



## Behavioral Economics in the wild Phenomena and applications to real-world behavior

**Few topics remain!  
Sign-up now!**

In the summer term 2017 the chair of Economic Theory of Prof. Dr. Grimm offers a Master seminar on behavioral economics, focusing on its applications and empirical evidence. In this seminar, we will critically assess the role of behavioral phenomena such as time inconsistencies, loss aversion, (in)attention etc. to explain (economic) behaviors that we observe in our everyday life.

The seminar is intended for master students in economics and is open to students of related fields (e.g. business studies, socioeconomics, ...) and exchange students, who possess sufficient knowledge of microeconomics. A list with potential topics for the seminar paper can be found on our homepage. While an organizational meeting took place at the beginning of February some topics have not yet been assigned (see list below). If you are interested in the seminar please send a list with 3 topic preferences, your name, student ID and field of study to [Timo.Hoffmann@fau.de](mailto:Timo.Hoffmann@fau.de). We will assign topics on an ongoing basis until the start of lectures in the summer term (April 24<sup>th</sup>) or until all spaces in the seminar are filled.

Seminar participants have to write a seminar paper (20 pages +/-1), present their paper and discuss the paper of another student in class. All seminar related activities (term paper, presentations and discussions) will be in English. The deadline for the submission of term papers is May 27<sup>th</sup> 23:59 pm. Seminar presentations and discussions will take place in the week from June 7<sup>th</sup> to 9<sup>th</sup> (block week: no regular lectures). You also find an extended seminar announcement with additional details regarding the requirements for the term paper and general guidelines for writing scientific papers on our homepage.

If you have additional questions please also contact Timo Hoffmann. The seminar will be credited as "Seminar Behavioral Economics 1" (or as "Wirtschaftstheoretisches Seminar" for Master students who started their Masters before WS14/15). The seminar can be combined with the Master lecture "Behavioral Economics". Successful participation in the seminar is one way of qualifying for writing a Master thesis at our chair.

## Rules of the game

Your grade for the seminar will be built from four parts: (1) your paper on the assigned topic, (2) the presentation of your paper at one of the seminar meetings, (3) your discussion of another student's paper and (4) your participation in the discussions.

Students are expected to develop their own research question based on the provided literature. The paper should summarize the main findings and contributions of the assigned papers and answer the chosen research question using the provided **and additional** literature. The paper has to be written in English, with font size 12, 1½ line spacing and appropriate margins. The term paper is limited to 20 pages (+/- 1 page), plus a table of contents, a list of figures, a list of tables, the used references and an appendix. (See also our general guidelines for writing scientific papers "*Guidelines for the preparation of term papers and bachelor/master theses*", which you can find in the subsection "Thesis" on our English homepage.)

With his or her topic each student is assigned a supervisor, who will be the contact person regarding the exact content (and form) of the term paper. A coarse outline of the paper should be discussed with the assigned supervisor before the paper is written. All students are required to meet their supervisor at least once **before April 28<sup>th</sup> 2017**. A failure to meet the supervisor can result in the exclusion of the student from the seminar.

The deadline for paper submission for all participants is: **Saturday, May 27<sup>th</sup> at 23.59 pm**. Each student will present his or her term paper in a presentation. The paper presentations and discussions will take place in the week from June 7<sup>th</sup> to 9<sup>th</sup>. The number of seminar meetings depends on the number of students that submit a term paper. You have to be present at all seminar meetings.

Each participant will also be assigned a discussion topic. The assignment of discussion topics will be made after the paper submission deadline (each student will receive his or her paper for the discussion on or before May 31<sup>st</sup>). For the discussion you will receive the term paper of a fellow seminar participant. You are required to prepare a short discussion of the assigned paper. More information regarding the exact dates, the exact (time) requirements for the presentations and discussions will follow at a later point.

We also want to advertise the "Behavioral Economics" lecture we offer each summer term. This is a master's class that considers some of the topics of this seminar as well as many further issues in behavioral economics. The lecture is complementary to the seminar, such that you can participate in the seminar and the lecture. The first class of this year's lecture will take place at Tuesday, April 25<sup>th</sup> at 11:30, in LG 0.141.

## List of remaining Topics (as of March 13<sup>th</sup>)

### 5) Narrow bracketing and its implications

**Read, D., Loewenstein, G., & Rabin, M.** (1999), "Choice Bracketing" *Journal of Risk and Uncertainty*, 1(19), 171-197.

**Abeler, J., & Marklein, F.** (2008), "Fungibility, labels, and consumption. Forthcoming in the *Journal of the European Economic Association*

### 7) Nudging to improve old-age provision

**Thaler, R. H., & Benartzi, S.** (2004), "Save more tomorrow™: Using behavioral economics to increase employee saving." *Journal of political Economy*, 112(S1), 164-187

**Beshears, J., Choi, J. J., Laibson, D., & Madrian, B. C.** (2013), "Simplification and saving." *Journal of economic behavior & organization*, 95, 130-145

### 8) (Not) highlighting costs in online auctions

**Hossain, Tanjim, and John Morgan,** (2006), "... Plus Shipping and Handling: Revenue (Non)equivalence in Field Experiments on eBay," *Advances in Economic Analysis and Policy*, 6, Article 3

**Brown, J., Hossain, T., & Morgan, J.,** (2010), "Shrouded Attributes and Information Suppression: Evidence from Field Experiments" *Quarterly Journal of Economics*, 2010, 125(2), 859-876

### 9) Auction design and behavioral responses

**Roth, A. E., Ockenfels, A.** (2002), "Last minute bidding and the rules for ending second-price auctions: evidence from eBay and Amazon auctions on the Internet". *The American Economic Review*, 92(4), 1093-1103

**Neugebauer, Tibor, and Javier Perote.** (2008), "Bidding 'as if' risk neutral in experimental first price auctions without information feedback." *Experimental Economics*, 11(2), 190-202

### 10) Rationality in auctions

**Kagel, J. H., D. Levin** (1986), "The Winner's Curse and Public Information in Common Value Auctions," *American Economic Review*, 76(5), 894-920

**Garratt, R.J., Walker, M. & Wooders, J.** (2012), "Behavior in second-price auctions by highly experienced eBay buyers and sellers" *Experimental Economics* 15(1), 44-57

### 13) Evidence of limited attention in attribute valuations

**Lacetera et al** (2012), "Heuristic thinking and limited attention in the car market." *The American Economic Review*, 102(5), 2206-2236

**DellaVigna, S., & Pollet, J. M.** (2009), "Investor inattention and Friday earnings announcements." *The Journal of Finance*, 64(2), 709-749

### 14) Suboptimal attention

**Liebman, J. B., & Luttmer, E. F.** (2015), "Would people behave differently if they better understood social security? Evidence from a field experiment." *American Economic Journal: Economic Policy*, 7(1), 275-299

**Stango, V., & Zinman, J.** (2014), "Limited and varying consumer attention evidence from shocks to the salience of bank overdraft fees." *Review of Financial Studies*

### 16) Present bias and payments

**DellaVigna, S., & Malmendier, U.** (2006), "Paying Not To Go To The Gym" *American Economic Review*, 96(3), 694-719

**Meier, S., & Sprenger, C.** (2010), "Present-biased preferences and credit card borrowing." *American Economic Journal: Applied Economics*, 2(1), 193-210