

EREZ YOELI

HARVARD UNIVERSITY PROGRAM FOR EVOLUTIONARY DYNAMICS
1 BRATTLE SQUARE SUITE 6 · CAMBRIDGE, MA 02138
(808) 741-0019 · eyoeli@fas.harvard.edu · <http://www.erezyoeli.com>

PROFESSIONAL EXPERIENCE

- Director, Applied Cooperation Team (2015–present)
- Research Scientist, MIT Human Cooperation Lab (2018–present)
- Research Scientist, Yale Human Cooperation Lab (2017–2018)
- Affiliated Researcher, Harvard University Program for Evolutionary Dynamics (2017–present)
- Research Scientist, Harvard University Program for Evolutionary Dynamics (2015–2017)
- Affiliated Researcher, Yale Human Cooperation Lab (2015–2017)
- Visiting Scholar, Harvard University Program for Evolutionary Dynamics (2012–2015)
- Economist, Federal Trade Commission (2009–2015)

EDUCATION

- University of Chicago Booth School of Business, MBA (2008) and PhD in Economics (2009)
- Stanford University, AB in Economics with Departmental Honors (2003)
- Columbia University (1999–2000)
- Manhattan School of Music (1999)

ACADEMIC PUBLICATIONS

- Syon Bhanot, Gordon Kraft-Todd, David Rand, and Erez Yoeli. 2018. “Putting Social Rewards and Identity Salience to the Test: Evidence from a Field Experiment on Teachers in Philadelphia” *Journal of Behavioral Public Administration* 1(1) 1-16
- Erez Yoeli, David Budescu, Amanda Carrico, Magali Delmas, Paul Ferraro, Hale Forster, Carol Heller, Howard Kunreuther, Ezra Markowitz, Bruce Tonn, Michael Vandenberg, Rick Larrick, Mark Lubell, and Elke Weber. 2017. “Behavioral Science Tools for Energy and Environmental Policy” *Behavioral Science & Policy*, 3(1) 69-79
- Todd Rogers, John Ternovski, and Erez Yoeli. 2016. “Potential Follow-up Increases Private Contributions to Public Goods” *The Proceedings of the National Academy of Sciences*, 113 (19): 5218-5220
- Moshe Hoffman, Erez Yoeli, and Martin Nowak. 2015. “Cooperate Without Looking” *The Proceedings of the National Academy of Sciences*, 112.6: 1727-1732
- Gordon Kraft-Todd, Erez Yoeli, Syon Bhanot, and David Rand. 2015. “Promoting Cooperation in the Field” *Current Opinions in Behavioral Sciences* 3: 96-101

- Dave Rand, Erez Yoeli, and Moshe Hoffman. 2014. “Harnessing Reciprocity to Promote Cooperation and the Provisioning of Public Goods,” *Policy Insights from Behavioral and Brain Sciences*, 1.1: 263-269
- Erez Yoeli, Moshe Hoffman, David Rand, and Martin Nowak. 2013. “Powering Up With Indirect Reciprocity in a Large-Scale Field Experiment.” *The Proceedings of the National Academy of Sciences* 110 (Supplement 2): 10424-10429

WORKING PAPERS

- “Mobile Self-verification Promotes Tuberculosis Treatment Success in a Randomized Control Trial,” with Jon Rathouser, Syon Bhanot, Maureen Kimenye, Eunice Mailu, Enos Masini, Philip Owiti, and David Rand
- “Why Norms are Categorical,” with Moshe Hoffman and Aygun Dalkiran
- “Banking Culture Revisited,” with Zoe Rahwan and Barbara Fasolo (R&R at *Nature*)
- “Welfare Implications of Costly Signals,” with Nicholas Gupta
- “Sophisticated Signaling,” with Penghui Zhou
- “The Evolutionary Basis of Sex Differences in Risk Preferences,” with Moshe Hoffman
- “The Benefits of Reducing Fraud,” with Dan Becker, Jack Mountjoy, and Douglas Smith

