

## Ori Heffetz

All papers in pdf: [www.nber.org/~heffetz](http://www.nber.org/~heffetz)

### Professional Experience

Associate Professor of Economics, Cornell University, S. C. Johnson Graduate School of Management, 2014-  
 Professor, The Hebrew University of Jerusalem, Department of Economics, 2022-  
 Research Associate, NBER, 2017-  
 Marcy Bogen Chair for Academic Excellence, Hebrew University, 2016-  
 Member and Member of the Academic Committee, Center for the Study of Rationality, Hebrew University,  
 2016- and 2020-  
 Member, The Public Advisory Council for Statistics Israel, 2016-  
 Member, Consensus Committee on Policy-Oriented Assessment of Well-Being In the State of Israel, The Israel  
 Academy of Sciences and Humanities, 2017-2021  
 Faculty Research Fellow, NBER, 2013-2017  
 Associate Professor, Hebrew University, Department of Economics, 2015-2022  
 Assistant Professor of Economics, Cornell University, Johnson, 2005-2014  
 Visiting Research Scholar, Princeton University, School of Public and International Affairs, Center for Health  
 and Wellbeing and Kahneman-Treisman Center for Behavioral Science & Public Policy, Fall 2022  
 Visiting Scholar, Harvard University, Department of Economics, Summer 2019  
 Visitor, UC Berkeley, Spring 2019  
 Visiting Researcher, Bank of Israel, Research Department, 2011

### Education

Princeton University, Ph.D., Economics, 2005; M.A., Economics, 2002  
 Tel Aviv University, B.A., Physics and Philosophy, 1999

### Research

#### Published/Forthcoming

- [1] “Estimating Perceptions of the Relative COVID Risk of Different Social-Distancing Behaviors from Respondents’ Pairwise Assessments,” with Matthew Rabin. 2023. *Proceedings of the National Academy of Sciences*, forthcoming.
- [2] “What will it take to get to acceptable privacy-accuracy combinations?,” 2022. *Harvard Data Science Review*, Special Issue 2.
- [3] “A Grant to Every Citizen: Survey Evidence of the Impact of a Direct Government Payment in Israel,” with Naomi Feldman. 2022. *National Tax Journal*, 75(2): 229–263.
- [4] “Reminders Work, But for Whom? Evidence from New York City Parking-Ticket Recipients,” with Ted O’Donoghue and Henry Schneider. 2022. *American Economic Journal: Policy*, 14(4): 343–370.
- [5] “Expectations-Based Loss Aversion May Help Explain Seemingly Dominated Choices in Strategy-Proof Mechanisms,” with Bnaya Dreyfuss and Matthew Rabin. 2022. *American Economic Journal: Microeconomics*, 14(4): 515–555.
- [6] “Are Reference Points Merely Lagged Beliefs Over Probabilities?,” 2021. *Journal of Economic Behavior & Organization*, 181: 252–269.

