



College of Business
and Public Policy
UNIVERSITY of ALASKA ANCHORAGE

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The CBPP Economics Department
invite you to attend the following

Faculty & Student Seminar

Wednesday, Nov. 7, 2018

3:30 p.m. – 5:00 p.m., RH303



Cary Deck
Professor of Economics
University of Alabama

The Effects of Different Cognitive Manipulations on Economic Decision Making

Abstract: Cognitive load is known to impact economic decision making. In this paper, we manipulate cognitive capacity using four common techniques: a number memorization task, a visual pattern task, an auditory recall task, and time pressure. In a within-subject design, subjects complete a series of risk taking decisions, allocation decisions, pattern recognition logic problems, and math problems under each load manipulation and no load control. The results show that different load manipulations on average move behavior in the exact same direction. Further, the evidence shows that the impact on an individual subject is consistent across techniques and tasks. Finally, we find that subjects who score highly on cognitive reflection test are the ones most impacted by cognitive load. These results are consistent with dual process models of decision making.