

# Chris Starmer

**Professor of Experimental Economics**  
**Director, Centre for Decision Research & Experimental Economics ([CeDEx](#))**  
**Director, ESRC Network for Integrated Behaviour Science ([NIBS](#))**

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## DEGREES

- BA (first class) Economics, City of Birmingham Polytechnic, 1985
- MA (distinction) Economics, University of East Anglia (UEA), 1987
- PhD, UEA, 1992

## POSTS

- |                 |                                     |                                |
|-----------------|-------------------------------------|--------------------------------|
| ● 1985-87       | Research Assistant                  | UEA                            |
| ● 1987-89       | Research Associate                  | UEA                            |
| ● 1989-95       | Lecturer                            | UEA                            |
| ● 1995-2000     | Senior Lecturer                     | UEA                            |
| ● 2000 (spring) | Visiting Associate Professor        | CalTech                        |
| ● 2000 -        | Professor of Experimental Economics | Nottingham School of Economics |

## TEACHING

Teaching experience in a range of subjects including: microeconomics; experimental economics, decision analysis, the methodology of economics and political economy.

## CONSULTING

Acted as consultant and advisor on behavioural economics and consumer decision making to various organizations including: **capital one**, **ofcom**, **ofwat**, **defra**, **GHK Consulting** and the **financial services research forum**.

## PUBLICATIONS

### Books

- New Developments in Experimental Economics, Edited collection (Co-ed, Enrica Carbone), Edward Elgar, September 2007.
- Experimental Economics: Rethinking the Rules, (with N. Bardsley, R. Cubitt, G. Loomes, P. Moffatt, and R. Sugden), Princeton University Press, 2010.

### Journal Articles

- The Relationship Between the Money Supply and Prices in Bangladesh. (with A. Parikh) Bangladesh Development Studies, Vol.3, 59-70, 1988.
- Preference Reversal: Information Processing or Rational Non-Transitive Choice? (with G. Loomes and R. Sugden), Economic Journal, 99, Supplement, 140-51, 1989.
- Monetary Policy and The Balance of Payments: an Econometric Approach. (with A. Parikh), Journal of Foreign Exchange and International Finance, 3, 220-7, 1989.
- Violations of the Independence Axiom in Common Ratio Problems: An Experimental Test of some Competing Hypotheses (with R. Sugden), Annals of Operational Research, 19, 79-102, 1989.
- Probability and Juxtaposition Effects: An Experimental Investigation of The Common Ratio Effect (with R. Sugden), Journal of Risk and Uncertainty, 2, 159-78, 1989.
- A Note on Monetary Policy and the Balance of Payments in Bangladesh (with A. Parikh), The Bangladesh Development Studies, 18, 67-77, December 1990.
- Observing Violations of Transitivity By Experimental Methods (with G. Loomes and R. Sugden), Econometrica, 59, 425-439, March 1991.
- Does the Random-Lottery Incentive System Elicit True Preferences? (with R. Sugden), American Economic Review, 81, 971-79, September 1991.
- Are Preferences Monotonic: Testing some implications of regret theory (with R. Sugden and G. Loomes), Economica, 59, 17-33, 1992.
- Testing New Theories of Choice Under Uncertainty Using the Common Consequence effect, Review of Economic Studies, 59, 813-30, 1992.
- Testing for Juxtaposition Effects and Event-Splitting Effects (with R. Sugden), Journal of Risk and Uncertainty, 6, 235-54, 1993.
- The Psychology of Uncertainty in Economic Theory: A Critical Appraisal and a Fresh Approach, The Review of Political Economy, 5, 181-196, 1993.
- An Econometric Model of the Monetary Sector of the Bangladesh Economy (with A. Parikh), Journal of International Development, 6, 185-206, 1994.
- Focal Points in Pure Coordination Games: An Experimental Investigation (with J. Mehta and R. Sugden), Theory and Decision, 36, 163-85, 1994.
- The Nature of Salience: An Experimental Investigation of Pure Coordination Games (with J. Mehta and R. Sugden), The American Economic Review, 84, 658-74, 1994.
- Explaining Risky Choices Without Assuming Preferences, Social Choice and Welfare, 13, 201-13, 1996.
- Does Part-Whole Bias Exist? - An Experimental Investigation (with I. Bateman, A. Munro, B. Rhodes, R. Sugden), Economic Journal, Conference Volume, 107, 322-31, 1997.
- A Test of the Theory of Reference Dependent Preferences (with I. Bateman, A. Munro, B. Rhodes, R. Sugden), The Quarterly Journal of Economics, 112, 479-505, 1997.
- Testing Alternative Explanations of Cyclical Choices (with R. Sugden), Economica, 65, 347-61, 1998.
- Dynamic Choice and The Common Ratio Effect (with R. Cubitt and R. Sugden), Economic Journal, 108, 1362-1380, 1998.
- Experimental Economics and Deception: A Comment (with T. McDaniel), Journal of Economic Psychology,

19, 403-9, 1998.

