Behavioral Economics and the Power of the Nudge
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Abstract
Economists study how individuals and firms make decisions about allocating scarce resources. In this sense, we can view almost any decision through an economic lens. For example, the decision to show up to an early morning class or to sleep in is about allocating the scarce resource of time. Behavioral economists understand that social, cognitive and emotional factors play a role in these decisions, and can explain why you might plan to attend your early morning class when you sign up for it, but have trouble getting out of bed when the alarm rings. In this class, students will learn about the basic principles of behavioral economics, about the nudges that we can insert in daily life to improve decision-making and about the tools we need to evaluate the nudges' effects.

Faculty Biography
Anya Samek is an Associate Professor (Research) of Economics at the Center for Economic and Social Research and the Department of Economics. Her work focuses on using behavioral economics, incentives and nudges to improve outcomes in education, health and charitable giving. She conducts human decision-making experiments in the field in partnership with schools, firms and non-profits. Her work has been funded by the federal government and various private foundations.