

## HEATHER SCHOFIELD

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Cornell University  
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Ithaca NY, 14850

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### Academic Appointments

Cornell University, SC Johnson College of Business  
Assistant Professor (July 2023 - )

University of Pennsylvania, Perelman School of Medicine and The Wharton School  
Assistant Professor (Jan. 2016 - June 2023)  
Instructor. (July 2015 – Dec. 2015)

The Center for Global Development  
Post-doctoral Fellow (July 2014 – June 2015)

### Education

Harvard University, 2008-2014  
Ph.D., Business Economics  
Letter writers: Sendhil Mullainathan, Michael Kremer, Larry Katz, and David Cutler

Harvard School of Public Health, 2005-2007  
M.S., Department of Population and International Health

Harvard College, 2001-2005  
A.B., Economics, *magna cum laude*

### Teaching and Research Fields:

Development, behavioral, health

### Publications

\* Denotes shared first authorship

\*“Informing sleep policy through field experiments.” (With Gautam Rao, Susan Redline, Frank Schilbach, and Mattie Toma) *Science* 374.6567 (2021):530-533.

\*“The economic consequences of increasing sleep among the urban poor” (With Pedro Bessone-Tepedino, Gautam Rao, Frank Schilbach, and Mattie Toma).” *The Quarterly Journal of Economics* (2021) 136:3: 1887-1941. PMID: 34220361.

\*“Poverty-related bandwidth constraints reduce the value of consumption.” (With Atheendar Venkataramani) *PNAS* 118.35 (2021).

\*Dean, Emma, Frank Schilbach, and Heather Schofield. “Poverty and Cognitive Function.” In *The Economics of Poverty Traps*. University of Chicago Press. 2018.

\*Schilbach, Frank, Heather Schofield, and Sendhil Mullainathan. “The Psychological Lives of the Poor.” *American Economic Review, Papers & Proceedings* 106.5 (2016): 435-440.

Schofield, Heather, George Lowenstein, Jessica Kopsic, and Kevin Volpp. “Comparing the Effectiveness of Individualistic, Altruistic, and Competitive Incentives in Motivating Completion of Mental Exercises” *Journal of Health Economics* 44 (2015): 286–299.

Dayalu, Rashmi, Elizabeth Cafiero-Fonseca, Victoria Fan, Heather Schofield, and David Bloom. “Priority setting in health: Development and application of a multi-criteria algorithm for the population of New Zealand’s Waikato region.” *Cost Eff Resour Alloc.* 16.1 (2018): 36-49.

Kullgren, Jeffrey, Andrea Troxel, George Loewenstein, Laurie Norton, Dana Gatto, Yuanyuan Tao, Jingsan Zhu, Heather Schofield, Judy Shea, David Asch, Thomas Pellathy, Jay Driggers, Kevin Volpp. “A

Randomized Controlled Trial of Employer Matching of Employees' Monetary Contributions to Deposit Contracts to Promote Weight Loss." *American Journal of Health Promotion*. 30.6 (2017): 441:452.

Schofield, Heather and Sendhil Mullainthan. "The Psychology of Nutrition Messages." *Advances in Health Economics and Health Services Research* 19 (2008): 145-172.

### **Working Papers**

\*"Cognitive Endurance as Human Capital" (With Supreet Kaur, Geeta Kingdon, and Christina Brown)  
*Conditionally accepted at the QJE*

"Ramadan and Agricultural Output"

"The Economic Costs of Low Caloric Intake: Evidence from India"

\*"The Impact of Increased Covid-19 Incidence on Mental Health: Evidence from India" (with Simone Schaner).