- [7] “Self-reported wellbeing indicators are a valuable complement to traditional economic indicators but aren’t yet ready to compete with them,” with Daniel J. Benjamin, Kristen B. Cooper, and Miles S. Kimball. 2020. *Behavioural Public Policy*, 4(2): 198–209.
- [8] “A Well-Being Snapshot in a Changing World,” with Daniel J. Benjamin, Kristen B. Cooper, and Miles S. Kimball. 2019. *American Economic Association Papers and Proceedings*, 109: 344–349.
- [9] “Monetary-Incentive Competition between Humans and Robots: Experimental Results,” with Alap Kshirsagar, Bnaya Dreyfuss, Guy Ishai, and Guy Hoffman. 2019. In *Proc. of the 14th ACM/IEEE International Conference on Human-Robot Interaction (HRI’19)*, IEEE, 95–103.
- [10] “Difficulty to Reach Respondents and Nonresponse Bias: Evidence from Large Government Surveys,” with Daniel B. Reeves. 2019. *Review of Economics and Statistics*, 101(1): 176–191.
- [11] “The Relationship Between the Normalized Gradient Addition Mechanism and Quadratic Voting,” with Daniel J. Benjamin, Miles S. Kimball, and Derek Lougee. 2017. *Public Choice*, 172(1): 233–263.
- [12] “Challenges in Constructing a Survey-Based Well-Being Index,” with Daniel J. Benjamin, Kristen B. Cooper, and Miles S. Kimball. 2017. *American Economic Review Papers and Proceedings*, 107(5): 81–85.
- [13] “Can Marginal Rates of Substitution Be Inferred From Happiness Data? Evidence from Residency Choices,” with Daniel J. Benjamin, Miles S. Kimball, and Alex Rees-Jones. 2014. *American Economic Review*, 104(11): 3498–3528.
- [14] “Is the Endowment Effect an Expectations Effect?,” with John A. List. 2014. *Journal of the European Economic Association*, 12(5): 1396–1422.
- [15] “Beyond Happiness and Satisfaction: Toward Well-Being Indices Based on Stated Preference,” with Daniel J. Benjamin, Miles S. Kimball, and Nichole Szembrot. 2014. *American Economic Review*, 104(9): 2698–2735.
- [16] “Privacy and Data-Based Research,” with Katrina Ligett. 2014. *Journal of Economic Perspectives*, 28(2): 75–98.
- [17] “Conclusions Regarding Cross-Group Differences in Happiness Depend on Difficulty of Reaching Respondents,” with Matthew Rabin. 2013. *American Economic Review*, 103(7): 3001–3021.
- [18] “Aggregating Local Preferences to Guide Marginal Policy Adjustments,” with Daniel J. Benjamin, Miles S. Kimball, and Nichole Szembrot. 2013. *American Economic Review Papers and Proceedings*, 103(3): 605–610.
- [19] “What Do You Think Would Make You Happier? What Do You Think You Would Choose?,” with Daniel J. Benjamin, Miles S. Kimball, and Alex Rees-Jones. 2012. *American Economic Review*, 102(5): 2083–2110.
- [20] “Who Sees What? Demographics and the Visibility of Consumer Expenditures.” 2012. *Journal of Economic Psychology*, 33(4): 801–817.
- [21] “A Test of Conspicuous Consumption: Visibility and Income Elasticities.” 2011. *Review of Economics and Statistics*, 93(4): 1101–1117 (Lead article).
- [22] “Preferences for Status: Evidence and Economic Implications,” with Robert H. Frank. 2011. In *Handbook of Social Economics*, Vol. 1A, edited by Jess Benhabib, Matthew O. Jackson, and Alberto Bisin, 69–91. The Netherlands: North-Holland.
- [23] “How Large Are Non-Budget-Constraint Effects of Prices on Demand?,” with Moses Shayo. 2009. *American Economic Journal: Applied Economics*, 1(4): 170–199.

### Working Papers

- [24] “Strategyproofness-Exposing Mechanism Descriptions,” with Yannai Gonczarowski and Clayton Thomas. 2022.

- [25] “Deferred Acceptance with News Utility,” with Bnaya Dreyfuss, Ofer Glicksohn, and Assaf Romm. 2022. *NBER WP* w30635.
- [26] “The Privacy Elasticity of Behavior: Conceptualization and Application,” with Inbal Dekel, Rachel Cummings, and Katrina Ligett. 2022. *NBER WP* w30215.
- [27] “Which Beliefs? Behavior-Predictive Beliefs are Inconsistent with Information-Based Beliefs: Evidence from COVID-19,” with Guy Ishai. 2021. *NBER WP* w29452.
- [28] “A Note on the Identification of Present Bias and Forgetting from Task-Completion Data,” with Ted O’Donoghue and Henry Schneider. 2021.
- [29] “What Do Happiness Data Mean? Theory and Evidence,” with Daniel J. Benjamin, Jakina Debnam Guzman, Marc Fleurbaey, and Miles S. Kimball. 2021. *NBER WP* w28438. (R&R, JEEA.)
- [30] “Measuring Unemployment in Crisis: Effects of COVID-19 on Potential Biases in the CPS,” with Daniel B. Reeves. 2020. *NBER WP* w28310.
- [31] “Effects of Competitive versus Collaborative Robots on Coworker Effort and Attitudes,” with Alap Kshirsagar, Bnaya Dreyfuss, Guy Ishai, and Guy Hoffman. 2020.
- [32] “Expenditure Visibility and Consumer Behavior: New Evidence.” 2018. *NBER WP* w25161.

