

Department	International College of Liberal Arts		
Semester	Spring 2025	Year Offered (Odd/Even/Every Year)	Every Year
Course Number	PSYC/ECON/DATA352		
Course Title	Economic Psychology		
Prerequisites	PSYC200 Social Psychology OR PSYC201 Social Psychology		
Course Instructor	Fong Chun Yuen	Year Available (Grade Level)	3
Subject Area	Psychology	Number of Credits	3
Class Style	Lecture	Language of instruction	English

(NOTE 1) Depending on the class size and the capacity of the facility, we may not be able to accommodate all students who wish to register for the course

Course Description	Economic Psychology merges economic theory with psychological insights to understand how individuals make economic decisions. This course covers topics such as rationality, utility, prospect theory, heuristics, time preferences, and sexual economics, demonstrating how emotions, beliefs, and social factors shape financial behavior. Through simulations and experiments—including the prisoner's dilemma, reinforcement and Bayesian learning, and negotiation exercises—students will explore decision-making processes, bargaining strategies, and moral hazard. Designed for those familiar with social psychology frameworks and basic statistics, the course also utilizes JASP statistical software to develop essential data analysis and report-writing skills.
Class plan based on course evaluation from previous academic year	Each session begins with a brief introduction to the core theories and models relevant to that topic, followed by simulation games or experiments that illustrate these concepts in action. Throughout, students observe and participate in activities that reveal the underlying rationales and key findings, and discuss their applications to real-world economic and social behaviors.
Course related to the instructor's practical experience (Summary of experience)	Not applicable
Learning Goals	<ul style="list-style-type: none"> ·Acquire knowledge linking psychology theories and models to everyday economic activities. ·Gain a deeper understanding of the psychological factors influencing decision-making and judgments. ·Apply concepts and theories to a variety of human decision-making dilemmas. ·Develop efficient verbal and written communication skills for reporting scientific findings. ·Learn and apply data science techniques, using tools like JASP, for economic data analysis. This includes hands-on experience in data handling and quantitative reporting. ·Examine moral behaviors in economic contexts by applying the frameworks of signaling, negotiations, and moral hazard to analyze ethical dilemmas and trust dynamics in decision-making.

iCLA Diploma Policy	DP1/DP2/DP4
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iCLA Diploma Policy

(DP1) To Value Knowledge – Having high oral and written communication skills to be able to both comprehend and transfer knowledge

(DP2) To Be Able to Adapt to a Changing World – Having critical, creative, problem-solving, intercultural skills, global and independent mindset to adopt to a changing world

(DP3) To Believe in Collaboration – Having a disposition to work effectively and inclusively in teams

(DP4) To Act from a Sense of Personal and Social Responsibility – Having good ethical and moral values to make positive impacts in the world

Active Learning Methods	Problem-Based Learning/Discussion, Debate/Group Work				
More details/supplemental information on Active Learning Methods	Students are expected to take part in all in-class activities.				
Use of ICT	Laptop with microsoft excel and JASP installed.				
Contents of class preparation and review	<ul style="list-style-type: none"> Students must complete the recommended readings provided by instructors. Exams will draw from lecture slides and class material. Attendance is crucial, and taking notes and engaging in class activities are key parts of preparation for exams. Review all class content post-lecture to prepare effectively. 	Hours expected to be spent preparing for class (hours per week)	3 hours	Hours expected to be spent on class review (hours per week)	3 hours
Feedback Methods	(1) feedforward and feedback for each marked report. (2) Correct answers to the exams will be distributed on UNIPA. (3) Any additional comment or advice will be given as requested. Students should arrange individual meetings with the instructor.				

Grading Criteria		
Grading Methods	Grading Weights	Grading Content
Quantitative report I	30%	
Final exam	40%	
Quantitative report II	30%	

Required Textbook(s)	1. Lecture notes
Other Reading Materials/URL	2. Rob Ranyard (2017). Economic Psychology. (Students are free to choose whether to buy it or not, the exam is all based on lectures and handouts)
Plagiarism Policy	Any instance of academic dishonesty—including cheating, plagiarism, or the unauthorized use of AI—will result in a zero for the assignment. All written work must be completed in a Google Doc with version history enabled to document the development of your proposal. Failure to provide clear evidence of individual work or any suspicion of AI involvement, as determined by the version history, will be treated as academic dishonesty and will also result in a zero.

Other Additional Notes (Outline crucial policies and info not mentioned above)	Not applicable
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(NOTE 2) Class schedule is subject to change

Class Schedule	
Class Number	Content
Class 1	(1) Course and assessment description: Background of economic psychology and behavioural economics; Sexual Economics
Class 2	(2) Rationality and Utility
Class 3	(1) Class activities: prisoner's dilemma game; dominant strategy and Nash equilibrium
Class 4	(2) Neuroeconomics: reward and Utility I
Class 5	(1) Reward and Utility II
Class 6	(2) Prospect Theory I
Class 7	(1) Prospect Theory II
Class 8	(2) Tutorial for assignment I
Class 9	(1) Heuristics and Gambling I
Class 10	(2) Heuristics and Gambling II
Class 11	(1) Time preferences I

Class 12	(2)Time preferences II
Class 13	(1)Reinforcement learning
Class 14	(2)Bayesian learning I: Bayes Theorem revisit
Class 15	(1)Bayesian learning II: Framework of Bayesian Learning
Class 16	(2)Bayesian learning III: Applications in psychology
Class 17	(1)Bayesian learning IV
Class 18	(2)Tutorial for assignment II
Class 19	(1)Signalling theory I: Evolutionary Perspective
Class 20	(2)Signalling theory II: Costly signaling
Class 21	(1)Signaling application I: Economical Signaling
Class 22	(2)Signaling application II: Social Signaling
Class 23	(1)Negotiations I: Negotiation in a broad sense
Class 24	(2)Negotiations II: Conflict Mode Instrument
Class 25	(1)Hostage negotiation activities

Class 26	(2)Negotiations III: Psychological factors in negotiations I
Class 27	(1)Negotiations IV: Psychological factors in negotiations II
Class 28	(2)Moral Hazard I
Class 29	(1)Moral Hazard II: Insurance
Class 30	(2)Moral Hazard III: Psychological factors