\*"Ambient Air Temperature and Productivity and Learning at Work" (With Pedro Bessone and Isadora Frankenthal)

\*"Habit Formation in Labor Supply" (With Luisa Cefala, Supreet Kaur, and Yogita Shamdasani)

### **Research in Progress**

"Loneliness and Migration" (With Ach Adhvaryu, Anant Nyshadham, Advait Rajagopal, Ande Russell, and Pedro de Souza)

"Beliefs about Beliefs about Gender in India: Implications for Female Labor Force Participation and Time Use." (With Marianne Bertrand and Rebecca Dizon-Ross)

"Access to Education and Female Labor Force Participation in India." (With Marianne Bertrand and Rebecca Dizon-Ross)

"The Causal Effects of Income Volatility and Income Risk" (With Leandro Carvalho, Damien de Walque, and Vincent Somville)

"Reducing Diabetes at Scale in India." (With Jinkook Lee and Harsha Thirumurthy)

### **Teaching Experience**

Spring 2022 "Development Economics." (BEPP 941). The Wharton School, University of Pennsylvania.

Spring 2018, "Challenges and Opportunities in Africa: Healthcare and Business of Ethiopia." (HCMG  
2019 890). The Wharton School, University of Pennsylvania.

Fall 2015, "Microeconomics for Managers" (MGEC 611 and 612). The Wharton School, University of  
2016, 2017 Pennsylvania.

Spring 2007 "Measuring Population Health" (Population and International Health 506). Harvard School  
of Public Health. Teaching Fellow for Prof. Josh Salomon, Harvard School of Public  
Health.

Spring 2007 "Antares Seminar." Harvard School of Public Health and Harvard Business School joint  
seminar. Teaching Fellow for Prof. Michael Chu and Prof. David Bloom.

Fall 2006 "Foundations of Global Population and Health" (Population and International Health 272).  
Harvard School of Public Health. Teaching Fellow for Prof. David Bloom, Harvard School  
of Public Health.

### **Professional Activities**

Affiliations:

2020- Abdul Latif Jameel Poverty Action Lab (JPAL) Affiliate

2016-23 LDI Senior Fellow

2015-23 UPenn Center for Health Incentives and Behavioral Economics Affiliated Faculty  
2013- AEA Member

Selected Conference and Seminar Presentations:

- 2024 Northeastern University (upcoming)
- 2023 University of Michigan SBEE, Cornell University, Fordham University
- 2022 UC Berkeley Economics, UC Berkeley Haas, Gateway to Global Aging Conference, NHH, SITE, Chicago Booth School of Business, Cornell Behavioral Economics Seminar, University of Glasgow, CHIBE-PAIR Roybal Retreat, Behavioral Economics Design Initiative (BEDI), University of Michigan Development Seminar, UT Austin
- 2021 BREAD Behavioral Economics and Development, University of Pittsburgh, Harvard Behavioral Economics Seminar, University of Zurich, Symposium on Economic Experiments in Developing Countries (SEEDEC), UC Denver
- 2020 NBER Labor Studies Spring Meeting, NBER Children Spring Meeting, SITE Experimental Economics, NBER Conference on the Economic Mobility, Sloan-Nomis Conference on Attention and Applied Economics
- Accepted but unable to attend: Econometric Society's World Congress 2020*  
*Canceled due to Covid-19: Harvard School of Public Health*
- 2019 Behavioral Insights Team; Bonn/BRIQ; Bocconi University; IIES Stockholm; London School of Economics; NBER/BREAD fall meeting pre-conference, Oxford University; Paris School of Economics; Population Health Sciences Workshop (at UPenn), Sloan Nomis Workshop on the Cognitive Foundations of Economic Behavior; Stanford University, University of Edinburgh, University of Texas, Austin; University of Southern California (CESR); University of Zurich; Warwick, World Bank Human Development Forum
- 2018 Behavioral Economic and Health Symposium (UPenn); Berkeley Initiative for Transparency in the Social Sciences; IFPRI; Penn/CMU Roybal Annual Retreat; SPSP Pre-conference (Judgement and Decision-Making)
- 2017 Annual Conference of Center for Child Well-being and Development (Zurich); University of California, San Diego; University of California, Davis; University of Toronto
- 2016 AEA Annual meetings; Behavioral Exchange; Choice Symposium (Alberta Canada); George Mason University; Ideas42; Methods in Experimental Economics Research (Texas A&M); NBER Conference on The Economics of Asset Accumulation and Poverty Traps; New York University; Stanford University; University of Chicago
- 2015 Behavioral Economics and Health Symposium (University of Pennsylvania); Behavioral Economics Annual Meeting (BEAM; Yale SoM); Carnegie Mellon University; NNP Capstone Conference (Chicago Booth); Society for Judgement and Decision-Making (SJDM); University of Pennsylvania/Carnegie Mellon University Roybal Retreat; University of Pennsylvania (Wharton)
- 2014 Barcelona GSE Summer Forum; The Center for Global Development; Cornell University; Harvard University School of Public Health; London School of Economics (Econ); London School of Economics (ID); Northeastern University; Tufts (Friedman Seminar); Tufts (Econ); University of California Berkeley; University of California Santa Cruz; University of Illinois Urbana-Champaign; University of Pennsylvania (Wharton and Perelman School of Medicine); University of Pennsylvania/Carnegie Mellon University Roybal Annual Retreat; World Bank/IZA Conference on Employment and Development; The World Bank
- 2013 Harvard University; Northeast Universities Development Consortium Conference (NEUDC)

