

New
A Level
Economics

tutor2u
Resources for Courses



BEHAVIOURAL ECONOMICS

SOME GREAT EXTRA RESOURCES!

- 1 Take part in the following live experiments and surveys to help researchers at Harvard and the UK Government's Behavioural Insights Team to better understand how we make decisions about wealth, mortgages and life in general. www.bx2015.org/#!/participate/c1nwb
- 2 Dan Ariely's website is a phenomenal resource – lots of video resources that explain key concepts and pieces of research, insightful blog entries and apps that use the latest behavioural science research to help you make life decisions. You can also immerse yourself in the language of behavioural science by signing up to receive points and badges by adopting, say, herd mentality. Great fun!
www.danariely.com
- 3 The Invisible Gorilla team have some great videos on their website that can really help to bring alive the concept of bounded rationality – head here for some fun lesson time. www.theinvisiblegorilla.com/videos.html
- 4 A selection of resources available online. <http://inudgeyou.com/ressources/>
- 5 An interview with Richard Thaler.
www.forbes.com/sites/peterubel/2015/02/20/q-a-with-richard-thaler-on-what-it-really-means-to-be-a-nudge/
- 6 Great clips of behavioural science experiments from Heroic Imagination:
 - a Asch Conformity experiment: www.youtube.com/watch?v=NyDDyT1IDhA
 - b The Halo Effect: www.youtube.com/watch?v=UEho_4ejkNw
 - c Stanley Millgram's electric shock experiments: www.youtube.com/watch?v=y9I_puxcrIM
 - d The Bystander Effect – Kitty Genovese: www.youtube.com/watch?v=BdpdUbW8vbw
 - e Following expert opinions: www.youtube.com/watch?v=-TerzQ1rJio
 - f The Stanford Prison experiments: www.youtube.com/watch?v=sZwfNs1pqG0
- 7 The accompanying website to Ariel Rubinstein's excellent book Economic Fables, with experiments to try and additional resources: www.possibleworlds.co.il/agadotE/
- 8 The Online Psychology Laboratory – lots of interactive experiments that you can do as an individual or as a class on things such as perception, rationality etc: <http://opl.apa.org/>
- 9 NetLabs interactive exercises:
http://college.cengage.com/psychology/brehm/social_psychology/5e/students/netlabs.html
- 10 Loads of great examples and supporting background information from the Behavioural Science team at Ideas42 of behavioural economics in action, especially in developing countries: www.ideas42.org/publications/
- 11 Looking for wider reading or something challenging? Take a look here for a list of the most cited academic papers in behavioural science:
<http://economicspsychologypolicy.blogspot.co.uk/2013/07/most-cited-papers-in-behavioral.html>
- 12 Download the EXCELLENT 2015 Behavioural Economics Guide here:
www.behaviouraldesignlab.org/latestreports/the-behavioral-economics-guide-2015/
- 13 Great videos from the team at the Behavioural Design Lab:
www.behaviouraldesignlab.org/library/latestvideos/
- 14 A fun blog with some fascinating research from the Behavioural Architects – head to:
www.thebeearchitects.com/blog/