

课程详述

COURSE SPECIFICATION

以下课程信息可能根据实际授课需要或在课程检讨之后产生变动。如对课程有任何疑问，请联系授课教师。

The course information as follows may be subject to change, either during the session because of unforeseen circumstances, or following review of the course at the end of the session. Queries about the course should be directed to the course instructor.

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| 1. | 课程名称 Course Title | 行为与实验经济学 Behavior and Experimental Economics |
| 2. | 授课院系 Originating Department | 信息系统与管理工程系 Department of Information Systems & Management Engineering |
| 3. | 课程编号 Course Code | MIS 208 |
| 4. | 课程学分 Credit Value | 3 |
| 5. | 课程类别 Course Type | 专业选修课 Major Elective Courses |
| 6. | 授课学期 Semester | 春季 Spring |
| 7. | 授课语言 Teaching Language | 中英双语 English & Chinese |
| 8. | 授课教师、所属学系、联系方式 Instructor(s), Affiliation & Contact (For team teaching, please list all instructors) | 叶茂亮, 信息系统与管理工程系, 18600168064, yeml@sustech.edu.cn |
| 9. | 实验员/助教、所属学系、联系方式 Tutor/TA(s), Contact | 张靖阳 12133017@mail.sustech.edu.cn |
| 10. | 选课人数限额(可不填) Maximum Enrolment (Optional) | |

| 11. 授课方式 Delivery Method | 讲授 Lectures | 习题/辅导/讨论 Tutorials | 实验/实习 Lab/Practical | 其它(请具体注明) Other (Please specify) | 总学时 Total |
|---|----------------|-----------------------|------------------------|-------------------------------------|--------------|
| 学时数 Credit Hours | 32 | | 32 | | 64 |
| 12. 先修课程、其它学习要求 Pre-requisites or Other Academic Requirements | 无 None | | | | |
| 13. 后续课程、其它学习规划 Courses for which this course is a pre-requisite | 无 None | | | | |
| 14. 其它要求修读本课程的学系 Cross-listing Dept. | 无 None | | | | |

教学大纲及教学日历 SYLLABUS

15. 教学目标 Course Objectives

课程主要围绕如何运用行为经济学理论和科学实验方法研究经济学问题。近年来经济管理研究日益注重关于经济行为主体的真实行为，这使得运用行为和实验经济学研究方法来研究经济行为主体的决策行为以及研究市场现象变得日益重要，行为和实验经济学家也屡次获得诺贝尔经济学奖。正是由于行为和实验经济学研究方法的运用，我们对个体行为和市场现象有了更加深入和准确的理解。在本门课程中，学生将会了解到运用行为和实验经济学研究方法在经济管理中的应用，并且掌握如何设计和实施经济管理实验。此外，学生将掌握在经济管理及社会科学定量研究和政策评估、因果推断的黄金准则：随机控制实验方法的相关统计计量方法。课程也将介绍其在企业管理、公共政策以及金融中的应用。

This course is mainly devoted to the methodology and application of behavioral and experimental methods in economics and management. Given the recent growth of interest in real behavioral considerations, experiments are increasingly used in economics to study human behavior. With their help we now have a much better understanding of individual and market behavior. Students will overview some of the most important existing behavioral and experimental work and learn how to design their own experiments and prepare to run them. They will also master randomized control trial (RCT) and natural experiments, the golden rules of quantitative economics, management, and social science studies, policy evaluation, and causal inference. The course also introduces applications in corporate management, public policy as well as finance.

16. 预达学习成果 Learning Outcomes

- 了解实验经济学和行为经济学
- 了解实验的分类（实验室实验，真实努力实验，实地实验，实地中的实验室实验，调查实验等）
- 了解自然实验
- 理解行为和实验经济学基础（非标准偏好、非标准信念和非标准决策）
- 理解行为和实验经济学的应用（合作，协作，信任与投资关系，框架效应，媒体信息的影响，行为金融等）
- 掌握实验相关的统计计量方法
- Familiar with the experimental economics and behavioral economics
- Familiar with the classification of experiments (laboratory experiments, real-effort experiments, field experiments, in-field laboratory experiments, survey experiments, etc.)

-Familiar with natural experiments

-Able to understand the fundamentals of behavioral and experimental economics (reference dependence, social preferences, etc)

-Able to understand the application of behavioral and experimental economics (cooperation, coordination, trust, framing effect, media influence, behavioral finance, etc.)

-Familiar with the statistical methods of experiments

17. 课程内容及教学日历（如授课语言以英文为主，则课程内容介绍可以用英文；如团队教学或模块教学，教学日历须注明主讲人）

Course Contents (in Parts/Chapters/Sections/Weeks. Please notify name of instructor for course section(s), if this is a team teaching or module course.)

