



Student Name: _____

Whose Choice is it Anyway? Montague's Experimental Results

Questions:

1. When Pepsi and Coke were administered anonymously (subjects didn't know which soda they were sampling), did subjects prefer one soda over the other?
2. How did knowing the type of soda affect preference?
3. What type of brain activity can a Coke label cause?
4. What part of the brain responds to sugar and water, and what does this part control?
5. What is Neuromarketing?
6. Why do consumer rights activists criticize Neuromarketing?
7. What is Read Montague's opinion on Neuromarketing?
8. What is/are your opinion(s) on scanning the brain as a marketing tool?
9. Should marketing firms use brain scans to help sell products? Why or why not?

