



AP Research Summer Reading Book 2018

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Levitt, Steven D., and Stephen J. Dubner. *Think like a Freak: The Authors of Freakonomics Offer to Retrain Your Brain*. New York: Harper Collins Publishers, 2014. Print.

Questions* for Think Like a Freak

Respond to each question with a comprehensive answer that includes details from the book (prove you read it and understand it). Some items have more than one question; be sure to answer all of them. Please type answers, proofread and edit, and include an MLA-formatted header.

Turn in a printed copy of your responses on the first day of class August 21st

Total points: 100

1. Why is it difficult for people to say, "I don't know?" What is one's moral compass and how can it get in the way of free thinking?
2. Explain why thinking small is thinking like a freak and is advantageous over thinking big.
3. In economics, what are declared preferences and what are revealed preferences? How can these economic terms be applied to thinking like a freak?
4. What conclusions did Brian Mullaney reach about what incentivizes people to give to charity? Why was his "once and done" option successful?
5. What are relationship frameworks? Describe some specific instances in which they can be violated. What is ping-pong diplomacy and how was it a positive shift in a traditional framework?
6. What are the three main reasons incentives fail? What are the guidelines for successfully determining the way to find the right incentives that will appeal to the individual and will also get the job done?
7. What is game theory? How did both David Lee Roth, lead singer for Van Halen, and King Solomon both engage in it? What are the benefits and what are the risks?
8. What is the Spanish Prisoner? Why do Nigerians continue to send out emails promising the recipients millions if they help a Nigerian prince when everyone knows that they are scams?

9. What is the mission of the Cultural Cognition Project? What were their findings about climate change deniers?

10. What is the Concorde fallacy? What are the three forces that keep people from abandoning a project?

* Questions taken from "*Think like a Freak* Study Guide," BookRags, Inc., 2015. Digital.

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S C H O O L

Due: August 21st- First day of school
50 points

Self-Evaluation of Research Question: Please elaborate on your answers

1. Does the question deal with a topic or issue that interests me enough to spark my own thoughts and opinions?
2. Is the topic “an academic or real-world problem, question, or issue”?
3. Can the topic be approached through multiple perspectives or lenses?
4. Is the question easily and fully researchable?
5. What type of information do I need to answer the research question?
For example, the research question, "What impact has deregulation had on commercial airline safety?," will require certain types of information:
 - Statistics on airline crashes before and after
 - Statistics on other safety problems before and after
 - Information about maintenance practices before and after
 - Information about government safety requirements before and after
6. Is the scope of this information reasonable (e.g., can I accomplish this task in the allotted time and come to a solution, conclusion or resolution?)
7. Given the type and scope of the information that I need, is my question too broad, too narrow or okay?
8. What sources will be able to provide the information I need to answer my research question (journals, books, Internet, government documents, people)?
9. Can I access these sources?
10. Given my answers to the above questions, do I have a good-quality research question that I actually will be able to answer by doing research?

Sources: Empire State College (esc.edu), College Board AP Seminar handout