## Referee Services

*American Economic Journal: Applied Economics, American Economic Journal: Policy, American Economic Review, American Economic Review: Insights, Economic Development and Cultural Change, Journal of Development Economics, Journal of Economic Literature, Journal of Health Economics, Journal of Human Resources, Journal of Public Economics, Journal of the Economics of Aging, Journal of the European Economic Association, Labour Economics, Quarterly Journal of Economics, RESTAT, RESTUD, Social Science and Medicine*

## Grants

- 2023 UPenn Holman Africa Research and Engagement Funds, \$150,000, “The Impacts of Income Volatility and Risk on Economic Outcomes among African Farmers”, joint with Leandro Carvalho, Vincent Somville, Harsha Thirumurthy, and Damien de Walque
- 2023 NIA, \$494,619, “Leveraging a natural experiment to estimate the causal impact of blood sugar on dementia and cognition in India” Co-PI with Harsha Thirumurthy and Jinkook Lee
- 2023 NSF, \$300,884, “The Impacts of Predictable Income Volatility and Income Risk on Economic Outcomes and Behaviors” Co-PI with Leandro Carvalho, joint work with Vincent Somville and Damien de Walque
- 2022 NIA, \$2,577,340. “Unstable Income, Rising Stress? The Effects of Income Instability on Psychological and Physiological Health” PI, joint work with Leandro Carvalho, Vincent Somville, and Crick Lund.
- 2022 UPenn Quartet Pilot grant, \$16,224, “The Causal Effects of Income Volatility and Income Risk.” Multi-PI with Leandro Carvalho and Vincent Somville.
- 2022 UPenn IREF, \$99,451 for “Habit Formation in Labor Supply.” Multi-PI with Supreet Kaur and Luisa Cefala.
- 2021 Structural Transformation and Economic Growth (STEG), 25,000 GBP for “Habit Formation in Labor Supply.” Multi-PI with Supreet Kaur and Luisa Cefala.
- 2021 JPAL GEA, \$293,500 for “Beliefs about Beliefs about Gender in India: Implications for Female Labor Force Participation and Time Use.” Multi-PI with Marianne Bertrand and Rebecca Dizon-Ross.
- 2021 JPAL GEA, \$249,976, “Alleviating Loneliness Among Migrant Garment Workers in India.” Multi-PI with Anant Nyshadham, Ach Adhvaryu, and Pedro de Souza
- 2021 Quartet Pilot Project Competition, \$12,000 for “Alleviating Loneliness Among Female Migrant Workers in India.” Multi-PI with Anant Nyshadham, Ach Adhvaryu, and Pedro de Souza
- 2020 UPenn Office of the Vice Provost of Research, \$35,200, “Funding to mitigate disruptions and restart research in the Behavioral Development Lab.”
- 2020 USAID – DIV, \$757,998 for “Alleviating Loneliness Among Migrant Garment Workers in India.” Multi-PI with Anant Nyshadham, Ach Adhvaryu, and Pedro de Souza
- 2020 J-PAL Jobs and Opportunity Initiative (JOI), \$132,000, “Habit Formation in Labor Supply.” Multi-PI with Supreet Kaur and Luisa Cefala
- 2020 Weiss Fund, \$75,000, “Habit Formation in Labor Supply.” Multi-PI with Supreet Kaur and Luisa Cefala
- 2020 J-PAL Jobs and Opportunity Initiative (JOI) Covid-19 Special Call, \$34,885, “The Effect of the Covid-19 Lockdown on Temporary Migrants.” Multi-PI, with Supreet Kaur and Luisa Cefala
- 2019 Weiss Family Program Fund, \$72,360, “Sustained Attention as Human Capital.” Multi-PI with Supreet Kaur and Christina Brown
- 2019 Warburg Fund, \$7,500 for “Chronic Sleep Deprivation Among the Poor. A Lab-in-the-field Approach.” Multi-PI, with Gautam Rao and Frank Schilbach

