

## **Experimental and Behavioral Economics in the Design and Evaluation of Social Interventions**

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### **Purpose**

This is an intensive course to introduce participants to experimental economics and its applications. The main application we study is the design and evaluation of prosocial interventions (i.e. interventions aimed at a behavioral change that contributes to the common good) in organizations and communities.

The course aims to introduce experimental methods as well as the use of laboratory and field experiments as a tool to study economic behavior and empirically test hypotheses derived from both economic theory and public policy.

At the end of the course, participants will have a practical framework to develop, implement and evaluate prosocial interventions in their area of interest. In particular this framework will give them the experimental tools to understand the applicability and replicability of a given intervention on a specific problem.

This course is intended for anyone interested in the design, implementation and evaluation of prosocial interventions, including researchers, practitioners, policy makers and coordinators.

### **Goals**

- Introduce an empirical basis from experimental and behavioral economics with a special focus on prosocial interventions.
- Familiarize participants with the current challenges and problems when prosocial interventions are designed and evaluated
- Apply the tools of applied econometrics as well as behavioral and experimental economics to the design and evaluation of prosocial interventions.
- In particular, each participant will have an individual action plan to apply what she/he has learned in the course according to her/his research interests.

### **Course Format**

The course is participatory, with short presentations, discussions and group work. The number of participants allows individual guidance by the coordinator. The course content has been adjusted to fit the research interests, professional agenda and experience of participants.

### **Program Description**

5. On the first day we will present examples of field experiments and examples of economic games.
6. On the second day will discuss how an experimental design in the laboratory and field differences. In the afternoon we will present what economic theory says about social preferences and how it is used for successful pro-social interventions.
7. On the third day, the general framework is presented for designing a field experiment and work on pilot projects chosen by the participants of the course. In the afternoon the ethical

aspects of research using economic experiments and context will use the experiments as measuring tools in assessing the impact of interventions or be presented as a pedagogical tool.

## **On the coordinator**

Sandra Polania-Reyes is an economist with a minor in Anthropology from the University of Los Andes, PhD in Economics from the Università degli Studi di Siena and University College London. Her research interests are experimental economics and behavioral economics, early childhood development, applied microeconomics and design and evaluation of public policy.

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