PUBLICATIONS IN THE POPULAR PRESS

- “Feeling helpless about the US election? Five things you can do to get out the vote in 2016,” *Quartz*, November 2, 2016, with Moshe Hoffman and Dave Rand
- “The Trick to Acting Heroically,” *The New York Times*, August 28, 2015, with Dave Rand
- “How to Get People to Pitch In,” *The New York Times*, May 15, 2015, with Gordon Kraft-Todd, Syon Bhanot, and Dave Rand
- “How to Prevent Summer Blackouts,” *The New York Times*, July 5, 2014, with Moshe Hoffman and Dave Rand
- “Effective Red Lines,” *The Economist*, September 14-20 2013, with Moshe Hoffman
- “Assigning Property Rights to Human Tissue,” *Rady Business Journal*, Winter 2013, with Marcella Bothwell
- “The Risks of Avoiding a Debate on Gender Differences,” *Rady Business Journal*, Winter 2013, with Moshe Hoffman

SELECTED PRESS MENTIONS

- “Theoretical Support Found for Authentic Altruism,” *The Boston Globe*, January 28, 2015
- “The Psychology of Being Online,” *Huffington Post*, October 8, 2013
- “Reputation vs. Cash Rewards: How to Inspire Good Behavior,” *TIME*, June 14, 2013
- “Reputation as a lever,” *Harvard Gazette*, June 12, 2013
- “Positive Peer Pressure More Effective Than Cash Incentives, Study Finds,” *UCSD News Center*, June 11, 2013

INVITED PRESENTATIONS

- “Harnessing Reputations to Promote Contributions to Environmental Public Goods:” Toulouse School of Economics (2018)
- “Harnessing Reputations to Promote Altruism” TEDxCambridge (2018)
- “Harnessing Reputations to Promote Tuberculosis Treatment Success” MIT Sloan Marketing Seminar (2018)
- “Harnessing Reputations to Promote Tuberculosis Treatment Success” University of Chicago Advances in Field Experiments (2017)
- “Harnessing Reputations to Promote Tuberculosis Treatment Success” The Union Lung Health Conference (2017)
- “Harnessing Reputations to Promote Tuberculosis Treatment Success” University of Queensland Business School (2017)
- “Harnessing Reputations to Promote Contributions to Public Goods: When Do ‘Nudges’ Work Best? Fail?” University of Queensland Business School (2017)
- “Harnessing Reputations to Promote Contributions to Public Goods: When Do ‘Nudges’ Work Best? Fail?” Tilburg Department of Economics (2017)
- “Harnessing Reputations to Promote Contributions to Public Goods,” Institute for Advanced Studies Toulouse (2017)
- “Harness Observability to Promote Contributions to Public Goods,” University of Michigan School of Information (2017)
- “Harness Observability to Promote Contributions to Public Goods,” University of California San Diego Graduate School of Public Policy (2017)
- “Higher Order Beliefs and Social Behavior,” European Commission Joint Research Center (2015)
- “Cooperate Without Looking,” European Commission Joint Research Center (2015)
- “Harnessing Reciprocity to Promote Contributions to Public Goods,” FISCALIS Workshop on Tax Evasion (2015)
- “Harnessing Reciprocity to Promote Contributions to Public Goods,” International Workshop on Market Design Technologies for Sustainable Development (2015)
- “Powering Up With Indirect Reciprocity,” Academy of Management Meeting (2015)
- “Harnessing Reciprocity to Promote Contributions to Public Goods,” Behavioral Science and Policy Association (2015)
- “Averting Partisan Discourse,” Property and Environment Research Center (2015)
- “Harnessing Reciprocity to Promote Contributions to Public Goods,” Resources for the Future (2015)
- “Harnessing Reciprocity to Promote Contributions to Public Goods,” Ideas42 (2014)
- “Powering Up With Indirect Reciprocity,” Behavioral Insights Team (2014)

