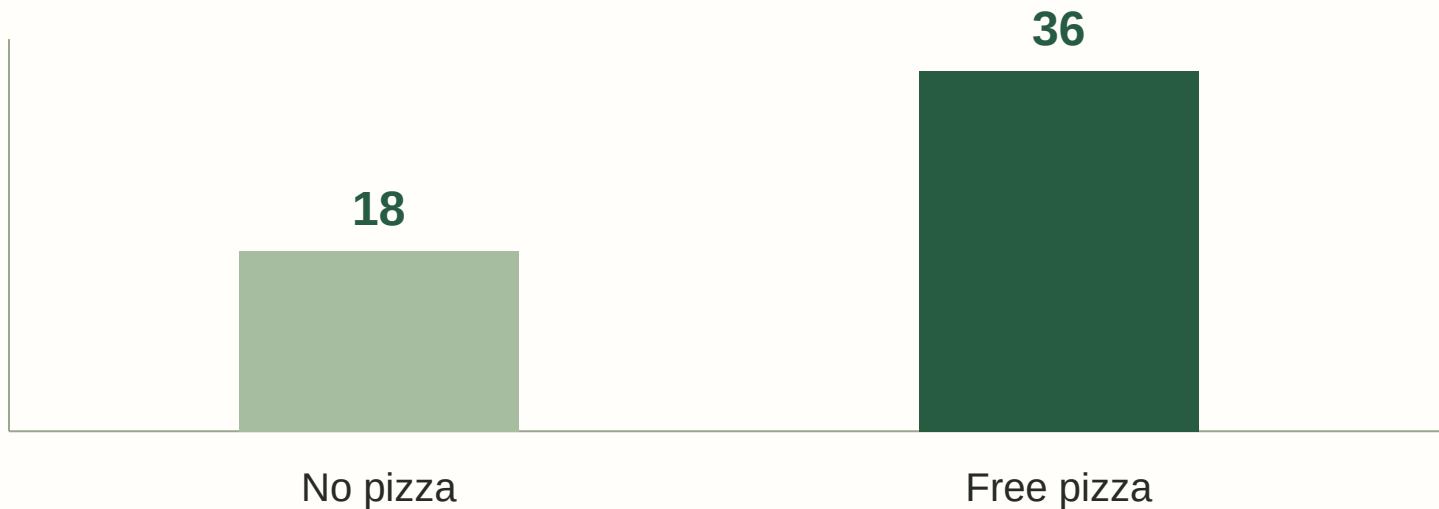


The pizza effect

Twice the turnout. Same department.

People attending



A reasonably controlled experiment

Only one group gets lunch.

Random assignment	Control	Treatment
Room and time	Same	Same
Slide impenetrability	High	High
Free pizza	No	Yes
Attendance	18	36

When the pizza runs out

A sharp decline in revealed preference for economics.

