



Economics Theme 2 - Behavioral Theme

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Across

1. Impact of multiple and/or complex decision tasks on the heightened likelihood of using a heuristic.
3. Diffusion of the perception of one characteristic of a person or thing to other characteristics of the same person or thing.
6. Likelihood of selecting more choice options than are needed or useful.
7. Finding that the value of money differs depending on its origin and intended use, contrary to the concept of Fungibility, which states the opposite.
9. Social norm suggesting that the nature of interpersonal interaction is best explained as a system of exchanges of like kinds.
11. Heightened likelihood of choice option selection by adding one or more unattractive/unappealing choice options.
12. Study of strategy, tactics (decisions), risks, rewards and the effect of learning in the playing a game.
14. Social approbation against participating in decisions that result in unequal distributions of wealth, value or prestige.
15. Mental decision-making shortcut often associated with a particular goal or purpose such as "price sensitive," "brand loyal" and "discount driven."

Down

2. First proposed by Victor H. Vroom, this conceptual model suggests that the selection of behavioral choice options are directed by their anticipated consequences.
3. Impact on decisions caused by participating in behavior and/or beliefs shared by a large number of others.
4. Utility of some future event or possession calculated as a reduction (discount) from its present value.
5. Finding that an individual's estimate of the length of time it will take to complete a task is always shorter than the actual time required.
8. Model that describes the likelihoods of selecting choice options that differ in risk, probability of occurrence and payoff.
10. Stable state associated with little change in beliefs, behavior, commitments, relationships or decisions.
13. Accepted and appropriate rules of behavior for a group.

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