Activity 3 – Further Reading

General Reading

There are a wide variety of easy to read books on behavioral economics which are aimed at a general audience. They contain more examples of experiments which prove the existence of biases and other heuristics, and will discuss more examples of biases beyond the ones discussed in these resources.

- Predictably Irrational: The Hidden Forces that Shape Our Decisions
- Nudge: Improving Decisions About Health, Wealth and Happiness

Technical Reading

There is a wide literature on each of the factors discussed in these resources. These papers tend to be non-technical and can be relatively easily understood. Don’t feel like you have to read through the whole paper, rather you can focus on the summary or abstract and the intuitive results:

- Fairness: Theories of Fairness and Reciprocity – Evidence and Economic Applications by Fehr and Schmidt (2000)