**Intro to Behavioural Economics**

While we are doing ARG discussions I would like you to do some background reading on Behavioural Economics to support the work that we are doing the following week. Your second year textbook will help you to answer the following questions.

What is meant by rational economic decision making?

What is utility? What do consumers try to do in relation to utility?

What is behavioural economics? How is this different to the economics that we have studied up to this point? What assumptions have we been making? (make sure that you read green extension material box on page 13)

How can behavioural insights inform economic policy making? Provide some examples of policies that draw on these.

Visit tutor2u find the Headstart A level economics resources (these are aimed at Yr 11 students going on to do economics but you might find a number of the resources interesting to explore) they have a number of video clips which provide a useful starting point for exploring behavioural economics. Take a look at them as background to the work that we will be doing.

**Extension work**

Do some extra reading to see if you can find other articles on behavioural economics. The Guardian has a couple of interesting articles. You could use the Dynamic Learning link under websites and subscriptions on the ILC site to see if you can find any Economic Review Articles on Behavioural Economics. Those of you who have Economics Today subscriptions may also find some articles on Behavioural Economics in the magazine

Making an early start on Summer work. For those of you who want to make an early start on your summer work we will be asking you to read Nudge. If you have some time