Contents

| List of contributors vii | | |
|--------------------------|--|-----|
| 1 | Introduction to the Handbook of Research Methods in Behavioural Economics Morris Altman | 1 |
| PART I | BEHAVIOURAL ECONOMICS METHODS IN GENERAL | |
| 2 | Behavioural economic methods Gerrit Antonides | 14 |
| 3 | Behavioural economics: What have we missed? Exploring 'classical' behavioural economics roots in AI, cognitive psychology and complexity theory Steve J. Bickley and Benno Torgler | 32 |
| 4 | Assumptions in economic modelling: How behavioural economics can enlighten Beryl Y. Chang | 60 |
| PART I | II REAL-WORLD ECONOMICS | |
| 5 | Realeconomik: Using the messy human experience to drive clean theoretical advance in economics Gigi Foster and Paul Frijters | 80 |
| 6 | The common-sense economy Pascal Moliner and Patrick Rateau | 104 |
| PART ! | III BEHAVIOURAL MACROECONOMICS | |
| 7 | Behavioural methods for macroeconomics: Modelling investment Michelle Baddeley | 120 |
| 8 | The business cycle and the cycles of behavioural economics Tobias F. Rötheli | 137 |
| PART | IV BEHAVIOURAL LABOUR ECONOMICS AND THE THEORY OF THE FIRM | |
| 9 | Behavioural labour economics Morris Altman | 153 |
| 10 | Some implications of x-efficiency theory for the role of managerial quality as a key determinant of firm performance and productivity Sodany Tong | 172 |

| vi Han | dbook of research methods in behavioural economics | |
|--------|--|-----|
| 11 | Behavioural theories of the firm with a focus on x-efficiency and effort discretion: Implications for analysis Morris Altman | 190 |
| PART | V MONEY AND BEHAVIOURAL ECONOMICS | |
| 12 | The psychology of money Agata Gasiorowska and Tomasz Zaleskiewicz | 209 |
| 13 | Taking financial advice: Going beyond making good decisions Tomasz Zaleskiewicz and Agata Gasiorowska | 226 |
| PART | VI BEHAVIOURAL APPROACHES TO HEALTH ECONOMICS | |
| 14 | Bounded rationality, imperfect and costly information and sub-optimal outcomes in the sports and health and fitness industries Hannah Rachel Josepha Altman and Morris Altman | 243 |
| 15 | Empirical methods and methodological developments in economics of health and health behaviour: A discussion of theory and applications <i>Nazmi Sari</i> | 268 |
| 16 | The behavioural impact of pandemics: Incomplete markets and the supply chain David A. Savage and Derek Friday | 285 |
| PART | VII 'EMOTIONS', MORALS AND BEHAVIOURAL ECONOMICS | |
| 17 | Economics of trust: Its nature, measures, determinants and application Jefferson Arapoc | 307 |
| 18 | Intuition and behavioural economics: A very brief history Roger Frantz | 321 |
| 19 | Conserve the planet, not empathy! Revising the empathy conservation framework Natalia V. Czap and Hans J. Czap | 332 |
| 20 | Behavioural economics of morality and sustainability Shinji Teraji | 353 |
| 21 | Antisocial punishment Alexis V. Belianin | 369 |
| PART | VIII EVALUATION AND FORMATION OF BELIEFS AND PREFERENCES | |
| 22 | Auction methods of valuation and the endowment effect Fang-Fang Tang | 377 |

| | | Contents vii |
|-------|--|--------------|
| 23 | Statistical approaches to the analysis of belief patterns David Leiser | 400 |
| 24 | Motivated preferences Matthew G. Nagler | 412 |
| 25 | Might ambiguity exist when none seems to exist? Mina Mahmoudi, Mark Pingle and Rattaphon Wuthisatian | 428 |
| PART | IX BEHAVIOURAL APPROACHES TO POLICY | |
| 26 | Norms, networks, nudges: Non-traditional approaches to improve healthy behaviours Irene Mussio and Angela C.M. De Oliveira | 444 |
| 27 | Bridging psychology and sociology: Towards a socio-ecological perspective in behavioural economics and policy Noah V. Peters and Lucia A. Reisch | 473 |
| Index | | 493 |