

the corresponding door. Once they were in a room, each subsequent click would earn them a certain amount of money. If a particular room offered between one cent and 10 cents, for instance, they would make something in that range each time they clicked their mouse in that room. The screen tallied their earnings as they went along.

Getting the most money out of this experiment involved finding the room with the biggest payoff and clicking in it as many times as possible. But this wasn't trivial. Each time you moved from one room to another, you used up one click (you had a total of 100 clicks). On one hand, switching from one room to another might be a good strategy for finding the biggest payout. On the other hand, running madly from door to door (and room to room) meant that you were burning up clicks which could otherwise have made you money.

Albert, a violin player (and a resident of the Dark Lord Krotus worshippers' hall), was one of the first participants. He was a competitive type, and determined to make more money than anyone else playing the game. For his first move, he chose the red door and entered the cube-shaped room.

Once inside, he clicked the mouse. It registered 3.5 cents. He clicked again; 4.1 cents; a third click registered one cent. After he sampled a few more of the rewards in this room, his interest shifted to the green door. He clicked the mouse eagerly and went in.

Here he was rewarded with 3.7 cents for his first click; he clicked again and received 5.8 cents; he received 6.5 cents the third time. At the bottom of the screen his earnings began to grow. The green room seemed better than the red room—but what about the blue room? He clicked to go through that last unexplored door. Three clicks fell in the range of four cents. Forget it. He hurried back to the green door (the room pay-