EREZ YOELI

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PROFESSIONAL EXPERIENCE

- Director, Applied Cooperation Team (2015–present)

- Research Scientist, MIT Sloan Human Cooperation Lab (2018–present)

- Visiting Faculty, Harvard University Department of Economics (2016–present)

- External Graduate Faculty, University of Maine School of Marine Sciences (2021–present)

- Affiliated Researcher, Harvard University Program for Evolutionary Dynamics (2017–2020)

- Research Scientist, Yale Human Cooperation Lab (2017–2018)

- 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)

BOOKS

- Moshe Hoffman and Erez Yoeli. 2022. *Hidden Games: The Surprising Power of Game Theory to Explain Irrational Human Behavior.* Basic Books

ACADEMIC PUBLICATIONS

- Lukas Hensel, Marc Witte, Stefano Caria, Thiemo Fetzer, Stefano Fiorin, Friedrich M. Goetz, Margarita Gomez, Johannes Haushofer, Andriy Ivchenko, Gordon Kraft-Todd, Elena Reutskaja, Christopher Roth, Erez Yoeli, and Jon M. Jachimowicz. "Global Behaviors, Perceptions, and the Emergence of Social Norms at the Onset of the COVID-19 Pandemic" *Journal of Economic Behavior and Organization,* 193

- Justin Boutilier, Jonas Jonasson, and Erez Yoeli. "Improving TB Treatment Adherence Support: The Case for Targeted Behavioral Interventions." *Manufacturing and Service Operations Management,* forthcoming. Finalist, the *INFORMS* William Pierskalla Best Paper Competition.

- Juan Palacios, Yichun Fan, Erez Yoeli, Jianghao Wang, Yuchen Chai, Weizeng Sun, David Rand, Siqi Zheng. "Encouraging the resumption of economic activity after COVID-19: Evidence from a large scale field experiment in China." *Proceedings of the National Academy of Sciences,* 119(5)

- Jillian Jordan, Erez Yoeli, and David Rand. "Don't get it or don't spread it: Comparing self-interested versus prosocial motivations for COVID-19 prevention behaviors." *Nature Scientific Reports,* 11

- Zoe Rahwan, Erez Yoeli, and Barbara Fasolo. 2019. "Heterogeneity in Banker Culture and its Influence on Dishonesty." *Nature,* 575(7782), 345-349

- Erez Yoeli, Jon Rathauser, Syon Bhanot, Maureen Kimenye, Eunice Mailu, Enos Masini, Philip Owiti, and David Rand. 2019. "Digital Health Support in Treatment for Tuberculosis." *The New England Journal of Medicine,* 381: 986-987

- 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 Vandenbergh, 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

- Gordon Kraft-Todd, Erez Yoeli, Dave Rand, and Syon Bhanot. "Public good messaging motivates the wealthy to reduce water consumption"

- Erez Yoeli and Dave Rand. "A Checklist for Prosocial Messaging Campaigns"

- Anjalika Nande, Eric Lubin, Andrew Ferdowsian, Erez Yoeli, and Martin Nowak. "DyPy: A Python Library for Simulating Matrix-Form Games"

- Erez Yoeli, Christian Hilbe, and Moshe Hoffman. "A Game Theoretic Explanation for Spin and Motivated Reasoning"

- Moshe Hoffman, Erez Yoeli, and Martin Nowak. "Why Norms are Categorical" R&R *Nature Human Behavior*
- Moshe Hoffman, N. Aygun Dalkiran, Henrik Sigstad, and Erez Yoeli. "Coordinated Enforcement

PUBLICATIONS IN THE POPULAR PRESS

- "How Game Theory Explains Why We Have to Sanction Putin – Even If It's Costly", *Politico*, April 21, 2022, with Moshe Hoffman
- "The Resurgence of Tuberculosis is Behavioral, not Medical. Nudges Can Fix It", *STAT*, October 25, 2019, with Dave Rand
- "Is the Key to Successful Prosocial Nudges Reputation?", *Behavioral Scientist*, July 31, 2018
- "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

- "Moshe Hoffman and Erez Yoeli on the Surprising Power of Game Theory to Explain Irrational Human Behavior," *The Michael Shermer Show*, May 10, 2022
- "Three Game Theory Principles Can Create an Environment Where Cooperation and Altruism Thrive," *The Economics Times of India*, April 29, 2022
- "'Hidden Games' Review: Secret Equations," *Wall Street Journal*, April 24, 2022
- "Ask Ariely: All Your Neighbors Are Going to the Comedy Club," *Wall Street Journal*, February 16, 2021
- "Mask Communication," *NPR Planet Money*, August 8, 2020
- "How to Get TB Patients to Take Their Pills? Persistent Texting and a 'Winners Circle'," *The New York Times*, September 4, 2019
- "How to Motivate People to Do Good," *The Lisa Valentine Clark Show, BYU Radio*, January 14, 2019, at minute 31:45
- "The Virtue of Sharing," *Radio National*, June 17, 2018, at minute 22:30
- Playing the 'Envelope Game'," *Harvard Gazette*, February 19, 2015

