

IX. Magical Thinking

- B. F. Skinner 1948, fed hungry pigeons mechanically at 15-second intervals. Pigeons developed superstitions
- Stock market responses to events may have similar origins

X. Quasi-Magical Thinking

- Newcomb's Paradox (named after William Newcomb of Livermore Labs by Robert Nozick, 1969, reformulated by Shafir & Tversky): Subject plays a game with a computer, and is told that the computer can predict from his behavior what he will do. Two boxes appear on computer screen. Subject is told that computer knows pretty well whether subject will choose box A or both box A and B. Computer puts \$1000 in box A, and \$1,000,000 in box B if it thinks subject will choose box B alone, otherwise puts nothing in box B.

Quasi Magical Thinking II

- Ellen Langer: People bet more on coin not yet tossed.
- People pay more for lottery ticket in which they choose the number