

Freakonomics Chapter 4 Summary

With over a million copies sold, *Economics in One Lesson* is an essential guide to the basics of economic theory. A fundamental influence on modern libertarianism, Hazlitt defends capitalism and the free market from economic myths that persist to this day. Considered among the leading economic thinkers of the "Austrian School," which includes Carl Menger, Ludwig von Mises, Friedrich (F.A.) Hayek, and others, Henry Hazlitt (1894-1993), was a libertarian philosopher, an

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economist, and a journalist. He was the founding vice-president of the Foundation for Economic Education and an early editor of The Freeman magazine, an influential libertarian publication. Hazlitt wrote Economics in One Lesson, his seminal work, in 1946. Concise and instructive, it is also deceptively prescient and far-reaching in its efforts to dissemble economic fallacies that are so prevalent they have almost become a new orthodoxy. Economic commentators across the political spectrum have credited Hazlitt with foreseeing the collapse of

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the global economy which occurred more than 50 years after the initial publication of *Economics in One Lesson*. Hazlitt's focus on non-governmental solutions, strong – and strongly reasoned – anti-deficit position, and general emphasis on free markets, economic liberty of individuals, and the dangers of government intervention make *Economics in One Lesson* every bit as relevant and valuable today as it has been since publication.

"A groundbreaking and illuminating look at the state of abortion access in America and the first long-term study of the

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consequences-emotional, physical, financial, professional, personal, and psychological-of receiving versus being denied an abortion on women's lives"-- Steven Levitt and Stephen Dubner single-handedly showed the world that applying counter-intuitive approaches to everyday problems can bear surprising results. Think Like a Freak will take readers further inside this special thought process, revealing a new way of approaching the decisions we make, the plans we create and the morals we choose. It answers the question on the lips of everyone who's read the previous books: How can

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I apply these ideas to my life? How do I make smarter, harder and better decisions? How can I truly think like a freak? With short, highly entertaining insights running the gamut from "The Upside of Quitting" to "How to Succeed with No Talent," Think Like a Freak is poised to radically alter the way we think about all aspects of life on this planet.

* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. *By reading this summary, you will discover through concrete examples an innovative way of looking at

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the world. Why do dealers live with their parents? How can information be used to dismantle a terrorist group? By answering these unusual questions, the authors of "Freakonomics" bring to the forefront the little-known workings of the economy.

*You will also discover that : Incentives are at the root of many human behaviors; Popular wisdom is often mistaken; Behind great consequences are sometimes hidden distant causes; Information is exploited by experts for their own profit; Determining what needs to be measured to conduct a study is fundamental. *The authors of

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Freakonomics, Steven Levitt and Stephen Dubner, are Harvard economist and New York Times Magazine writer respectively. They are the inventors of the eponymous science of exploring societal issues using the tools of economics. You will learn how the tools of economics can be exploited to answer unusual and interesting questions. *Buy now the summary of this book for the modest price of a cup of coffee!

Think Like A Freak
A Rogue Economist Explores
the Hidden Side of
Everything
Global Cooling, Patriotic
Prostitutes, and Why Suicide

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Bombers Should Buy Life
Insurance

Unlock the Power of
Incentives to Get Things
Done

Hidden Motives and the
Undiscovered Economics of
Everyday Life

The Undercover Economist
...And 131 More Warped
Suggestions and Well-
Intended Rants

In celebration of the 10th anniversary of the landmark book Freakonomics comes this curated collection from the most readable economics blog in the universe. It's the perfect solution for the millions of readers who love all things Freakonomics. Surprising and erudite, eloquent and witty,

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When to Rob a Bank demonstrates the brilliance that has made the Freakonomics guys an international sensation, with more than 7 million books sold in 40 languages, and 150 million downloads of their Freakonomics Radio podcast. When Freakonomics was first published, the authors started a blog—and they've kept it up. The writing is more casual, more personal, even more outlandish than in their books. In When to Rob a Bank, they ask a host of typically off-center questions: Why don't flight attendants get tipped? If you were a terrorist, how would you attack? And why does KFC always run out of fried chicken? Over the past

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decade, Steven D. Levitt and Stephen J. Dubner have published more than 8,000 blog posts on the Freakonomics website. Many of them, they freely admit, were rubbish. But now they've gone through and picked the best of the best. You'll discover what people lie about, and why; the best way to cut gun deaths; why it might be time for a sex tax; and, yes, when to rob a bank. (Short answer: never; the ROI is terrible.) You'll also learn a great deal about Levitt and Dubner's own quirks and passions, from gambling and golf to backgammon and the abolition of the penny. Explains the theory of political survival, particularly in cases of

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dictators and despotic governments, arguing that political leaders seek to stay in power using any means necessary, most commonly by attending to the interests of certain coalitions. The legendary bestseller that made millions look at the world in a radically different way returns in a new edition, now including an exclusive discussion between the authors and bestselling professor of psychology Angela Duckworth. Which is more dangerous, a gun or a swimming pool? Which should be feared more: snakes or french fries? Why do sumo wrestlers cheat? In this groundbreaking book, leading economist Steven

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Levitt—Professor of Economics at the University of Chicago and winner of the American Economic Association's John Bates Clark medal for the economist under 40 who has made the greatest contribution to the discipline—reveals that the answers. Joined by acclaimed author and podcast host Stephen J. Dubner, Levitt presents a brilliant—and brilliantly entertaining—account of how incentives of the most hidden sort drive behavior in ways that turn conventional wisdom on its head. A 2022 PROSE Award finalist in Legal Studies and Criminology A 2022 American Bar Association Silver Gavel Award Finalist A