- “How HEScore Will Energize Home Improvements,” ACI National Home Performance Conference (2014)
- “Cooperating Without Looking,” Mount Holyoke College Economics Seminar (2013)
- “Powering Up With Indirect Reciprocity,” Association for Consumer Research North American Conference (2013)
- “The Benefits of Reducing Fraud,” Interdisciplinary Center Herzeliya Economics Seminar (2013)
- “The Benefits of Reducing Fraud,” Ben Gurion University Economics Seminar (2013)
- “The Benefits of Reducing Fraud,” Southern Economic Association (2011)
- “Uncertainty and Standards,” Erb Institute for Global Sustainable Enterprise Ecolabels Conference (2011)
- “Powering Up With Indirect Reciprocity,” Smart Grids and Energy Efficiency (2010)
- “Powering Up With Indirect Reciprocity,” Economic Science Association North-American Conference (2010)

TEACHING

- Game Theory for the Social Sciences (BA), Harvard University (2016–present)
- Game Theory and Social Behavior (BA), Boston College (2014–2016)
- Game Theory and Psychology (BA), Harvard University (2014)
- Understanding Altruism (BA), Harvard University (2014–2016)
- Game Theory and Social Behavior (BA), Massachusetts Institute of Technology (2013–2014)
- Microeconomics (MBA), Technion (2013–2016)
- Microeconomics (MBA), University of California San Diego Rady School of Management (2011–2012)
- Microeconometrics (MA), Johns Hopkins University Advanced Academic Programs (2010–2011)

ADVISING

- Molly Moore, Harvard ’17, “Reducing Campus Sexual Assault: An RCT to Promote an Online Pledge to Intervene,” Pursuing Ph.D. in Behavioral Sciences at Harvard Kennedy School
- Nicholas Gupta, Harvard ’17, “Welfare Implications of Costly Signals”
- Penghui Zhou, MIT ’16, “Sophisticated Signaling,” Best Paper, *MIT Undergraduate Economics Association Journal*
- Andrew Ferdowsian, BC ’16, “Three Useful Models of Costly Signaling,” Pursuing Ph.D. in Economics at Princeton University
- Andrew Raftery, Harvard ’16, “Reciprocity With Imperfect Information: Why Altruism is So Quirky,” *Hoopes Prize*
- Eric Lubin, MIT ’15, “DyPy: A Library for Evolutionary Dynamics of Matrix Form Games”

TESTIMONY

- United States of America and the States of Illinois, North Carolina, Ohio, and California v. Dish Networks (2012, 2016)
- Federal Trade Commission v. Lane Labs (2013)
- Federal Trade Commission v. Financial Freedom Processing, Inc., Debt Professionals of America, Inc., Corey Butcher, and Brent Butcher (2011)
- Federal Trade Commission and State of Colorado, ex rel. John W. Suthers, Attorney General v. Russell T. Dalbey, DEI, LLLP, Dalbey Education Institute, LLC, IMPE, LLLP, Catherine L. Dalbey, and Marsha Kellogg (2011)
- Federal Trade Commission v. BlueHippo Funding, LLC, and BlueHippo Capital, LLC (2010)

REFEREE

- Proceedings of the National Academy of Sciences
- Nature Energy
- Journal of Law Economics and Organization
- Journal of Political Economy
- Review of Economics and Statistics

AWARDS, FELLOWSHIPS, AND GRANTS

- Institute for Advanced Studies Visiting Fellow (2017)
- Property and Environment Research Center Lone Mountain Research Fellow (2015)
- Harvard University Derek Bok Center for Teaching and Learning Certificate of Distinction in Teaching (2014)
- National Science Foundation Doctoral Improvement Grant (2008)
- Kauffman Dissertation Fellowship (2008)
- Russell Sage Foundation Small Grant in Behavioral Economics (2007–2008)
- Oscar Meyer Fellowship (2007-2008)
- Chicago Center of Excellence in Health Promotion Economics Pilot Grant (2004–2005)
- University of Chicago Graduate School of Business Summer Research Fellowship (2004)
- University of Chicago Graduate School of Business Graduate Fellowship (2003–2007)

PERSONAL INFORMATION

- Year of Birth: 1982
- Gender: Male
- Citizenship: Israel and United States of America