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Article1: Can there ever be too many options?

The data used in this article is experimental data from a number of choice experiments ran by many researchers in the behavioral economics field from 2003-2010. Item used include jellybeans, jam, and restaurants. The data being used is accessible and repeats of the experiments are possible. I’m also interested in using consumer data from the BEA to compare. The econometric techniques used include forest regressions and plots as well as funnel plots. The question being addressed is whether or not too many choices is more effective in getting consumers to purchase something or less effective.

Article2: Choice overload: is there anything to it?

The data used in this article is experimental data from a number of choice experiments ran by many researchers in the behavioral economics field from 2003-2010. The question being addressed is whether or not assortment size has an impact on choice overload. Also, when choice overload occurs, is also very important. The data being used is accessible and can be repeated. I would like to use consumer data from the BEA to compare. The econometric techniques used include statistics such as mean size and the list of sufficient conditions necessary to show a relationship between choice overload and assortment size.