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Behavioral Scientist's Notable Book of 2021 Freakonomics for the law—how applying behavioral science to the law can fundamentally change and explain misbehavior Why do most Americans wear seatbelts but continue to speed even though speeding fines are higher? Why could park rangers reduce theft by removing “no stealing” signs? Why was a man who stole 3 golf clubs sentenced to 25 years in prison? Some laws radically change behavior whereas others are consistently ignored and routinely broken. And yet we keep relying on harsh punishment against crime despite its continued failure. Professors

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Benjamin van Rooij and Adam Fine draw on decades of research to uncover the behavioral code: the root causes and hidden forces that drive human behavior and our responses to society's laws. In doing so, they present the first accessible analysis of behavioral jurisprudence, which will fundamentally alter how we understand the connection between law and human behavior. The Behavioral Code offers a necessary and different approach to battling crime and injustice that is based in understanding the science of human misconduct—rather than relying on our instinctual drive to punish as a way to shape behavior. The

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book reveals the behavioral code's hidden role through illustrative examples like:

- *The illusion of the US's beloved tax refund*
- *German walls that "pee back" at public urinators*
- *The \$1,000 monthly "good behavior" reward that reduced gun violence*
- *Uber's backdoor "Greyball" app that helped the company evade Seattle's taxi regulators*
- *A \$2.3 billion legal settlement against Pfizer that revealed how whistleblower protections fail to reduce corporate malfeasance*
- *A toxic organizational culture playing a core role in Volkswagen's emissions cheating scandal*
- *How Peter Thiel helped Hulk Hogan sue Gawker into*

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oblivion Revelatory and counterintuitive, The Behavioral Code catalyzes the conversation about how the law can effectively improve human conduct and respond to some of our most pressing issues today, from police misconduct to corporate malfeasance.

The World Is Flat [Further Updated and Expanded; Release 3.0]

Carrots and Sticks

Who Gets Power and How It Changes Us

SUMMARY - Think Like A Freak: The Authors Of Freakonomics Offer To Retrain Your Brain By Steven D. Levitt And Stephen J. Dubner

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Ghettoside

*Speculations on the Evolution of
Human Intelligence*

*Ten Years, a Thousand Women,
and the Consequences of
Having—or Being Denied—an
Abortion*

The well-known astronomer and astrobiologist surveys current knowledge of the development of intelligence on Earth in various forms of life and explains his persuasion that intelligence must have developed along similar lines throughout the universe

From the bestselling author of *The Bomber Mafia*: discover Malcolm Gladwell's

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breakthrough debut and explore the science behind viral trends in business, marketing, and human behavior. The tipping point is that magic moment when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire. Just as a single sick person can start an epidemic of the flu, so too can a small but precisely targeted push cause a fashion trend, the popularity of a new product, or a drop in the crime rate. This widely acclaimed bestseller, in which Malcolm Gladwell explores and brilliantly illuminates the tipping point phenomenon, is

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already changing the way people throughout the world think about selling products and disseminating ideas. "A wonderful page-turner about a fascinating idea that should affect the way every thinking person looks at the world."

—Michael Lewis

Explore the power of the underdog in Malcolm Gladwell's dazzling examination of success, motivation, and the role of adversity in shaping our lives, from the bestselling author of *The Bomber Mafia*. Three thousand years ago on a battlefield in ancient Palestine, a shepherd boy felled a mighty

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warrior with nothing more than a stone and a sling, and ever since then the names of David and Goliath have stood for battles between underdogs and giants. David's victory was improbable and miraculous. He shouldn't have won. Or should he have? In *David and Goliath*, Malcolm Gladwell challenges how we think about obstacles and disadvantages, offering a new interpretation of what it means to be discriminated against, or cope with a disability, or lose a parent, or attend a mediocre school, or suffer from any number of other apparent setbacks. Gladwell

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begins with the real story of what happened between the giant and the shepherd boy those many years ago. From there, David and Goliath examines Northern Ireland's Troubles, the minds of cancer researchers and civil rights leaders, murder and the high costs of revenge, and the dynamics of successful and unsuccessful classrooms—all to demonstrate how much of what is beautiful and important in the world arises from what looks like suffering and adversity. In the tradition of Gladwell's previous bestsellers—The Tipping Point,

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Blink, Outliers and What the Dog Saw—David and Goliath draws upon history, psychology, and powerful storytelling to reshape the way we think of the world around us.

Could you lose weight if you put \$20,000 at risk? Would you finally set up your billing software if it meant that your favorite charity would earn a new contribution? If you've ever tried to meet a goal and came up short, the problem may not have been that the goal was too difficult or that you lacked the discipline to succeed. From giving up cigarettes to increasing your

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productivity at work, you may simply have neglected to give yourself the proper incentives. In *Carrot and Sticks*, Ian Ayres, the New York Times bestselling author of *Super Crunchers*, applies the lessons learned from behavioral economics—the fascinating new science of rewards and punishments—to introduce readers to the concept of “commitment contracts”: an easy but high-powered strategy for setting and achieving goals already in use by successful companies and individuals across America. As co-founder of the website stickK.com (where people have

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entered into their own “commitment contracts” and collectively put more than \$3 million on the line), Ayres has developed contracts—including the one he honored with himself to lose more than twenty pounds in one year—that have already helped many find the best way to help themselves at work or home. Now he reveals the strategies that can give you the impetus to meet your personal and professional goals, including how to

- motivate your employees
- create a monthly budget
- set and meet deadlines
- improve your diet

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learn a foreign language • finish a report or project you've been putting off • clear your desk

Ayres shares engaging, often astounding, real-life stories that show the carrot-and-stick principle in action, from the compulsive sneezer who needed a “stick” (the potential loss of \$50 per week to a charity he didn't like) to those who need a carrot with their stick (the New York Times columnist who quit smoking by pledging a friend \$5,000 per smoke . . . if she would do the same for him). You'll learn why you might want to hire a “professional nagger” whom

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you'll do anything to avoid—no, your spouse won't do!—and how you can “hand-tie” your future self to accomplish what you want done now. You'll find out how a New Zealand ad exec successfully “sold his smoking addiction,” and why Zappos offered new employees \$2,000 to quit cigarettes. As fascinating as it is practical, as much about human behavior as about how to change it, *Carrots and Sticks* is sure to be one of the most talked-about books of the year.

