

EREZ YOELI

HARVARD UNIVERSITY PROGRAM FOR EVOLUTIONARY DYNAMICS
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PROFESSIONAL EXPERIENCE

- Research Scientist, Harvard University Program for Evolutionary Dynamics (2015–present)
- Director, Yale Applied Cooperation Team (2015–present)
- Affiliated Researcher, Yale Human Cooperation Lab (2015–present)
- 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)

ACADEMIC PUBLICATIONS

- 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*, In Press
- 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

- “Characterizing the Demand for Costly Signals,” with Andrew Ferdowsian and Moshe Hoffman
- “Sophisticated Signaling,” with Penghui Zhou
- “The Evolutionary Basis of Sex Differences in Risk Preferences,” with Moshe Hoffman
- “The Benefits of Reducing Fraud,” with Dan Becker, Jack Mountjoy, and Douglas Smith

PUBLICATIONS IN THE POPULAR PRESS

- “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

PRESS MENTIONS

- “Theoretical Support Found for Authentic Altruism,” *The Boston Globe*, January 28, 2015
- “Echte Moral will keine Kostenrechnung,” *Die Presse*, January 26, 2015
- “How to Choose a Customer Engagement Strategy That Works,” *GreenBiz*, December 6, 2013
- “The Psychology of Being Online,” *Huffington Post*, October 8, 2013
- “Reputation Plays A Role in Participation,” *Bowdoin Daily Sun*, June 28, 2013
- “New Study Shows Reputation Trumps Money,” *Psych Central*, June 15, 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

INVITED PRESENTATIONS

- “Higher Order Beliefs and Social Behavior,” European Commission Joint Research Center (2015)
- “Cooperate Without Looking,” European Commission Joint Research Center (2015)
- “Harnessing Reciprocity to Promote Contributions to Public Goods,” FISCALIS Workshop on Tax Evasion (2015)
- “Harnessing Reciprocity to Promote Contributions to Public Goods,” International Workshop on Market Design Technologies for Sustainable Development (2015)
- “Powering Up With Indirect Reciprocity,” Academy of Management Meeting (2015)
- “Harnessing Reciprocity to Promote Contributions to Public Goods,” Behavioral Science and Policy Association (2015)
- “Averting Partisan Discourse,” Property and Environment Research Center (2015)

- “Harnessing Reciprocity to Promote Contributions to Public Goods,” Resources for the Future (2015)
- “Harnessing Reciprocity to Promote Contributions to Public Goods,” Ideas42 (2014)
- “Powering Up With Indirect Reciprocity,” Behavioral Insights Team (2014)
- “How HEScore Will Energize Home Improvements,” ACI National Home Performance Conference (2014)
- “Cooperating Without Looking,” Mount Holyoke College Economics Seminar (2013)
- “Powering Up With Indirect Reciprocity,” Association for Consumer Research North American Conference (2013)
- “The Benefits of Reducing Fraud,” Interdisciplinary Center Herzeliya Economics Seminar (2013)
- “The Benefits of Reducing Fraud,” Ben Gurion University Economics Seminar (2013)
- “The Benefits of Reducing Fraud,” Southern Economic Association (2011)
- “Uncertainty and Standards,” Erb Institute for Global Sustainable Enterprise Ecolabels Conference (2011)
- “Powering Up With Indirect Reciprocity,” Smart Grids and Energy Efficiency (2010)
- “Powering Up With Indirect Reciprocity,” Economic Science Association North-American Conference (2010)

TEACHING

- Game Theory and Social Behavior (BA), Boston College (2014–current)
- Game Theory and Psychology (BA), Harvard University (2014)
- Understanding Altruism (BA), Harvard University (2014–current)
- Game Theory and Social Behavior (BA), Massachusetts Institute of Technology (2013–current)
- Microeconomics (MBA), Technion (2013–current)
- Microeconomics (MBA), University of California San Diego Rady School of Management (2011–2012)
- Microeconometrics (MA), Johns Hopkins University Advanced Academic Programs (2010–2011)

ADVISING

- Penghui Zhou, MIT ’16, *Sophisticated Signaling*, Best Paper, MIT UEA Journal
- Andrew Ferdowsian, BC ’16, *Three Useful Models of Costly Signaling*
- Andrew Raftery, Harvard ’16, *Reciprocity With Imperfect Information: Why Altruism is So Quirky*, 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)
- 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

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

AWARDS, FELLOWSHIPS, AND GRANTS

- Property and Environment Research Center Lone Mountain Research Fellow (2015)
- Harvard University Derek Bok Center for Teaching and Learning Certificate of Distinction in Teaching (2014)
- National Science Foundation Doctoral Improvement Grant (2008)
- Kauffman Dissertation Fellowship (2008)
- Russell Sage Foundation Small Grant in Behavioral Economics (2007–2008)
- Oscar Meyer Fellowship (2007-2008)
- Chicago Center of Excellence in Health Promotion Economics Pilot Grant (2004–2005)
- University of Chicago Graduate School of Business Summer Research Fellowship (2004)
- University of Chicago Graduate School of Business Graduate Fellowship (2003–2007)

PERSONAL INFORMATION

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