- 2019 Global Engagement Fund (University of Pennsylvania), \$40,000 for “Alleviating Loneliness Among Migrant Garment Workers in India.” Multi-PI with Anant Nyshadham, Ach Adhvaryu, and Pedro de Souza
- 2019 Quartet Pilot Project Competition, \$19,640 for “Taxing the poor twice: Bandwidth, and Value of Consumption.” Multi-PI with Atheendar Venkataramani
- 2019 Grant for Faculty Mentoring Undergraduate Research, \$8,000.
- 2018 ALACRITY Center Pilot Grant. \$40,000 for “Alleviating Loneliness Among Migrant Garment Workers in India.” Multi-PI with Anant Nyshadham, Ach Adhvaryu, and Pedro de Souza
- 2017 K01 - AG05569101A1, \$639,360, for “The Health and Behavioral Effects of Sleep Deprivation Among the Urban Poor in India”
- 2017 Pixatel, \$187,465, “Sustained Attention In Education.” Multi-PI with Supreet Kaur and Christina Brown
- 2017 The University of Chicago Trust. \$47,951 for “The Impact of Physical Pain on Productivity, Cognitive Function, and Decision-making.” Multi-PI with Frank Schilbach, Sendhil Mullainathan, and Anuj Shah
- 2017 Burke Fellowship, \$75,000 for “Chronic Sleep Deprivation Among the Poor. A Lab-in-the-field Approach.” Co-PI, with Gautam Rao and Frank Schilbach
- 2017 Social Enterprise Initiative. \$7,000 for “The Impact of Physical Pain on Productivity, Cognitive Function, and Decision-making.” Multi-PI with Frank Schilbach and Anuj Shah
- 2017 Global Engagement Fund (University of Pennsylvania), \$38,292, for “Dynamic Complementarities in Education.” Co-PI with Supreet Kaur and Christina Brown
- 2017 Government of Tamil Nadu. ~\$380,000 for “Chronic Sleep Deprivation Among the Poor. A Lab-in-the-field Approach.” Co-PI, with Gautam Rao and Frank Schilbach
- 2017 JPAL Pilot funds, \$30,000, for “Chronic Sleep Deprivation Among the Poor. A Lab-in-the-field Approach.” Co-PI, with Gautam Rao and Frank Schilbach
- 2017 Milton Fund, \$48,723 for “Chronic Sleep Deprivation Among the Poor. A Lab-in-the-field Approach.” Co-PI, with Gautam Rao and Frank Schilbach
- 2017 Quartet Pilot Project Competition, \$19,640 for “The Impact of Pain Reduction of Productivity and Cognitive Function in a Low Income Population” Multi-PI with Emma Dean, Sendhil Mullainathan, Frank Schilbach, and Anuj Shah
- 2017 Program on the Global Demography of Aging, \$50,000 for “Chronic Sleep Deprivation Among the Poor. A Lab-in-the-field Approach.” Co-PI, with Gautam Rao and Frank Schilbach
- 2016 Global Engagement Fund, University of Pennsylvania, \$35,000 for “The Impact of Physical Pain on Productivity, Cognitive Function, and Decision-making.” Multi-PI with Frank Schilbach, Sendhil Mullainathan, and Anuj Shah
- 2016 Columbia Global Policy Initiative, \$100,000, for “Dynamic Complementarities in Education.” Co-PI with Supreet Kaur
- 2016 Mind Brain Behavior Interfaculty Initiative, \$50,000 for “Chronic Sleep Deprivation Among the Poor. A Lab-in-the-field Approach.” Co-PI, with Gautam Rao and Frank Schilbach
- 2016 MIT/SHASS Research Fund, \$10,000 for “Chronic Sleep Deprivation Among the Poor. A Lab-in-the-field Approach.” Co-PI, with Gautam Rao and Frank Schilbach
- 2016 LDI Pilot Funds. \$19,842 “The Impact of Pain Reduction on Productivity and Cognitive Function.” Co-PI, with Emma Dean, Frank Schilbach, and Anuj Shah