- "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

SELECT KEYNOTE PRESENTATIONS, BY TOPIC

- "Harnessing Reputations to Promote Contributions to Public Goods"
  Vanderbilt Nonprofit Speaker Series (2021), Create Good (2021), Amgen Global Compliance Team Meeting (2019), TEDxCambridge (2018)

SELECT INVITED ACADEMIC PRESENTATIONS, BY TOPIC

- "A checklist for prosocial messaging campaigns such as COVID-19 prevention appeals"
  Ben Gurion University (2021)

- "Harnessing Reputations to Promote Tuberculosis Treatment Success"
  BU Human Capital Initiative (2021), MIT CODE (2018), MIT Sloan Marketing Seminar (2018), University of Chicago Advances in Field Experiments (2017), The Union Lung Health Conference (2017), University of Queensland Business School (2017)

- "Harnessing Reputations to Promote Contributions to Public Goods"
  Toulouse School of Economics (2018), University of Queensland Business School (2017), Tilburg Department of Economics (2017), Institute for Advanced Studies Toulouse (2017), University of Michigan School of Information (2017), University of California San Diego Graduate School of Public Policy (2017), FISCALIS Workshop on Tax Evasion (2015), International Workshop on Market Design Technologies for Sustainable Development (2015), Behavioral Science and Policy Association (2015), Resources for the Future (2015), Ideas42 (2014),

- "Higher Order Beliefs and Social Behavior"
  European Commission Joint Research Center (2015)

- "Cooperate Without Looking"
  European Commission Joint Research Center (2015), Mount Holyoke College Economics Seminar (2013)

- "Powering Up With Indirect Reciprocity"
  Academy of Management Meeting (2015), Behavioral Insights Team (2014), Association for Consumer Research North American Conference (2013), Smart Grids and Energy Efficiency (2010), Economic Science Association North-American Conference (2010)

TEACHING

- "Game Theory and Social Behavior" (BA), Harvard University Economics Department (2016–present), Boston College (2014–2016), Harvard University Psychology Department (2014), Massachusetts Institute of Technology Economics Department (2013–2014)

- "Understanding Altruism" (BA), Harvard University Economics Department (2014–2016)
- "Microeconomics" (MBA), Technion (2013–2016), University of California San Diego Rady School of Management (2011–2012)
- "Microeconometrics" (MA), Johns Hopkins University Advanced Academic Programs (2010–2011)

GRADUATE ADVISING

- Kate Pugh, University of Maine School of Marine Sciences

UNDERGRADUATE ADVISING

- Annie Zhao, Harvard '21, "Beliefs about Cheating: Evaluating the Impact of Public Justifications"
- Anli Chen, Harvard '20, "Changing Climate, Changing Behavior: Evaluating the Impact of Observability and Framing on Carbon Offset Donations"
- Anton Ulyanov, Harvard '19, "Evaluating the Impact of Observability and Framing in: Implementation Intentions-Based Nudges Toward Dorm Winterization" Winner, *Hoopes Prize*
- 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," Winner, *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, 2020)
- 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

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

AWARDS, FELLOWSHIPS, AND GRANTS

- Finalist, the William Pierskalla Best Paper Competition for "Improving TB Treatment Adherence Support: The Case for Targeted Behavioral Interventions."
- "Co-Designing an Integrated Participatory Mapping System for Enhancing Disaster Resilience through Community Engagement," NSF Community Resilience Catalyst #2043494 (2020-2021)
- "Motivating adoption of sustainable farming practices in Columbia," MIT MSLAO Seed Fund (2019-2021)
- "Combining machine learning with behavioral insights to provide differentiated digital adherence support," MIT Health Systems Initiative Research Fund (2019-2020)
- "Scaling community-based behavioral interventions and disease management tools across a digital platform in order to increase TB drug adherence in LMICs," USAID DIV Stage 2 #AID-OAA-F17-00051 (2018-2021)
- Harvard University Derek Bok Center for Teaching and Learning Certificate of Distinction in Teaching (2014, 2020)
- Toulouse School of Economics Institute for Advanced Studies Visiting Fellow (2017)
- "Delivering community-based behavioral interventions and disease management tools across a digital platform in order to increase TB drug adherence in LMICs," USAID DIV Stage 1 #AID-OAA-F-15-00045 (2015-2016)
- Property and Environment Research Center Lone Mountain Research Fellow (2015)
- National Science Foundation Doctoral Improvement Grant (2008)
- Kauffman Dissertation Fellowship (2008)
- Russell Sage Foundation Small Grant in Behavioral Economics (2007–2008)

PERSONAL INFORMATION

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