Economics & Everyday Life

SuperFreakonomics

Numbers Rule Your World: The

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Hidden Influence of
Probabilities and Statistics on
Everything You Do

The Tipping Point

Stumbling on Happiness

The Dictator's Handbook

Economics in One Lesson

From award-winning investigative journalist Kyle Swenson, *Good Kids, Bad City* is the true story of the longest wrongful imprisonment in the United States to end in exoneration, and a critical social and political history of Cleveland, the city that convicted them. In the early 1970s, three African-American men—Wiley Bridgeman, Kwame Ajamu, and Rickey Jackson—were accused and convicted of the brutal robbery and murder of a man outside of a convenience store in Cleveland, Ohio.

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The prosecution's case, which resulted in a combined 106 years in prison for the three men, rested on the more-than-questionable testimony of a pre-teen, Ed Vernon. The actual murderer was never found. Almost four decades later, Vernon recanted his testimony, and Wiley, Kwame, and Rickey were released. But while their exoneration may have ended one of American history's most disgraceful miscarriages of justice, the corruption and decay of the city responsible for their imprisonment remain on trial.

Interweaving the dramatic details of the case with Cleveland's history—one that, to this day, is fraught with systemic discrimination and racial tension—Swenson reveals how this outrage occurred and why. *Good Kids, Bad City* is a work of astonishing empathy and insight: an immersive

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exploration of race in America, the struggling Midwest, and how lost lives can be recovered.

An “absorbing, provocative, and far-reaching” (Kirkus Reviews, starred review) look at what power is, who gets it, and what happens when they do, based on over 500 interviews with those who (temporarily, at least) have had the upper hand—from the creator of the Power Corrupts podcast and Washington Post columnist Brian Klaas. Does power corrupt, or are corrupt people drawn to power? Are tyrants made or born? Are entrepreneurs who embezzle and cops who kill the result of poorly designed systems or are they just bad people? If you were suddenly thrust into a position of power, would you be able to resist the temptation to line your pockets or seek revenge against your

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enemies? To answer these questions, *Corruptible* draws on over 500 interviews with some of the world's top leaders—from the noblest to the dirtiest—including presidents and philanthropists as well as rebels, cultists, and dictators. Some of the fascinating insights include: how facial appearance determines who we pick as leaders, why narcissists make more money, why some people don't want power at all and others are drawn to it out of a psychopathic impulse, and why being the “beta” (second in command) may actually be the optimal place for health and well-being. *Corruptible* also features a wealth of counterintuitive examples from history and social science: you'll meet the worst bioterrorist in American history, hit the slopes with a ski instructor who once ruled Iraq, and learn why the

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inability of chimpanzees to play baseball is central to the development of human hierarchies. Based on deep, unprecedented research from around the world, and filled with “unexpected insights...the most important lesson of *Corruptible* is that when psychopaths inadvertently reveal their true selves, the institutions that they plague must take action that is swift, brutal, and merciless” (Business Insider).

Air bags cause accidents, because well-protected drivers take more risks. This well-documented truth comes as a surprise to most people, but not to economists, who have learned to take seriously the proposition that people respond to incentives. In *The Armchair Economist*, Steven E. Landsburg shows how the laws of economics reveal themselves in everyday experience and illuminate the entire

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range of human behavior. Why does popcorn cost so much at the cinema? The 'obvious' answer is that the owner has a monopoly, but if that were the whole story, there would also be a monopoly price to use the toilet. When a sudden frost destroys much of the Florida orange crop and prices skyrocket, journalists point to the 'obvious' exercise of monopoly power. Economists see just the opposite: If growers had monopoly power, they'd have raised prices before the frost. Why don't concert promoters raise ticket prices even when they are sure they will sell out months in advance? Why are some goods sold at auction and others at pre-announced prices? Why do boxes at the football sell out before the standard seats do? Why are bank buildings fancier than supermarkets? Why do corporations

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confer huge pensions on failed executives? Why don't firms require workers to buy their jobs? Landsburg explains why the obvious answers are wrong, reveals better answers, and illuminates the fundamental laws of human behavior along the way. This is a book of surprises: a guided tour of the familiar, filtered through a decidedly unfamiliar lens. This is economics for the sheer intellectual joy of it.

The author offers advice on such matters as mastering emotions, overcoming debilitating habits such as over-eating, drinking and drug abuse, unleashing the hidden power of body and mind, improving personal and professional relationships, and taking control of personal finances.