- 2015 International Growth Center (IGC), £35,000 ( $\approx$  \$52,000) for “The Impact of Increased Caloric Intake on Cognitive Function, Labor Supply, and Earnings.” Co-PI with Sendhil Mullainathan
- 2015 Nutricia Foundation, £24,947 ( $\approx$  \$37,000) for “The Impact of Increased Caloric Intake on Cognitive Function, Labor Supply, and Earnings.” Co-PI with Sendhil Mullainathan
- 2015 Center for Development Economics and Policy (Columbia University, SIPA), \$20,000, for “Dynamic Complementarities in Education.” Co-PI with Supreet Kaur
- 2015 Spencer Foundation, \$49,940, for “Dynamic Complementarities in Education.” Co-PI with Supreet Kaur
- 2015 President’s Global Innovation Fund (Columbia University), \$75,000, for “Dynamic Complementarities in Education.” Co-PI with Supreet Kaur
- 2015 Foundations of Human Behavior, \$39,860 for “The Impact of Increased Caloric Intake on Cognitive Function, Labor Supply, and Earnings.” Co-PI with Sendhil Mullainathan and David Bloom
- 2014 Weiss Family Program Fund, \$26,350, for “Profit Maximization Among Micro-entrepreneurs.” Co-PI with Frank Schilbach
- 2014 Foundations of Human Behavior, \$39,623 for “Chronic Sleep Deprivation Among the Poor. A Lab-in-the-field Approach.” Co-PI with Gautam Rao, Frank Schilbach, David Dinges, and Mathias Basner
- 2014 Weiss Family Program Fund, \$63,383 for “Chronic Sleep Deprivation Among the Poor. A Lab-in-the-field Approach.” Co-PI with Gautam Rao, Frank Schilbach, David Dinges, and Mathias Basner
- 2014 Transdisciplinary Awards Program in Translational Medicine and Therapeutics (TAPITMAT) and LDI Center for Health Incentives and Behavioral Economics (CHIBE) (University of Pennsylvania), \$37,407 for “Chronic Sleep Deprivation Among the Poor. A Lab-in-the-field Approach.” Co-PI with Frank Schilbach, Gautam Rao, David Dinges, and Mathias Basner
- 2014 PEDL (CEPR/DFID), £29,098 (approx. \$45,500) for “Profit Maximization Among Micro-entrepreneurs.” Co-PI with Frank Schilbach
- 2013 The Center for Decision Research at The University of Chicago Booth School of Business, \$49,548 for “The Impact of Physical Pain on Productivity, Cognitive Function, and Decision-making.” Co-PI with Frank Schilbach, Sendhil Mullainathan, and Anuj Shah
- 2013 Mind Brain Behavior Interfaculty Initiative, \$50,000 for “The Impact of Increased Caloric Intake on Cognitive Function, Labor Supply, and Earnings.” Collaborator, with Sendhil Mullainathan and Todd Rogers
- 2013 Program on the Global Demography of Aging, \$50,000 for “The Impact of Increased Caloric Intake on Cognitive Function, Labor Supply, and Earnings.” Co-PI with Sendhil Mullainathan
- 2013 Program on the Global Demography of Aging, \$24,900 for “The Impact of Physical Pain on Productivity, Cognitive Function, and Decision-making.” Co-PI with Frank Schilbach, Sendhil Mullainathan, and Anuj Shah