理论（32 学时）

第一部分 课程综述（4 学时）

Lecture 1: 行为与实验经济学简介（2 学时）

Lecture 2: 理性与非理性行为（2 学时）

第二部分 调查实验（2 学时）

Lecture 3: 调查实验及应用（2 学时）

第三部分 风险偏好、风险与不确定下的决策（2 学时）

Lecture 4: 前景理论（1 学时）

损失厌恶（1 学时）

第四部分 时间偏好（2 学时）

Lecture 5: 双曲贴现与自我控制问题（2 学时）

第五部分 信念与概率感知（2 学时）

Lecture 6: 概率判断偏误（1 学时）

过度自信和投射偏误（1 学时）

第六部分 决策过程（2 学时）

Lecture 7: 框架效应（1 学时）

媒体信息的影响（1 学时）

第七部分 行为政策（2 学时）

Lecture 8: 实验政治学与行为政治经济学（2 学时）

第八部分 社会偏好（有限自私）、社会行为及行为博弈论（8 学时）

Lecture 9: 合作（囚徒困境，公共物品等）（2 学时）

Lecture 10: 协调（2 学时）

Lecture 11: 信任及礼物的交换（2 学时）

Lecture 12: 慈善, 组织公民行为, 腐败与商业伦理 (2 学时)

第九部分 随机实验的统计计量方法 (8 学时)

Lecture 13: 统计检验及回归分析简介 (2 学时)

Lecture 14: 因果推断框架 (干预效应、选择偏误) (2 学时)

Lecture 15: 随机干预实验 (2 学时)

Lecture 16: 不完美遵从的随机实验及工具变量原理 (2 学时)

实验 (32 学时)

第一部分 用问卷星、z-Tree、Otree 等编写实验程序 (16 学时)

Lecture 1: 问卷星等调查平台的调查实验练习 (2 学时)

Lecture 2: z-Tree 的入门和基础语法 (2 学时)

Lecture 3: 用 z-Tree 编写简单的无交互实验 (2 学时)

Lecture 4: 用 z-Tree 编写交互实验 (2 学时)

Lecture 5: 用 z-Tree 编写博弈交互实验 (2 学时)

Lecture 6: 用 z-Tree 设计实验问卷 (2 学时)

Lecture 7: O-Tree 的入门和基础语法 (2 学时)

Lecture 8: O-Tree 实验程序编写练习 (2 学时)

第二部分 用 Stata 处理数据 (16 学时)

Lecture 9: Stata 的安装与入门 (2 学时)

Lecture 10: Stata 的基础语法 (2 学时)

Lecture 11: 实验设置的检验 (2 学时)

Lecture 12: 理论检验和回归分析 (2 学时)

Lecture 13: 实验离散数据分析 (2 学时)

Lecture 14: 实验个体异质性分析 (2 学时)

Lecture 15: 用 Stata 对实验数据进行回归分析 (2 学时)

Lecture 16: 用 Stata 对实验数据进行绘图分析 (2 学时)

Theory (32 hours)

Part 1: Course Introduction & Overview (4 hours)

Lecture 1: Introduction to Behavioral Economics (2 hours)

Lecture 2: Rationality and Irrational Behavior (2 hours)

Part 2: Survey Experiment (2 hours)

Lecture 3: **Survey Experiment and Applications** (2 hours)

Part 3: Risk Preference and Decision under Risk & Uncertainty (2 hours)

Lecture 4: Prospect Theory and Loss Aversion (2 hours)

Part 4: Time Preference (2 hours)

Lecture 5: Hyperbolic Discounting (2 hours)

Part 5: Belief and Perception of Probabilities (2 hours)

Lecture 6: Belief, Probability and Overconfidence (2 hours)

Part 6: Decision Making Process (2 hours)

Lecture 7: Framing Effect and Media (2 hours)

Part 7: Behavioral Public Policy (2 hours)

Lecture 8: Experimental Politics and Behavioral Political Economy (2 hours)

Part 8: Social Preference (Bounded Self-interest), Social Behavior and Behavioral Game Theory (8 hours)

Lecture 9: Cooperation (Prisoner Dilemma, Public Goods, etc.) (2 hours)

Lecture 10: Coordination (2 hours)

Lecture 11: Trust and Gift Exchange (2 hours)

Lecture 12: Charity, Organization Citizen Behaviour, Corruption and Business Ethics

Part 9: Empirical Methods for Experiments (8 hours)

