

Making Choices with Our Brains

Behavioural Economics · Answer Key · 18 Questions

1. When you have to pick between two yummy snacks, what part of your body helps you decide?

- A) Your toes
- B) Your ears
- C) Your brain**
- D) Your elbow

2. If you see a toy that has a lot of bright colours, you might want it more. This is like a...?

- A) Sad feeling
- B) Scary monster
- C) Shiny trap
- D) Pretty lure**

3. Sometimes, if you wait a little bit longer for something you really want, you can get more of it later. This is called?

- A) Giving up
- B) Instant fun
- C) Delayed gratification**
- D) Being lazy

4. If your friend buys a cool new toy, you might want that toy too, even if you didn't think about it before. This is called?

- A) Being alone
- B) Following the crowd**
- C) Hiding away
- D) Ignoring others

5. When you're told a story about how good a toy is, you might like that toy more. This is like a...

- A) Bad rumour
- B) Happy song
- C) Nice story**
- D) Funny joke

6. If something is very rare, like a special sticker that only a few people have, you might think it's more special. This is called?

- A) Being common
- B) Being plentiful
- C) Being scarce**
- D) Being lost

7. When you have to choose between playing with a toy right now or saving it for later to play with even more, you are making a...

- A) Sleepy choice
- B) Fast choice
- C) Difficult choice**
- D) Simple choice

8. Sometimes, even if you know eating healthy is good, you might still choose a sweet treat. This is because our feelings can be stronger than our...

- A) Noses
- B) Fingers
- C) Rules
- D) Brains**

9. If you see a big pile of cookies, you might want more than if you see just one cookie. This is like thinking 'more is...'?

- A) Less good
- B) The same
- C) Always better**
- D) Less fun

10. When you are given a choice, and one choice is made to look much better than the others, you might pick that one more easily. This is a way to make a choice easier, called a...

- A) Confusing way
- B) Smart trick**
- C) Bad idea
- D) Easy button

11. If you are told that something is 'limited edition', it means there are only a few, and you might want it more because it's...

- A) Easy to get
- B) Very common
- C) Hard to find**
- D) Always available

12. When you choose to do something because you are rewarded with a sticker or praise, you are being motivated by...

- A) Being sad
- B) Getting a prize**
- C) Being ignored
- D) Feeling tired

13. If you know that saving your pocket money will let you buy a bigger toy later, but you spend it on sweets now, you are acting on your...

- A) Future plans
- B) Immediate wishes**
- C) Long-term goals
- D) Big dreams

14. When you see a product with a happy cartoon character on it, you might feel happier about buying it. This is using a...

- A) Scary picture
- B) Funny face
- C) Positive association**
- D) Sad drawing

15. If you are given two identical toys, but one is in a shiny box and the other is not, you might prefer the one in the shiny box. This shows that the 'look' of something can change how we...?

- A) Hear it
- B) Smell it
- C) Feel about it**
- D) Taste it

16. When you choose to share your toys with a friend, even though you could keep them all to yourself, you are showing a type of fairness called...

- A) Being selfish
- B) Being greedy
- C) Generosity**
- D) Keeping secrets

17. If you are offered a cookie now or two cookies tomorrow, and you choose the two cookies tomorrow, you are showing you can wait for more. This is a sign of good...

- A) Impatience
- B) Self-control**
- C) Distraction
- D) Forgetfulness

18. When you learn that doing one thing can lead to a good result later, and you decide to do that thing, you are making a decision based on...

A) Random guessing

B) Future rewards

C) Past mistakes

D) Surprises