### **Honors and Fellowships**

- 2013 Roger Martin Award for Excellence in Business Economics Research, Harvard Business School
- 2008-2014 Harvard University Graduate Fellowship
- 2007 Harvard School of Public Health Department of Global Health and Population Thesis Prize
- 2006-2007 Jacob K. Javits Fellowship Commended Scholar

2005- Thomas E. Upham Harvard Class of 1868 Merit Scholarship  
2006  
2005- NCAA Postgraduate Merit Scholarship  
2006

### **Media/Press**

NPR, All Things Considered. Reported by Nurith Aizenman. “A bad night’s sleep might do more harm than you think.” Dec. 2, 2015.

Freakonomics Podcast. Produced by Christopher Werth. “The economics of sleep.” July 16, 2015.

Knowledge@Wharton, Radio interview. Jan. 26, 2016.

The Economist. “The Economics of Ramadan.” July 2, 2016.

The Hindu. Reported by T. Ramakrishnan. “Study Planned on the Sleep Patterns of the Urban Poor.” Nov. 4, 2017.

The Guardian. Reported by Hettie O’Brien. “Sleepless in.... Seattle? Which city gets the least shuteye” Sept. 25, 2018.

The Hindu. Reported by Ramya Kannan. “Study rates benefits of a post-lunch nap at work highly.” Feb. 2, 2020.

VoxDev. “Increasing sleep for the urban poor: Evidence from India.” Podcast, March 2020.  
<https://voxdev.org/topic/health-education/increasing-sleep-urban-poor-evidence-india>

NBER digest. Reported by Laurent Belsie. “It’s the quality of sleep that counts for boosting productivity.” April 2, 2020.

The Indian Express. Op-ed. “Experts Explain: How households are coping under coronavirus lockdown.” May 13, 2020

The Economic Times. Op-ed. “Over one-third of Indian households may run out of resources in another week: CMIE Survey.” May 13, 2020

The Print. Op-ed. “Indians are getting complacent about Covid-19 — just what the virus wants.” May 13, 2020

Deccan Herald. Op-ed. “Lockdown hit: 84% of Indian households record dip in their income.” May 13, 2020

OneIndia. Op-ed. “How Indian households are coping under COVID-19 lockdown.” May 13, 2020

Knowledge@Wharton, How the COVID-19 Lockdown Is Affecting India’s Households. June 9, 2020.

Knowledge@Wharton, Why India’s V-Shaped Economic Recovery Falls Short. Dec. 1, 2020

Business Standard Op-ed. “A V-shaped recovery?” Nov. 27, 2020.

The Print. “Indian Households remain under duress with income still below pre-Covid levels – Study.” Nov. 27, 2020.

The Indian Express. “Nature of economic recovery.” Dec 7, 2020

Wharton Business Daily Interview, Dec 13, 2021

AEI Report Card podcast. July 27, 2022

Behind the Scenes of Econ Research podcast. Aug. 11, 2022

Outside magazine. Reported by Hannah Seo. “How Many Hours of Sleep Do You Need to be Productive?” August 29, 2023.