Why Bad Behavior is Almost Always Good Politics

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A Story of Race and Wrongful

Conviction in America

Free Lunch

The Biggest Bluff

Fixing Broken Windows

Everything You Need to Know About

How the Economy Works

The Why Axis

Between the 18th and 19th centuries, Britain experienced massive leaps in technological, scientific, and economical advancement

A fascinating journey into the hidden psychological influences that derail our decision-making, *Sway* will change the way you think about the way you think. Why is it so difficult to sell a plummeting stock or end a doomed relationship? Why do we listen to advice just because it came from someone "important"? Why are we more likely to fall in love when there's danger involved? In *Sway*, renowned

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organizational thinker Ori Brafman and his brother, psychologist Rom Brafman, answer all these questions and more. Drawing on cutting-edge research from the fields of social psychology, behavioral economics, and organizational behavior, Sway reveals dynamic forces that influence every aspect of our personal and business lives, including loss aversion (our tendency to go to great lengths to avoid perceived losses), the diagnosis bias (our inability to reevaluate our initial diagnosis of a person or situation), and the “chameleon effect” (our tendency to take on characteristics that have been arbitrarily assigned to us). Sway introduces us to the Harvard Business School professor who got his students to pay \$204 for a \$20 bill, the head of airline safety whose disregard for his years of training led to the transformation of an entire industry, and

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the football coach who turned conventional strategy on its head to lead his team to victory. We also learn the curse of the NBA draft, discover why interviews are a terrible way to gauge future job performance, and go inside a session with the Supreme Court to see how the world's most powerful justices avoid the dangers of group dynamics. Every once in a while, a book comes along that not only challenges our views of the world but changes the way we think. In *Sway*, Ori and Rom Brafman not only uncover rational explanations for a wide variety of irrational behaviors but also point readers toward ways to avoid succumbing to their pull.

* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. *By reading this summary, you will discover the keys to a new

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approach to problem solving, proposed by the authors of Freakonomics. *You will also discover that : our origins shape our behavior more than it seems; thinking like a child can sometimes help to solve a problem; it is necessary to know and know how to manipulate incentives to achieve one's ends; it is possible to let the problem solve itself without effort; sometimes it takes giving up to find success. *Following the books Freakonomics and Superfreakonomics, by the same authors, the latter have received a large number of questions from readers, eager to find answers to their problems or to the problems of society, whether it is the issue of crime or abortion for example. Steven Levitt and Stephen Dubner did not, contrary to appearances, have a tool that could simply solve all the problems of the world. Instead, they used a particular

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approach to analyze problems in a different way and eventually begin to respond to them. This would be called freak thinking. *Buy now the summary of this book for the modest price of a cup of coffee!

This new edition of Friedman's landmark book explains the flattening of the world better than ever- and takes a new measure of the effects of this change on each of us.

Mythologies

The Power to Predict Who Will Click,
Buy, Lie, or Die

A True Story of Murder in America

Why We Work

Easily Digestible Economics

The Irresistible Pull of Irrational
Behavior

Predictive Analytics

A smart and funny book

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by a prominent Harvard psychologist, which uses groundbreaking research and (often hilarious) anecdotes to show us why we're so lousy at predicting what will make us happy - and what we can do about it. Most of us spend our lives steering ourselves toward the best of all possible futures, only to find that tomorrow rarely turns out as we had expected. Why? As Harvard psychologist Daniel Gilbert explains, when people try to

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imagine what the future will hold, they make some basic and consistent mistakes. Just as memory plays tricks on us when we try to look backward in time, so does imagination play tricks when we try to look forward. Using cutting-edge research, much of it original, Gilbert shakes, cajoles, persuades, tricks and jokes us into accepting the fact that happiness is not really what or where we thought it was. Among the unexpected questions

he poses: Why are conjoined twins no less happy than the general population? When you go out to eat, is it better to order your favourite dish every time, or to try something new? If Ingrid Bergman hadn't gotten on the plane at the end of Casablanca, would she and Bogey have been better off? Smart, witty, accessible and laugh-out-loud funny, Stumbling on Happiness brilliantly describes all that science has to tell us about the uniquely human ability to

envision the future, and how likely we are to enjoy it when we get there.

The chilling Saga of Darren Shan, the ordinary schoolboy plunged into the vampire world.

NEW YORK TIMES

BESTSELLER • NAMED

ONE OF THE TEN BEST

BOOKS OF THE YEAR BY

SAN FRANCISCO

CHRONICLE, USA TODAY,

AND CHICAGO TRIBUNE •

A masterly work of

literary journalism about

a senseless murder, a

relentless detective, and

the great plague of

homicide in America
**NATIONAL BOOK CRITICS
CIRCLE AWARD FINALIST**
• **NAMED ONE OF THE
BEST BOOKS OF THE
YEAR BY The New York
Times Book Review • The
Washington Post • The
Boston Globe • The
Economist • The Globe
and Mail • BookPage •
Kirkus Reviews** On a
warm spring evening in
South Los Angeles, a
young man is shot and
killed on a sidewalk
minutes away from his
home, one of the
thousands of black

Americans murdered that year. His assailant runs down the street, jumps into an SUV, and vanishes, hoping to join the scores of killers in American cities who are never arrested for their crimes. But as soon as the case is assigned to Detective John Skaggs, the odds shift. Here is the kaleidoscopic story of the quintessential, but mostly ignored, American murder—a “ghettoside” killing, one young black man slaying another—and a brilliant and driven

cadre of detectives whose creed is to pursue justice for forgotten victims at all costs. Ghettoside is a fast-paced narrative of a devastating crime, an intimate portrait of detectives and a community bonded in tragedy, and a surprising new lens into the great subject of why murder happens in our cities—and how the epidemic of killings might yet be stopped. Praise for Ghettoside “A serious and kaleidoscopic

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achievement . . . [Jill Leovy is] a crisp writer with a crisp mind and the ability to boil entire skies of information into hard journalistic rain.”—Dwight Garner, The New York Times
“Masterful . . . gritty reporting that matches the police work behind it.”—Los Angeles Times
“Moving and engrossing.”—San Francisco Chronicle
“Penetrating and heartbreaking . . . Ghettside points out how relatively little

