

Your Brain on Money

Meeting 5

1. What was the result of the study where participants were subliminally exposed to the Apple logo?
 - A. They performed better on creative tasks
 - B. They performed worse on creative tasks
 - C. They showed no change in performance
 - D. They became more logical thinkers

2. How does Americus Reed describe the relationship between consumers and brands?
 - A. Consumers form a deep connection with brands like family
 - B. Consumers are indifferent to brands
 - C. Consumers only care about the price of the product
 - D. Consumers switch brands frequently

3. According to Michael Platt, how do people relate to brands?
 - A. People have a personal connection with brands
 - B. People have no emotional attachment to brands
 - C. People view brands as just products
 - D. People are not influenced by brands

4. What did Michael Platt and his team observe in the brains of iPhone users and Samsung Galaxy users?
 - A. iPhone users showed a brain empathy response toward Apple
 - B. Samsung users showed a brain empathy response toward Apple
 - C. Both iPhone and Samsung users had negative responses to Apple news
 - D. Both iPhone and Samsung users had positive responses to Samsung news

5. What was the surprising finding about Samsung users' responses to Apple news?
 - A. They showed reverse empathy for Apple news
 - B. They had no response to Apple news
 - C. They felt sad about Apple news
 - D. They were indifferent to Apple news