#### Book Review

Review of *Beyond GDP*, by Marc Fleurbaey and Didier Blanchet. 2014. *Economica*, 81: 788–789.

#### Additional Long-Term Projects

“Signaling by Doing: Cultural Visibility of Economic Activities in the Bolivian Amazon.”

“Symbolic Consumption in Economics.”

#### Textbook

Principles of Economics/Microeconomics/Macroeconomics (8/e, 2021, McGraw-Hill), and Principles of Economics/Microeconomics/Macroeconomics: A Streamlined Approach (4/e, 2021, McGraw-Hill), with Robert H. Frank, Ben S. Bernanke, and Kate Antonovics.

#### Published Lecture

“Beliefs, Expectations, and Behavior in the Time of Corona.” 2020. *Israel Economic Review*, 18(1): 47–58.  
Lecture given on June 14, 2020, in the Israel Economic Association’s 36<sup>th</sup> Annual Meeting.

#### Editorial Position

Editorial board, *Social Choice and Welfare*, 2014-

#### Awards

Star Award for Teaching Excellence, Johnson, Cornell University, 2021  
Clifford H. Whitcomb Faculty Fellowship, Johnson, Cornell University, 2016  
Stephen Russell Distinguished Teaching Award, Johnson, Cornell University, 2015  
Half Century Faculty Research Fellowship, Johnson, Cornell University, 2013-2014

#### Grants

National Institutes on Aging / National Institutes of Health, R01 Grant (PI, ~\$3M), 2021-2025  
 “Measuring Well-Being and Its Multidimensional Determinants Across Individuals & the Life Course”  
 Israel Science Foundation (ISF) Grant # 2968/21 (PI, NIS 555K, ~\$170K), 2021-2024  
 Cornell Center for Social Sciences’ Grant Competition (PI), 2020  
 NIA/NIH, R01 Grant (co-PI, ~\$2M), 2016-2021  
 “Using Subjective Well-Being Data to Monitor Changes in Health and Well-Being”  
 ISF Grant # 1680/16 (PI, NIS 510K, ~\$130K), 2016-2019  
 ISF, I-CORE (NIS 777K, ~\$200K), 2015-2020  
 Cornell Institute for the Social Sciences (ISS) Small Grant Competition Award (co-PI), 2010  
 National Science Foundation (NSF) Grant # 0963999 (co-PI), 2010-2012  
 “The effects of roads on indigenous people’s well-being and use of natural resources: A natural experiment in lowland Bolivia”  
 Cornell ISS Theme Project Faculty Fellow, 2009-2012  
 “Judgment, Decision Making, and Social Behavior”  
 Cornell ISS Small Grant Competition Award (co-PI), 2007

### Refereeing

*American Economic J: Applied Economics, American Economic J: Economic Policy, American Economic J: Microeconomics, American Economic Review (Excellence in Refereeing Award, 2012, 2017), American Economic Review: Insights, Econometrica, Economic Inquiry, Economic J, Economic Letters, European Economic Review, J of Development Economics, J of Economic Behavior & Organization, J of Economic Growth, J of Economic Psychology, J of Finance, J of Labor Economics, J of Personality and Social Psychology, J of Political Economy, J of Public Economics, J of the European Economic Association, J of the Royal Statistical Society, Israel Economic Review, Israel Science Foundation, Management Science, National Science Foundation, Nature Human Behaviour, Oxford Economic Papers, Proceedings of the National Academy of Sciences, Psychological Science, Quarterly J of Economics, Review of Economics and Statistics, Review of Economic Studies, Scandinavian J of Economics, Science*

### Talks

2023 (including planned): UNDP/HDRO, Normative Economics and Economic Policy seminar series

2022: ADSC Summer Meeting (Stowe), Conference on Behavioral Mechanism/Incentive Design (London School of Economics), 6<sup>th</sup> Collier Conference on Behavioral Economics (Tel Aviv), FAIR Midway Conference (Sommarøy), Israel Economic Association (IEA) Annual Meeting, PPE Society Annual Meeting (New Orleans), Symposium on the Future of GDP (Dubai), Princeton (Econ, CHW, SPIA), UPenn (Econ, Wharton) [**Non-talks**, by invitation: Dartmouth Economics and Philosophy Workshop, Fertility Preferences Conference (UT Austin), NBER Fall Market Design Working Group Meeting (Stanford GSB)]