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***America has cared even as recently as the last decade about the value of young black men's lives."*—USA Today**

"Functions both as a snappy police procedural and—more

***significantly—as a searing indictment of legal neglect . . . Leovy's powerful testimony demands respectful attention."*—The Boston Globe**

Can economics be passionate?... Can it center on people and what really matters to

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them day-in and day-out.... And help us understand their hidden motives for why they do what they do in everyday life? Uri Gneezy and John List are revolutionaries. Their ideas and methods for revealing what really works in addressing big social, business, and economic problems gives us new understanding of the motives underlying human behavior. We can then structure incentives that can get people to move mountains, change their behavior—or at

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least get a better deal. But finding the right incentive can be like looking for a needle in a haystack. Gneezy and List's pioneering approach is to embed themselves in the factories, schools, communities, and offices where people work, live, and play. Then, through large-scale field experiments conducted "in the wild," Gneezy and List observe people in their natural environments without them being aware that

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they are observed. Their randomized experiments have revealed ways to close the gap between rich and poor students; to stop the violence plaguing inner-city schools; to decipher whether women are really less competitive than men; to correctly price products and services; and to discover the real reasons why people discriminate. To get the answers, Gneezy and List boarded planes, helicopters, trains, and automobiles to embark

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on journeys from the foothills of Kilimanjaro to California wineries; from sultry northern India to the chilly streets of Chicago; from the playgrounds of schools in Israel to the boardrooms of some of the world's largest corporations. In The Why Axis, they take us along for the ride, and through engaging and colorful stories, present lessons with big payoffs. Their revelatory, startling, and urgent discoveries about how incentives really work are

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both revolutionary and immensely practical. This research will change both the way we think about and take action on big and little problems. Instead of relying on assumptions, we can find out, through evidence, what really works. Anyone working in business, politics, education, or philanthropy can use the approach Gneezy and List describe in The Why Axis to reach a deeper, nuanced understanding of human behavior, and a

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better understanding of what motivates people and why.

***The Armchair Economist
Freakonomics***

David and Goliath

Good Kids, Bad City

100 Side Hustles

The Turnaway Study

Don't Trust Your Gut

An eye-opening, groundbreaking tour of the purpose of work in our lives, showing how work operates in our culture and how you can find your own path to happiness in the workplace. Why do we work? The question seems so simple. But

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Professor Barry Schwartz proves that the answer is surprising, complex, and urgent. We've long been taught that the reason we work is primarily for a paycheck. In fact, we've shaped much of the infrastructure of our society to accommodate this belief. Then why are so many people dissatisfied with their work, despite healthy compensation? And why do so many people find immense fulfillment and satisfaction through "menial" jobs? Schwartz explores why so many believe that the goal for working should be to earn money, how we arrived to

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believe that paying workers more leads to better work, and why this has made our society confused, unhappy, and has established a dangerously misguided system. Through fascinating studies and compelling anecdotes, this book dispels this myth. Schwartz takes us through hospitals and hair salons, auto plants and boardrooms, showing workers in all walks of life, showcasing the trends and patterns that lead to happiness in the workplace. Ultimately, Schwartz proves that the root of what drives us to do good work can rarely be incentivized, and that the

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cause of bad work is often an attempt to do just that. How did we get to this tangled place? How do we change the way we work? With great insight and wisdom, Schwartz shows us how to take our first steps toward understanding, and empowering us all to find great work.

"Mesmerizing & fascinating..."

—The Seattle Post-Intelligencer "The

Freakonomics of big data."

**—Stein Kretsinger, founding executive of Advertising.com
Award-winning | Used by over 30 universities | Translated into 9 languages An introduction for everyone. In**

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this rich, fascinating — surprisingly accessible — introduction, leading expert Eric Siegel reveals how predictive analytics (aka machine learning) works, and how it affects everyone every day. Rather than a “how to” for hands-on techies, the book serves lay readers and experts alike by covering new case studies and the latest state-of-the-art techniques. Prediction is booming. It reinvents industries and runs the world. Companies, governments, law enforcement, hospitals, and universities are seizing upon the power. These institutions predict whether you're going

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to click, buy, lie, or die. Why? For good reason: predicting human behavior combats risk, boosts sales, fortifies healthcare, streamlines manufacturing, conquers spam, optimizes social networks, toughens crime fighting, and wins elections. How? Prediction is powered by the world's most potent, flourishing unnatural resource: data. Accumulated in large part as the by-product of routine tasks, data is the unsalted, flavorless residue deposited en masse as organizations churn away. Surprise! This heap of refuse is a gold mine. Big data

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embodies an extraordinary wealth of experience from which to learn. Predictive analytics (aka machine learning) unleashes the power of data. With this technology, the computer literally learns from data how to predict the future behavior of individuals. Perfect prediction is not possible, but putting odds on the future drives millions of decisions more effectively, determining whom to call, mail, investigate, incarcerate, set up on a date, or medicate. In this lucid, captivating introduction — now in its Revised and Updated edition — former Columbia University

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professor and Predictive Analytics World founder Eric Siegel reveals the power and perils of prediction: What type of mortgage risk Chase Bank predicted before the recession. Predicting which people will drop out of school, cancel a subscription, or get divorced before they even know it themselves. Why early retirement predicts a shorter life expectancy and vegetarians miss fewer flights. Five reasons why organizations predict death — including one health insurance company. How U.S. Bank and Obama for America calculated the way to most strongly

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persuade each individual. Why the NSA wants all your data: machine learning supercomputers to fight terrorism. How IBM's Watson computer used predictive modeling to answer questions and beat the human champs on TV's Jeopardy! How companies ascertain untold, private truths — how Target figures out you're pregnant and Hewlett-Packard deduces you're about to quit your job. How judges and parole boards rely on crime-predicting computers to decide how long convicts remain in prison. 182 examples from Airbnb, the BBC, Citibank, ConEd,

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Facebook, Ford, Google, the IRS, LinkedIn, Match.com, MTV, Netflix, PayPal, Pfizer, Spotify, Uber, UPS, Wikipedia, and more. How does predictive analytics work? This jam-packed book satisfies by demystifying the intriguing science under the hood. For future hands-on practitioners pursuing a career in the field, it sets a strong foundation, delivers the prerequisite knowledge, and whets your appetite for more. A truly omnipresent science, predictive analytics constantly affects our daily lives. Whether you are a consumer of it — or consumed by it —

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get a handle on the power of Predictive Analytics.

