**Microeconomics Lecture 3 June 2020 Wednesday Period 3**

Behavioural Economics

Framing and Nudges (from slides)





Clip 1 – Nudge Theory

[www.youtube.com/watch?v=HeUX6LABCEA](http://www.youtube.com/watch?v=HeUX6LABCEA)



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| Resource | Where to find it. |
| EconplusDal | <https://www.youtube.com/watch?v=m4Mg0d9-t2E> |
| Bounded Rationality | <https://www.youtube.com/watch?v=4Lusy6Vmvh8&feature=youtu.be> |
| Sneaky Supermarkets | <https://www.nationalgeographic.com/culture/food/the-plate/2015/06/15/surviving-the-sneaky-psychology-of-supermarkets/> |