

Africa Quiz

In this week's quiz, I asked you all "how many countries do you think are in Africa?"¹

The answer is 55 (as far as I could find).

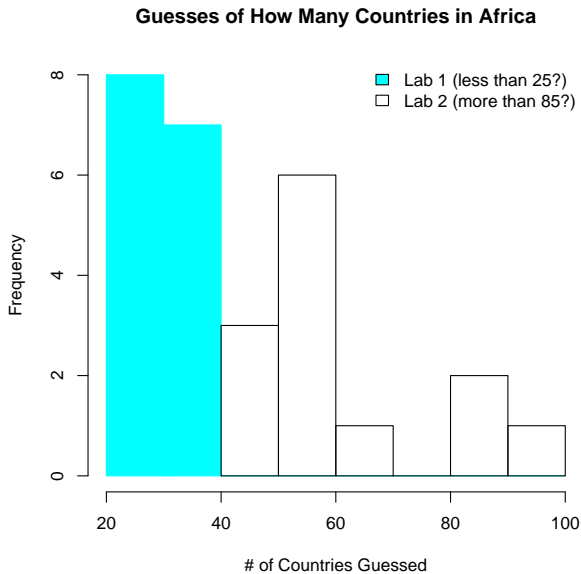
¹Countries that appear in the African Union list of recognized states, or the United Nations list, or both.

The Twist

What did I ask just before?

- ▶ Lab 1: Are there less than 25 countries in Africa?
- ▶ Lab 2: Are there more than 85 countries in Africa?

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Data Caveats

In retrospect, I should've made **all** people (not just those who thought FALSE) give a **single** numerical guess (some gave a range). So I cleaned up the data in the most **conservative** way possible.

For example in Lab 1 (are there less than 25 countries?) I always took the biggest number since I was expecting low guesses:

- ▶ If someone guessed "between 27-30", I took 30.
- ▶ If someone said TRUE, I took their guess as 25.

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One response was “well this is embarrassing.” No need to be. How many countries in Europe? In Asia? What about North America? Is Cuba in North America?

We don't really think about such things.

Psychology

From Wikipedia: **Priming** is an implicit memory effect in which exposure to a stimulus influences a response to a later stimulus.

In this case you were **primed** by the number 25/85.

Priming

Effect on **surveys**: the questions you ask before will influence the outcomes of answers for questions after.