The economy has never been so relevant to so many people as it is now, and it's vital that we understand how it affects our lives. 'There's no such thing as a free lunch' is the one phrase everyone has heard from economics - not even for bankers. But why not? What does economics tell us about the price of lunch - and everything else? Free Lunch makes the economics pages of the newspaper intelligible and addresses the concerns that worry us all. It will enable you to understand - and challenge - the claims made by

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politicians Set out like a good lunch-time conversation, the book will guide you through the mysteries of the economy. Your guides will be some of the greatest names in the field, including Smith, Marx and Keynes. This clever and witty introduction to economics costs less than even the cheapest meal. It is essential reading in these times of economic uncertainty, and is far more satisfying than even the most gourmet banquet.

A behavioral economist and a veteran Sports Illustrated writer analyze hidden influences and subtle biases

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that shape sports plays, covering such topics as performance pressures, the "home field advantage" and the overpayment of athletic talent. Reprint.

**Awaken the Giant Within
Unnatural Selection**

**Underdogs, Misfits, and the
Art of Battling Giants**

**How I Learned to Pay
Attention, Master Myself, and
Win**

**Using Data to Get What You
Really Want in Life**

**Unexpected Ideas for Making
Extra Money Without Quitting
Your Day Job**

**Choosing Boys Over Girls, and
the Consequences of a World**

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Full of Men

The Only Economics Book You Will Ever Need - A Library Journal 2012 Best Business Book of the Year Economics isn't just about numbers: It's about politics, psychology, history, and so much more. We are all economists-when we work, save for the future, invest, pay taxes, and buy our groceries. Yet many of us feel lost when the subject arises. Award-winning professor Timothy Taylor tackles all the key questions and hot topics of both microeconomics and macroeconomics, including: Why do budget deficits matter? What exactly does the Federal

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Reserve do? Does globalization take jobs away from American workers? Why is health insurance so costly? The Instant Economist offers the knowledge and sophistication to understand the issues- so you can understand and discuss economics on a personal, national, and global level.

“ The economy [isn ’ t] a bunch of rather dull statistics with names like GDP (gross domestic product), ” notes Tim Harford, columnist and regular guest on NPR ’ s Marketplace, “ economics is about who gets what and why. ” In this acclaimed and riveting

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book—part exposé, part user ’ s manual—the astute and entertaining columnist from the Financial Times demystifies the ways in which money works in the world. From why the coffee in your cup costs so much to why efficiency is not necessarily the answer to ensuring a fair society, from improving health care to curing crosstown traffic—all the dirty little secrets of dollars and cents are delightfully revealed by The Undercover Economist. “ A rare specimen: a book on economics that will enthrall its readers . . . It brings the power of economics to life. ” —Steven D. Levitt,

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coauthor of Freakonomics “ A playful guide to the economics of everyday life, and as such is something of an elder sibling to Steven Levitt ’ s wild child, the hugely successful Freakonomics. ” –The Economist “ A tour de force . . . If you need to be convinced of the everrelevant and fascinating nature of economics, read this insightful and witty book. ” –Jagdish Bhagwati, author of In Defense of Globalization “ This is a book to savor. ” –The New York Times “ Harford writes like a dream. From his book I found out why there ’ s a Starbucks on every corner [and] how not to

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get duped in an auction.

Reading *The Undercover*

Economist is like spending an ordinary day wearing X-ray goggles. ” –David Bodanis, author of *Electric Universe*

“ Much wit and wisdom. ”

–The Houston Chronicle
From Publishers Weekly
Nattily packaged-the cover sports a Roy Lichtensteinesque image of an economist in Dick Tracy garb- and cleverly written, this book applies basic economic theory to such modern phenomena as Starbucks' pricing system and Microsoft's stock values. While the concepts explored are those encountered in *Microeconomics*

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101, Harford gracefully explains abstruse ideas like pricing along the demand curve and game theory using real world examples without relying on graphs or jargon. The book addresses free market economic theory, but Harford is not a complete apologist for capitalism; he shows how companies from Amazon.com to Whole Foods to Starbucks have gouged consumers through guerrilla pricing techniques and explains the high rents in London (it has more to do with agriculture than one might think). Harford comes down soft on Chinese sweatshops,

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acknowledging "conditions in factories are terrible," but "sweatshops are better than the horrors that came before them, and a step on the road to something better." Perhaps, but Harford doesn't question whether communism or a capitalist-style industrial revolution are the only two choices available in modern economies. That aside, the book is unequaled in its accessibility and ability to show how free market economic forces affect readers' day-to-day. Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. From

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Bookmarks Magazine Harford exposes the dark underbelly of capitalism in Undercover Economist. Compared with Steven Levitt ' s and Stephen J. Dubner ' s popular Freakonomics (***) July/Aug 2005), the book uses simple, playful examples (written in plain English) to elucidate complex economic theories. Critics agree that the book will grip readers interested in understanding free-market forces but disagree about Harford ' s approach. Some thought the author mastered the small ideas while keeping in sight the larger context of

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globalization; others faulted Harford for failing to criticize certain economic theories and to ground his arguments in political, organizational structures. Either way, his case studies—some entertaining, others indicative of times to come—will make you think twice about that cup of coffee.

