

Readings per Session

1. Introduction to causal inference

- Araya, S., Elberg, A., Noton, C., & Schwartz, D. (2022). Identifying food labeling effects on consumer behavior. *Marketing Science*, 41(5), 982-1003.
- Arriagada, J., Mena, C., Munizaga, M., & Schwartz, D. (2023). The effect of economic incentives and cooperation messages on user participation in crowdsourced public transport technologies. *Transportation*, 50(5), 1585-1612.
- Blake, T., Nosko, C., & Tadelis, S. (2015). Consumer heterogeneity and paid search effectiveness: A large-scale field experiment. *Econometrica*, 83(1), 155-174.

2. Experimental design

- Kessler, J. B., & Roth, A. E. (2023). *Increasing Organ Donor Registration as a Means to Increase Transplantation: An Experiment With Actual Organ Donor Registrations*. Working Paper.
- Allcott, H., & Rogers, T. (2014). The short-run and long-run effects of behavioral interventions: Experimental evidence from energy conservation. *American Economic Review*, 104(10), 3003-3037.

3. Optimal policy and causal inference

- Medina, P. C., & Pagel, M. (2023). *Does saving cause borrowing? Implications for the co-holding puzzle*. Working Paper.

Complementary Readings

- Angrist, J. D., & Pischke, J. S. (2009). *Mostly harmless econometrics: An empiricist's companion*. Princeton university press.
- Athey, S., & Imbens, G. W. (2015). Machine learning methods for estimating heterogeneous causal effects. *stat*, 1050(5), 1-26.
- Athey, S., & Wager, S. (2019). Estimating treatment effects with causal forests: An application. *Observational studies*, 5(2), 37-51.
- Brodeur, A., Cook, N., & Heyes, A. (2020). Methods matter: P-hacking and publication bias in causal analysis in economics. *American Economic Review*, 110(11), 3634-3660.
- Gerber, A. S., & Green, D. P. (2012). *Field experiments: Design, analysis, and interpretation*. W. W. Norton & Company.

- Gordon, B. R., Zettermeyer, F., Bhargava, N., & Chapsky, D. (2019). A comparison of approaches to advertising measurement: Evidence from big field experiments at Facebook. *Marketing Science*, 38(2), 193-225.
- Levitt, S. D., & List, J. A. (2009). Field experiments in economics: The past, the present, and the future. *European Economic Review*, 53(1), 1-18.
- Pearl, J., & Mackenzie, D. (2018). *The book of why: the new science of cause and effect*. Basic books.
- Rubin, D. B. (1974). Estimating causal effects of treatments in randomized and nonrandomized studies. *Journal of Educational Psychology*, 66(5), 688.
- Schwartz, D., Fischhoff, B., Krishnamurti, T., & Sowell, F. (2013). The Hawthorne effect and energy awareness. *Proceedings of the National Academy of Sciences*, 110(38), 15242-15246.