart (Group 7))	due by 12pm
	📅 Week 10 — Reading responses (The Cure (Group 6))	due by 12pm
	📅 Week 10 — Reading responses (Toto (Group 5))	due by 12pm
	📅 Week 10 — Reading responses (The Talking Heads (Group 4))	due by 12pm
📅 Week 10 — Redesign	due by 12pm	
Tue Nov 17, 2015	📅 Week 12 — Reading responses (Run-D.M.C. (Group 1))	due by 12pm
	📅 Week 12 — Reading responses (Twisted Sister (Group 8))	due by 12pm
	📅 Week 12 — Reading responses (Rod Stewart (Group 7))	due by 12pm
	📅 Week 12 — Reading responses (The Police (Group 3))	due by 12pm
	📅 Week 12 — Reading responses (Prince and the Revolution (Group 9))	due by 12pm
	📅 Week 12 — Reading responses (Mötley Crüe (Group 2))	due by 12pm
Thu Nov 19, 2015	📅 Week 12 — Cases	due by 12pm
	📅 Week 12 — Experiments	due by 12pm
	📅 Week 12 — Redesign	due by 12pm
Tue Nov 24, 2015	📅 Week 13 — Reading responses	due by 12pm
Thu Dec 3, 2015	📅 ABE Final Project	due by 12pm