**Question Bank**

**Chapter 9**

**Insights from Behavioral Economics**

**Think Break Questions** (from Book: p. 132)

1. Think of a specific food you like to eat at a specific restaurant. Now give an example of an environmental cue effect, a default effect, and a framing effect that may cause you to eat more of that food.

2. Give an example of a food you eat where you suffer confirmation bias in continuing to eat that food. How can the information superhighway of the internet influence confirmation bias? For example, what information can you find to support or dispute high protein and/or high fat diets? What is your confirmation bias story or argument?

3. On your busiest day of the week do you make better or worse food choices? Discuss if you think this is related to decision fatigue. What happens when you eat at an all-you-can eat buffet? What happens when you are traveling away from home? What other settings might increase your decision fatigue?

4. Describe a time when you experienced projection bias.

***Multiple Choice Questions***

1. Behavioral economics studies the interaction of the choice environment attributes with individuals’ psychological tendencies in determining choices.

a. True

b. False

2. Behavioral economics studies behavior, but neoclassical economics does not

a. True

b. False

3. A behavioral effect is

a. a consistent choice based on behavioral tendencies regardless of the environment.

b. systematic and repeatable tendency toward a choice alternative resulting from the interaction of a choice environment attribute with a psychological attribute.

c. none of the above.

4. A psychological attribute is

a. a behavioral tendency that exist independent of the choice environment.

b. a behavioral tendency that is triggered by a specific choice environment.

5. The “environment” is the circumstance, objects, or conditions by which someone or something is surrounded.

a. True

b. False

6. Price can be considered an environmental cue.

a. True

b. False

7. The color of a food is considered an environmental cue.

a. True

b. False

8. Environmental cue effects are mainly mediated through the eyes.

a. True

b. False

9. Environmental cue effects operate through

a. altering the hunger state.

b. altering the normative consumption benchmark.

c. disrupting food intake monitoring.

d. any of the above.

10. The default effect works because the default option is the only option available.

a. True

b. False

11. A strong default means an alternative option is not easily accessible.

a. True

b. False

12. To achieve a nutritional target, strong defaults are preferred to weak defaults.

a. True

b. False

13. The #3 combo at Hardees is an example of a

a. framing effect.

b. default option.

c. environmental cue.

14. A framing effect occurs when a choice is affected by how information about an item is presented.

a. True

b. False

15. “Our hamburgers are now 75% lean” is equivalent to “our hamburgers are now 25% fat”. But people have different perceptions related to these two expressions. Which following effect explains this phenomenon?

a. Environmental Cue effect

b. Framing effect

c. Confirmation effect

16. The ambiguity effect is associated with a quantifiable form of uncertainty.

a. True

b. False

17. The ambiguity effect occurs because, in comparable choices, people prefer certainty over uncertainty.

a. True

b. False

18. “I prefer the known taste of a fat juicy burger to the unknown positive health effects associated with a salad” is an example of

a. a framing effect.

b. an ambiguity effect.

c. a loss aversion effect.

19. When we search for, interpret, and use information that supports a preconception and choice this is known as a

a. a framing effect.

b. an endowment effect.

c. a projection bias effect.

d. none of the above.

20. The loss aversion effect is stronger for healthy foods than hedonic foods.

a. True

b. False

c. Depends on the food

21. The decision fatigue effect occurs when you are physically tired from some type of physical exertion.

a. True

b. False

22. Mary is an accountant and works at a tax firm. She has observed that during tax season she eats a lot more junk food. Which effect most likely explains this?

a. Environmental cue effect

b. Projection bias effect

c. Decision fatigue effect

23. Paradoxically rewarding yourself later in the day with a tempting food you avoided earlier in the day is most likely explained by

a. environmental cue effect.

b. projection bias effect.

c. decision fatigue effect.

24. The projection bias effect is the tendency for individuals to

a. allow other people to project their food preferences on them.

b. under or overestimate their own future behavior.

c. project food preferences from one meal to the next.

25. Under estimating how hungry you will be at dinner after you have finished lunch is an example of

a. the cold-hot empathy gap.

b. the hot-cold empathy gap.

c. delay discounting .

***Short Answer Questions***

1. People tend to not monitor their food intake very closely in a party setting. Identify and discuss within this context one or more behavioral effects that may explain this phenomenon.

2. A default effect may be strong or weak. Explain the difference and why in some settings a strong default effect may not be ultimately as effective as a weak default. Give examples in your discussion.

3. Nutrition education programs are designed to improve nutrient intake. Identify the main behavioral effects nutrition education programs are targeting. Give a defense for your selection.

***Discussion Questions***

1. Suppose you are interviewing for a job as a nutrition director in a local school district. They are looking for someone to improve the nutrient intake of the students in the district. Using the concepts from this chapter, give four examples of things you would do to try to improve nutrient intake. Be sure to justify why you think they would work in the context of the behavioral economic effects described here.

2. Define the eight behavioral economic effects covered in this chapter. Explain which ones **you** think are most important and why. **Explain** which ones **you** believe are most easily exploited or countered to improve nutrition and why.