Lecture 13: Review/preview of Statistical Test and Regression (2 hours)

Lecture 14: Causal Inference Framework (Treatment Effect, Selection Bias)

Lecture 15: Randomized Control Trial (RTC) (2 hours)

Lecture 16: RTC with Imperfect Compliance and Instrumental Variables (2 hours)

Experiment (32 hours)

Part 1: Experimental Programming Tools: Wenjuanxing, z-Tree, and O-tree (16 hours)

Lecture 1: Practice with Wenjuanxing or other survey platforms (2 hours)

Lecture 2: The Introduce and Basic Knowledge of z-Tree (2hours)

Lecture 3: Ztree: Simple Experiments without Interaction (2 hours)

Lecture 4: Ztree: Interactive Experiments (2 hours)

Lecture 5: Ztree: Games Theory Experiments (2 hours)

Lecture 6: Ztree: Questionnaire Programming (2 hours)

Lecture 7: Otree: Introduction & Basic Gramma (2 hours)

Lecture 8: Otree: Programming Practice (2 hours)

Part 2: Stata and Statistical Analysis (16 hours)

Lecture 9: The Installation and Introduction of Stata (2 hours)
 Lecture 10: The Basic Knowledge for Stata (2 hours)
 Lecture 11: Treatment Testing (2 hours)
 Lecture 12: Theory Testing and Regression (2 hours)
 Lecture 13: Discrete Data Analysis (2 hours)
 Lecture 14: Individual Heterogeneity Analysis (2 hours)
 Lecture 15: Regression Analysis with Stata (2 hours)
 Lecture 16: Plot with Stata (2 hours)

18. 教材及其它参考资料 **Textbook and Supplementary Readings**

教材 Textbook

(Basic; first choice) Erik Angner. (2016). *A Course in Behavioral Economics*. Bloomsbury Publishing Plc. 林恩图书馆三楼, 索书号: F0-05/E2 第1排A面

(Advanced) Cartwright, E. (2018). *Behavioral Economics (third edition)*. Routledge. 琳恩图书馆 3层阅览室 F0-05 /E 17

其它可选参考资料 Optional Supplementary Readings:

Dan Ariely (2010). *Predictably irrational: the hidden forces that shape our decisions*. 怪诞行为学:可预测的非理性.

Della Vigna, Stefano (2009), "Psychology and Economics," *Journal of Economic Literature*, 36(1): 11-46.

Wilkinson, Nick (2008), "*An Introduction to Behavioral Economics*," New York: Palgrave Macmillan

Thaler, Richard, and Cass Sunstein (2008), *Nudge: Improving Decisions about Health, Wealth, and Happiness*, New Haven: Yale University Press

Cass R. Sunstein. 2020. BEHAVIORAL SCIENCE AND PUBLIC POLICY.

Daniel Kahneman. 2011. *Thinking, Fast and Slow*. 中译本: 思考, 快与慢。

Daniel Friedman, and Shyam Sunder. *Experimental Methods: A Primer for Economists*. Cambridge University Press, 1994.

陈叶烽等。实验经济学讲义: 方法与应用。北京大学出版社, 2021年。

(Advanced) Colin Camerer. *Behavioral game theory*. 2003, Princeton University Press.

Colin Cameron and Pravin K. Trivedi. *Microeconometrics Using Stata*. College Station, Texas: Stata Press.

课程评估 **ASSESSMENT**

| 19. 评估形式 Type of Assessment | 评估时间 Time | 占考试总成绩百分比 % of final score | 违纪处罚 Penalty | 备注 Notes |
|-----------------------------------|---------------|----------------------------------|-----------------|-------------|
| 出勤 Attendance | Every Lecture | 10 | | |

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| 课堂表现 Class Performance | Every Lecture | 5 | | |
| 小测验 Quiz | 每两到四周 Every two to four weeks | 10 | | |
| 课程项目 Projects | | | | |
| 平时作业 Assignments | 每周或每两周 Weekly/biweekly | 30 | | |
| 期中考试 Mid-Term Test | 第 8 周左右 around the 8 th week | 20 | | |
| 期末考试 Final Exam | | | | |
| 期末报告 Final Presentation | 期末考试期间 final exam period | 25 | | |
| 其它（可根据需要 改写以上评估方式） Others (The above may be modified as necessary) | | | | |

20. 记分方式 GRADING SYSTEM

- A. 十三级等级制 Letter Grading
 B. 二级记分制（通过/不通过） Pass/Fail Grading

课程审批 REVIEW AND APPROVAL

21. 本课程设置已经过以下责任人/委员会审议通过
This Course has been approved by the following person or committee of authority