

Open Your Class With This Tomorrow ***How We Decide***

Directions

Distribute handout #1 to half of the students in class and handout #2 to the other half of the students. The manner in which the questions are worded on the respective handouts should result in different levels of agreement with the items presented. Items on handout #1 are phrased in the positive while those on handout #2 are phrased in the negative or around a loss. All of the examples and statistics used in this activity are from the book *How We Decide*, by Jonah Lehrer. Regardless of how each question is framed on Handout #1 versus Handout #2 the outcomes for all of the situations are the same. Compare the results that are reported by your students with the results listed below to determine the impact the framing effect and loss aversion can have on responses.

Handout #1 KEY

Options on this sheet are framed in a positive fashion.

1. 72 percent chose option A
28 percent chose option B
2. 42 percent choose the risky gamble
3. 46 people would buy another ticket
4. 68 percent would drive the twenty minutes
5. 95 percent of people believe it is permissible to turn the trolley

Handout #2 KEY

Options on this sheet are framed in a fashion emphasizing loss.

1. 22 percent chose option C
78 percent chose option D
2. 62 percent chose the risky gamble
3. 88 percent would buy another ticket
4. 29 percent would drive twenty minutes
5. Almost no one is willing to push the person off the footbridge