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Cites successful examples of community-based policing
Freakonomics lived on the New York Times bestseller list for an astonishing two years. Now authors Steven D. Levitt and Stephen J. Dubner return with

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more iconoclastic insights and observations in SuperFreakonomics—the long awaited follow-up to their New York Times Notable blockbuster. Based on revolutionary research and original studies SuperFreakonomics promises to once again challenge our view of the way the world really works.

Exposing Why the Rich Are Rich, Why the Poor Are Poor--And Why You Can Never Buy a Decent Used Car!

The Fourth Industrial Revolution Sway

The Voltage Effect

How Little Things Can Make a

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Big Difference

How to Make Good Ideas Great
and Great Ideas Scale

Corruptible

The New York Times bestseller! A

New York Times Notable Book

“The tale of how Konnikova followed a story about poker players and wound up becoming a story herself will have you riveted, first as you learn about her big winnings, and then as she conveys the lessons she learned both about human nature and herself.” —The Washington Post

It's true that Maria Konnikova had never actually played poker before and didn't even know the rules when she approached Erik Seidel, Poker Hall of Fame inductee

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and winner of tens of millions of dollars in earnings, and convinced him to be her mentor. But she knew her man: a famously thoughtful and broad-minded player, he was intrigued by her pitch that she wasn't interested in making money so much as learning about life. She had faced a stretch of personal bad luck, and her reflections on the role of chance had led her to a giant of game theory, who pointed her to poker as the ultimate master class in learning to distinguish between what can be controlled and what can't. And she certainly brought something to the table, including a Ph.D. in psychology and an acclaimed and growing body of work on human

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behavior and how to hack it. So Seidel was in, and soon she was down the rabbit hole with him, into the wild, fiercely competitive, overwhelmingly masculine world of high-stakes Texas Hold'em, their initial end point the following year's World Series of Poker. But then something extraordinary happened. Under Seidel's guidance, Konnikova did have many epiphanies about life that derived from her new pursuit, including how to better read, not just her opponents but far more importantly herself; how to identify what tilted her into an emotional state that got in the way of good decisions; and how to get to a place where she could accept luck for what

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it was, and what it wasn't. But she also began to win. And win. In a little over a year, she began making earnest money from tournaments, ultimately totaling hundreds of thousands of dollars. She won a major title, got a sponsor, and got used to being on television, and to headlines like "How one writer's book deal turned her into a professional poker player." She even learned to like Las Vegas. But in the end, Maria Konnikova is a writer and student of human behavior, and ultimately the point was to render her incredible journey into a container for its invaluable lessons. The biggest bluff of all, she learned, is that skill is enough. Bad cards will

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come our way, but keeping our focus on how we play them and not on the outcome will keep us moving through many a dark patch, until the luck once again breaks our way.

The concept of economic rationality is important for the historical evolution of Economics as a scientific discipline. The common idea about this concept -even between economists- is that it has a unique meaning which is universally accepted. This new volume argues that "economic rationality" is not not a universal concept with one single meaning, and that it in fact has different, if not conflicting, interpretations in the evolution of discourse on economics. In order to

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achieve this, the book traces the historical evolution of the concept of economic rationality from Adam Smith to the present, taking in thinkers from Mill to Friedman, and encompassing approaches from neoclassical to behavioural economics. The book charts this history in order to reveal important instances of conceptual transformation of the meaning of economic rationality. In doing so, it presents a uniquely detailed study of the historical change of the many faces of the homo oeconomicus .

"A leading economist answers one of today's trickiest questions: why do some great ideas make it big while others fail to take off? 'Scale' has

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become a favored buzzword in the startup world. But scale isn't just about accumulating more users or capturing more market share. It's about whether an idea that takes hold in a small group can do the same in a much larger one--whether you're growing a small business, rolling out a diversity and inclusion program, or delivering billions of doses of a vaccine. Translating an idea into widespread impact, says University of Chicago economist John A. List, depends on one thing only: whether it can achieve 'high voltage': the ability to be replicated at scale"--

WHAT ARE THE ODDS YOU'LL WIN THE LOTTERY? How long will your kids wait in line at Disney

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World? Who decides that “standardized tests” are fair? Why do highway engineers build slow-moving ramps? What does it mean, statistically, to be an “Average Joe”?
NUMBERS RULE YOUR WORLD

In the popular tradition of eye-opening bestsellers like *Freakonomics*, *The Tipping Point*, and *Super Crunchers*, this fascinating book from renowned statistician and blogger Kaiser Fung takes you inside the hidden world of facts and figures that affect you every day, in every way. These are the statistics that rule your life, your job, your commute, your vacation, your food, your health, your money, and your success. This is how

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engineers calculate your quality of living, how corporations determine your needs, and how politicians estimate your opinions. These are the numbers you never think about—even though they play a crucial role in every single aspect of your life. What you learn may surprise you, amuse you, or even enrage you. But there's one thing you won't be able to deny: Numbers Rule Your World... "An easy read with a big benefit." —Fareed Zakaria, CNN "For those who have anxiety about how organization data-mining is impacting their world, Kaiser Fung pulls back the curtain to reveal the good and the bad of predictive analytics." —Ian Ayres, Yale

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professor and author of *Super Crunchers: Why Thinking By Numbers is the New Way to Be Smart* "A book that engages us with stories that a journalist would write, the compelling stories behind the stories as illuminated by the numbers, and the dynamics that the numbers reveal." —John Sall, Executive Vice President, SAS Institute "Little did I suspect, when I picked up Kaiser Fung's book, that I would become so entranced by it - an illuminating and accessible exploration of the power of statistical analysis for those of us who have no prior training in a field that he explores so ably." —Peter Clarke, author of *Keynes: The Rise,*

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Fall, and Return of the 20th
Century's Most Influential

Economist "A tremendous book. . . .

