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

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