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Article1: When knowledge is demotivating?

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 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 2. The econometric techniques used include logistic regressions to reveal the predicted conditions. The question being addressed is whether or not too many choices is more effective in getting consumers to purchase something or less effective. This article found a relationship between number of choices and consumer purchasing levels in terms of when they purchase.

Article: Using recommendation agents to cope with information overload.

The data used in this article is experimental data used by the authors obtained by setting up a decoy website to examine consumer purchasing levels with a varying amount of choices. 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 sample was randomly selected through ecommerce emailing. The data being used is accessible and can be repeated as the article lists out the data obtained from the experiment and the regressions can be replicated. I would like to use consumer data from the BEA to compare. The econometric techniques used include statistics such as mean size and the confidence interval. The question being addressed is investigating how information overload influences consumers' quality of life and devising mechanisms to control the adverse effects of this overload. Online purchases are definitely interesting in the sense that search costs are low compared to in store purchases.