Part 4: Mental Accounting



Lost Pieces of Paper

	item lost	buy ticket?	perceived ticket cost (if purchased)
case 1	10 TMOA 10 10 10 10 10 10 10 10 10 10 10 10 10	no	\$200
case 2	CG 55103890 S2 CB 55103890 CB 55103890 Authorities CB 55103890 Authorities CB 55103890	yes	\$100

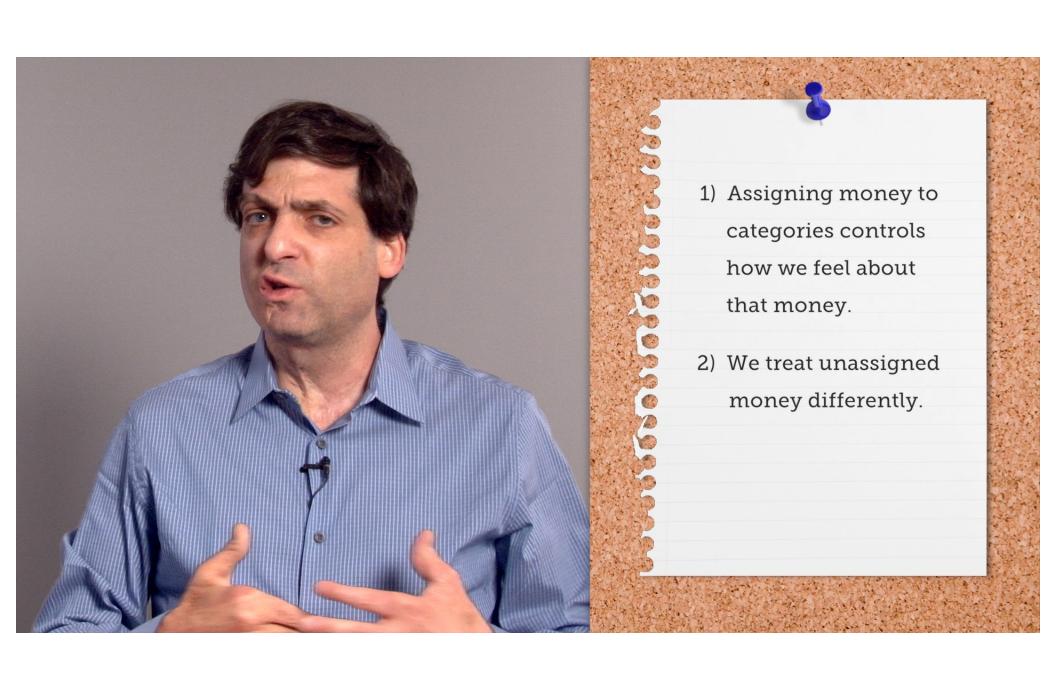
The ticket and the cash are each worth \$100, but we treat them differently.

Lost Pieces of Paper

item lost	buy ticket?	perceived ticket cost (if purchased)
THE STATE OF THE PART OF THE P	no	\$200
CS 05010389 0 CS 05010000000000000000000000000000000000	yes	\$100

case 2

case 1







Saving – low interest checking account

