TI132  PUTTING BEHAVIORAL ECONOMICS TO WORK

Lecturer: Prof. U. Gneezy (UCSD/UvA)

Short subject description:
The class will have two goals. First, we will discuss ways to translate scientific findings from behavioral economics into the real world. We will discuss small changes that can make big differences in business and policy. The second goal is to learn how to design simple field experiments to measure the impact of changes correctly, and the importance of understanding causality in behavioral interventions.

Course contents:
- Incentives and behavior change
- Behavioral pricing
- Field experiments in business and in policy
- Shared Social Responsibility

Course objective:
Students should be familiar with ways to use behavioral economics findings in business and policy. A focus would be put on using field experiments in such behavioral interventions, and ways to make these experiments compatible with scientific publications. That is—how to use behavioral economics to influence the world while producing meaningful research.

Literature:
- Gneezy, U. and J.A. List. *The Why Axis*

Course entrance requirements: Experimental Economics

Assessment: Class participation, presentation at the end of class and a research paper after the class.

Schedule:
Monday, April 13, 4:30-7:30 pm
Tuesday, April 14, 4:30-7:30 pm
Wednesday, April 15, 1:30-7:30 (double lecture)
Thursday, April 16, 4:30-7:30 pm

Venue:
Tinbergen Institute Amsterdam

Registration:
http://www.tinbergen.nl/external-participants-in-mphil-courses/