

# The 1<sup>st</sup> Coller Conference on Behavioral Economics (CCBE)

## Incentives and Behavior Change

3-4 July, 2016

Coller School of Management, Tel Aviv University

### Program

#### Sunday, July 3, 2016 | 405 Recanati

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| 8:00-8:50am  | Registration and Coffee  |
| 8:50-9:00    | Opening remarks, Moshe Zviran  |
| 9:00-9:30    | Shlomo Benartzi, University of California, Los Angeles:<br><i>The smarter screen: Surprising ways to influence and improve online behavior</i>       |
| 9:30-10:00   | Eran Halperin, Interdisciplinary Center Herzliya:<br><i>Wise psychological interventions to promote peace: From the lab to the field</i>             |
| 10:00-10:30  | Lorenz Goette, Bonn University:<br><i>Conservation goals as reference points: Evidence from a large-scale field experiment on water conservation</i> |
| 10:30 -11:00 | Coffee Break   |
| 11:00 -11:30 | Dino Levy, Tel Aviv University:<br><i>The neural representation of money and prices</i>  |
| 11:30-12:00  | Jonathan Levav, Stanford University:<br><i>Preference expression modalities</i>  |
| 12:00-12:30  | Informal discussion  |
| 12:30-14:30  | Lunch  |
| 14:30-15:00  | Nira Liberman, Tel Aviv University:<br><i>Psychological distance and Self Control</i>  |
| 15:00-15:30  | Ido Erev, Technion:<br><i>On the value of gentle rule enforcement</i>  |
| 15:30-16:00  | Coffee Break   |

- 16:00-18:00 Short talks:
- Thomas Buser, University of Amsterdam: *Do women give up competing too easily?*
- Yuval Feldman, Bar-Ilan University: *The expressive effects of ethical codes*
- Kobi Gal, Ben-Gurion University of the Negev: *Intervention strategies for increasing engagement in crowdsourcing: Platform, predictions and experiments*
- Meng Li, University of Colorado Denver: *Using decoy to promote hand hygiene: Field experiments in a food factory*
- Gal Oestreicher-Singer, Tel Aviv University: *What are we really paying for? Linking user engagement and willingness to pay on content websites*
- Eran Toch, Tel Aviv University: *Peer versus authoritative influence in social network privacy behavior*
- Liat Hadar, Interdisciplinary Center Herzliya: *Subjective knowledge attenuates default effects*
- 18:30-20:30 Dinner at the **Porter School of Environmental Studies**, near gate 14

#### Monday, July 4, 2016 | 405 Recanati

- 8:30-9:00am Coffee
- 9:00-9:30 Stephan Meier, Columbia University:  
*Money left on the kitchen table: Exploring sluggish mortgage refinancing using administrative data, surveys, and field experiments*
- 9:30-10:00 Elizabeth Keenan, Harvard University:  
*Understanding, overcoming, and avoiding overhead aversion in charity*
- 10:00-10:30 Yan Chen, University of Michigan:  
*Recommending teams promotes giving*
- 10:30-11:00 Coffee Break
- 11:00-11:30 Marcel Zeelenberg, Tilburg University:  
*Why enough is never enough: Greed, work, and overearning*
- 11:30-12:00 Charlie Sprenger, University of California, San Diego:  
*Tailoring Intertemporal Incentives*
- 12:00-12:30 Informal discussion
- 12:30-14:30 Lunch & poster session

- 14:30-16:30      Short talks:
- Anat Bracha, Boston Fed Bank: *The effect of text reminders on creditworthiness: Evidence from a field experiment among low-to-moderate-income households*
- Eyal Ert, The Hebrew University of Jerusalem: *Does taking blood pressure medication affect healthy dietary habits and physical activity?*
- Yoav Ganzach, Tel Aviv University: *A behavioral theory of the demand for risky assets*
- Ori Weisel, University of Nottingham: *Giving to, and taking from, Max and Fritz: How victim identity, framing, and social value orientation affect dishonest behavior*
- Guy Hochman, Interdisciplinary Center Herzliya: *The effect of performance-based and random bonuses: A field study*
- Idit Shalev, Ben-Gurion University of the Negev: *The effect of landscape images on motivation to change negative habits*
- Jason Shaw, Hong Kong Polytechnic University: *Investigating merit pay across countries and territories: The IMPACT Project*
- Ro'li Zultan, Ben-Gurion University of the Negev: *The role of wage subsidies in welfare policy: A behavioral perspective*
- 16:30-17:00      Coffee Break. **Room 102**
- 17:00-17:30      Uri Gneezy, University of California, San Diego:  
*Incentives and behavior change - Some open questions. Location: Lion Hall, Recanati Building*
- 17:30-19:00      Panel discussion: *Incentives for improving wellness. Location: Lion Hall, Recanati Building*  
 Moderator: Uri Gneezy, University of California, San Diego  
 Participants: Momo Mahadav, MAALA organization  
 Tomer Nitzan, Movement  
 Amir Nutman, Tel-Aviv Sourasky Medical Center  
 Eli Rosenberg, Israel's Ministry of Health  
 Sharon Toker, Tel Aviv University

**Tuesday, July 5, 2016**

- 8:00-18:00      Day tour to the Mount Carmel area. Pickup at 35 Ben Yehuda St, Tel Aviv.