

While economists love to talk about how people act rationally, the fact is that we rarely do so. The discovery of our subconscious biases and how they affect our decision-making emerged primarily from the work of two Israeli economists, Daniel Kahnemann & Amos Tversky. It was earth-shaking news in both economics and psychology; Kahnemann & Tversky founded the field that is now known as “behavioral economics” and won the Nobel Prize in 2002. It’s worth knowing about what they discovered.

For this assignment, you’ll choose one of 24 “cognitive biases” to research and prepare a very short presentation about. A slideshow will be required and it will be in a style which many of you are unfamiliar with: an *ingite!* presentation, where the slideshow runs automatically and you deliver a prepared speech to further illustrate what you’ve learned.

Requirements:

1. Research the bias you’ve selected; start at <https://yourbias.is/> to get a basic understanding of it, then search elsewhere to fill in your understanding.
2. Be sure you can explain:
  - a. the definition of the bias
  - b. how it was discovered
  - c. how we see it in the real world (a news story or common experience)
  - d. how to overcome it and be more rational
3. Create a four-slide Google Slideshow which can address each of the topics above, following this rule:
  - a. no more than 20% of each slide can be text
  - b. no less than 80% of each slide must be images (graphs, charts, photos, symbols, etc.)
4. Plan and write a 60-second speech which you will memorize to deliver to the class as your slideshow runs automatically. You can refer to notecards to remind you of what you want to say, but you cannot read the speech to us.

Your presentations are **due next Monday, January 28**. We will have time in class to work on them today and Thursday, but most of the work will need to be done outside of class.