

Food for Thought

The 1-Minute Evoked Set Competition

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Students are intrigued by the evoked set thanks to this classroom demonstration

You start with a simple question “Where are you going to lunch?”

First, during class you introduce your students to the universal, retrieval, and evoked set.

Then, to bring these constructs to life, students’ pair up. The dyads have one-minute to write down fast-food restaurant names, as many as they can recall. The students count their selections and write down the number.

The group with the most restaurants reads their selections to the class; the class is instructed to “boo” if a questionable restaurant is mentioned.

Next, the students narrow the list to the evoked set (typically 3-5 alternatives) and share their responses.

This process allows students to understand key attributes (e.g., quality, price, , service, etc.) that people use in the decision-making process’ evaluation stage.