2021: 5<sup>th</sup> Collier Conference on Behavioral Economics (Tel Aviv), Bar Ilan U, Hebrew U, Tel Aviv U (Collier), U of Colorado Boulder (CFDM Lab), U of Haifa

2020: AEA Annual Meeting, Econometric Society NA Winter Meeting, Israel Economic Association (IEA) Annual Meeting, *JOLE* Conference in Honor of Alan Krueger, IDC, Hebrew U, London School of Economics, Paris School of Economics, Penn State (Smeal), Purdue, U of Toronto

2019: AEA Annual Meeting, BEAM, Behavioral Workshop (Universidad de los Andes, Chile), Cornell, Harvard Data Science Initiative 2019 Conference, Institute for Future Studies (Stockholm), Israel Ministry of Finance, Measuring Individual Well-Being Workshop (Brussels), Stockholm Region Workshop on Economics & Philosophy, UC Berkeley, UCB Simons Institute Information Design and Data Science Workshop, UCSB, Utah (Eccles)

2008-2018: AEA Annual Meeting (2012, 2013, 2014, 2015, 2017), ALCADECA (2016, keynote), Aspen Conference on Economic Decisionmaking, Bank of Israel, Bar Ilan U, BEAM (2012, 2015), Ben Gurion U, Chicago Booth, Claremont Graduate U, Cornell, Dartmouth, Duke (Law School), Economics of Happiness and Well Being Conference (Utah, 2018), ESA Tucson (2009), FMSH (Paris), Harvard, Hebrew U, Israel Central Bureau of Statistics, IDC Herzliya, Israel Ministry of Finance, IZA, Max Planck Institute, NBER SI (2012, 2013), Norwegian School of Economics, OECD (Paris), Paris School of Economics, Princeton (Econ, WWS, UCHV), RAND, Stanford, SITE (Summer Workshop 2009, 2010, 2012, 2014, 2015, 2017), SUNY Buffalo, Technion, Tel Aviv U, THEEM, U of Alicante, UC Berkeley, UCLA (Econ, Anderson), UCSD Rady, U of Pittsburgh, USC (CESR, LABEL, Marshall), U of Warwick, U of Zurich, WEAI, Wharton

### Teaching

#### At Johnson

NBA 5240/5255, NBAE 5240, NBAY 5240: *Macroeconomics and International Trade* (second-year MBA elective, 2005-, EMBA elective, 2011-2018 and core, 2020-, CornellTech elective, 2016-2019)  
 NCCB 5020: *Economics and Industry Analysis* (Boardroom EMBA, 2005-)  
 NBA 5920: *Experience in International Management: Israel* (MBA elective, 2011-2019)  
 NBAE 5980: *Global Business Study: Israel* (EMBA elective, 2019)

#### Other

*Macroeconomics A* (second-year undergraduate, Department of Economics, Hebrew University, 2015-)  
*Workshop in Behavioral Economics* (graduate-level course, Hebrew U; the course includes live videoconferenced meetings from Cornell's Behavioral Economics Workshop. 2015-)  
*Happiness Measures in Economics: Selected Topics* (graduate-level mini-course, Eitan Berglas School of Economics, Tel Aviv University, 2013)

### Conference Organization

Co-founder and co-organizer,  
 NBER Conference on the Measurement and Tracking of Subjective Well-Being for Aging Research (Cambridge, MA, July 2018)  
 Co-founder and co-organizer, Conference on the Meaning of Consumption (Cornell, August 2008)

### Consulting/advisory

Israel Prime Minister's Office (on COVID-19 household behavior, economic policy, etc; 2020-2022)  
 Just Capital (on constructing an index that ranks justness of public companies; 2014-2015, 2018-2022)  
 Data for Decisions (on developing a survey-based measure of overall health and well-being; 2020)  
 Bank of Israel, Research Department (on self-reported well-being measurement and use in economics; 2011)

Legal mediation expert (on consumer behavior; 2020, 2022)

### Languages

Hebrew (native), English (fluent), Spanish (rusty)