

The “power of two choices” was first introduced in the context of balanced allocations; when placing balls into bins, select two options at random for each ball, then place it in the less-loaded bin. Here we discuss the *unbalanced* allocation generated by placing the ball in the *more*-loaded bin. We show that this produces a power-law-type distribution whose exponent depends on the number of options. This gives an indication of how naturally-occurring power law distributions (e.g. urban populations) may arise. The analysis involves random walks, coupling, and differential equations. Joint work with Chen Avin and Zvi Lotker.