If you want to understand how to use statistics, how to think with numbers and yet to do this without getting lost in equations, if you've been looking for the book to unlock the door to logical thinking about problems, well, you will be pleased to know that you are holding that book in your hands." —Daniel Finkelstein, Executive Editor, The Times of London "I thoroughly enjoyed this accessible book and enthusiastically recommend it to anyone looking to understand and appreciate the role of statistics and data analysis in solving problems and in creating a better

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world." —Michael Sherman, Texas
A&M University, American
Statistician

Restoring Order And Reducing
Crime In Our Communities

From Adam Smith to Contemporary
Behavioural and Evolutionary
Economics

The Varieties of Economic
Rationality

The Dragons of Eden

SUMMARY - Freakonomics: A
Rogue Economist Explores The
Hidden Side Of Everything By
Steven D. Levitt And Stephen J.
Dubner

The Instant Economist

The Hidden Influences Behind How
Sports Are Played and Games Are

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Won

"Seth Stephens-Davidowitz is more than a data scientist. He is a prophet for how to use the data revolution to reimagine your life. Don ' t Trust Your Gut is a tour de force—an intoxicating blend of analysis, humor, and humanity. " — Daniel H. Pink, #1 New York Times bestselling author of When, Drive, and To Sell Is Human Big decisions are hard. We consult friends and family, make sense of confusing " expert " advice online, maybe we read a self-help book to guide us. In the end, we usually just do what feels right, pursuing high stakes self-improvement—such as who

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we marry, how to date, where to live, what makes us happy—based solely on what our gut instinct tells us. But what if our gut is wrong? Biased, unpredictable, and misinformed, our gut, it turns out, is not all that reliable. And data can prove this. In *Don't Trust Your Gut*, economist, former Google data scientist, and New York Times bestselling author Seth Stephens-Davidowitz reveals just how wrong we really are when it comes to improving our own lives. In the past decade, scholars have mined enormous datasets to find remarkable new approaches to life's biggest self-help puzzles. Data from

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hundreds of thousands of dating profiles have revealed surprising successful strategies to get a date; data from hundreds of millions of tax records have uncovered the best places to raise children; data from millions of career trajectories have found previously unknown reasons why some rise to the top. Telling fascinating, unexpected stories with these numbers and the latest big data research, Stephens-Davidowitz exposes that, while we often think we know how to better ourselves, the numbers disagree. Hard facts and figures consistently contradict our instincts and

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demonstrate self-help that actually works—whether it involves the best time in life to start a business or how happy it actually makes us to skip a friend ' s birthday party for a night of Netflix on the couch. From the boring careers that produce the most wealth, to the old-school, data-backed relationship advice so well-worn it ' s become a literal joke, he unearths the startling conclusions that the right data can teach us about who we are and what will make our lives better. Lively, engrossing, and provocative, the end result opens up a new world of self-improvement made possible

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with massive troves of data. Packed with fresh, entertaining insights, *Don't Trust Your Gut* redefines how to tackle our most consequential choices, one that hacks the market inefficiencies of life and leads us to make smarter decisions about how to improve our lives. Because in the end, the numbers don't lie.

"Lianyungang, a booming port city, has China's most extreme gender ratio for children under four: 163 boys for every 100 girls. These numbers don't seem terribly grim, but in ten years, the skewed sex ratio will pose a colossal challenge. By the time those children reach

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adulthood, their generation will have twenty-four million more men than women. The prognosis for China's neighbors is no less bleak: Asia now has 163 million females "missing" from its population. Gender imbalance reaches far beyond Asia, affecting Georgia, Eastern Europe, and cities in the U.S. where there are significant immigrant populations. The world, therefore, is becoming increasingly male, and this mismatch is likely to create profound social upheaval. Historically, eras in which there have been an excess of men have produced periods of violent conflict and instability.

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Mara Hvistendahl has written a stunning, impeccably-researched book that does not flinch from examining not only the consequences of the misbegotten policies of sex selection but Western complicity with them"--

Best-selling author Chris Guillebeau presents a full-color ideabook featuring 100 stories of regular people launching successful side businesses that almost anyone can do. This unique guide features the startup stories of regular people launching side businesses that almost anyone can do: an urban tour guide, an artist inspired by maps, a travel site founder, an

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ice pop maker, a confetti photographer, a group of friends who sell hammocks to support local economies, and many more. In 100 Side Hustles, best-selling author of The \$100 Startup Chris Guillebeau presents a colorful "idea book" filled with inspiration for your next big idea. Distilled from Guillebeau's popular Side Hustle School podcast, these case studies feature teachers, artists, coders, and even entire families who've found ways to create new sources of income. With insights, takeaways, and photography that reveals the human element behind the hustles, this playbook covers

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every important step of launching a side hustle, from identifying underserved markets to crafting unique products and services that spring from your passions. Soon you'll find yourself joining the ranks of these innovative entrepreneurs--making money on the side while living your best life.

When to Rob a Bank

A Brief History of the Twenty-first Century

Scorecasting

The Hidden Ways the Law

Makes Us Better or Worse

The Shortest and Surest Way to Understand Basic Economics

Cirque Du Freak

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The Behavioral Code