- On the Validity of the Random Lottery Incentive System (with R. Cubitt and R. Sugden), Experimental Economics, 1, 115-31, 1998.
- Cycling with Rules of Thumb: An Experimental Test for a New Form of Non-Transitive Behaviour, Theory and Decision, 46, 141-158, 1999.
- Experimental Economics: hard science or wasteful tinkering, Economic Journal, 109, f5-f15, 1999.
- Experiments in Economics: should we trust the dismal scientists in white coats?, Journal of Economic Methodology, 6, 1-30, 1999.
- Developments in Non-expected Utility Theory: the hunt for a descriptive theory of choice under risk, Journal of Economic Literature, XXXVIII, 332-382, 2000.
- Estimating four Hicksian welfare measures for a public good: A contingent valuation investigation. (with Ian J. Bateman, Ian H. Langford, Alistair Munro, and Robert Sugden), Land Economics, 76, 355-73. (August) 2000.
- Discovered preferences and the independence axiom: testing for common consequence and common ratio effects using single-choice designs (with R. Cubitt and R. Sugden), Journal of Economic Methodology, 8, 385-414, 2001.
- Do Anomalies Disappear in Repeated Markets? (With G. Loomes and R. Sugden, Economic Journal, 113, C153-C166, 2003.
- Testing Explanations of Preference Reversal (with R. Cubitt and A. Munro), Economic Journal, 114, 709-26, 2004.
- Testing competing models of loss aversion: An adversarial collaboration (with I. Bateman, D. Kahneman, A. Munro, and R. Sugden), Journal of Public Economics, 89, 1561-1580, 2005.
- Normative Notions in Descriptive Dialogues, Journal of Economic Methodology, 12, 227-89, 2005.
- Preference anomalies, preference elicitation and the discovered preference hypothesis (With J. Braga), Environmental and Resource Economics, 32, 55-89, 2005.
- Exploring the Error in Experimental Economics: Introduction (with N. Bardsley). Experimental Economics, Special Issue, 8, 295-99, 2005.
- The Affect Heuristic and the Attractiveness of Simple Gambles, (with I. Bateman, S. Dent, E. Peters and P. Slovic), Journal of Behavioral Decision Making, 20, 365-380, 2007.
- Preference Reversals The New Palgrave Dictionary of Economics. Second Edition. Eds. Steven N. Durlauf and Lawrence E. Blume. Palgrave Macmillan, 2008.
- Third-Generation Prospect Theory, (with U. Schmidt and R. Sugden), Journal of Risk and Uncertainty, 36, 203-223, 2008.
- Market Experience Eliminates Some Anomalies - And Creates New Ones (with J. Braga and S. Humphrey), European Economic Review, 53, 410-16, 2009.
- Are Experimental Economists Prone to Framing Effects? A Natural Field Experiment, (with S. Gächter, H. Orzen, E. Renner and C. Starmer), Journal of Economic Behaviour and Organization, 70, 443-446, 2009.
- Explaining Focal Points: Cognitive Hierarchy Theory versus Team Reasoning, (with N. Bardsley, J. Mehta, C. Starmer and R. Sugden), Economic Journal, 120, 40-79, 2010.
- Preference Reversals and Disparities between Willingness to Pay and Willingness to Accept in Repeated Markets (with G. Loomes and R. Sugden), Journal of Economic Psychology, 31, 374-87, 2010.
- A response to Binmore, Harrison and Ross on Experimental Economics: Rethinking the Rules, Journal of Economic Methodology, 18, 195-199, 2011.
- Are Bygones Bygones? (with R. Cubitt and M. Ruiz-Martos), Theory and Decision, 75, 185-282, DOI 10.1007/s11238-010-9233-4, 2012.
- Incentives, Expertise and Medical Decisions: Testing the Robustness of Natural Frequency Framing (with E. Ferguson), Health Psychology, forthcoming. <http://doi.org/10.1037/a0033720>

## Chapters in Books

- Individual Choice Under Uncertainty: A Review of Experimental Evidence, Past and Present (with L. Appleby) in Surveys in the Economics of Uncertainty, pp. 25-45. (eds) J. D. Hey and P. Lambert, Oxford: Basil Blackwell, 1987.
- The Economics of Risk Ch 12 in P. Callow (ed.) The Handbook of Environmental Risk Assessment and Management, pp. 319-44, Blackwell, 1998.
- Dynamic Decisions: some recent evidence from economics and psychology. (With R. Cubitt and R. Sugden) in I. Brocas and J. D. Carrillo (eds) The Psychology of Economic Decisions. Vol 2: Reasons and Choices, Oxford University Press, pp81-107, 2004.
- Anchoring and yea-saying with private goods: an experiment. (With I. Bateman, A. Munro, B. Rhodes and R. Sugden), in J. A. List (Ed.) Using Experimental Methods in Environmental and Resource Economics, Cheltenham: Edward Elgar, 2006.
- Comparative behaviour in Adolescence: Economic Antecedents and Neural Underpinnings. (With T. Paus, S. Gächter and R. Wilkinson) in R. M. Lerner, R. W. Roeser and E. Phelps (eds.) Positive Youth Development and Spirituality: From Theory to Research, Templeton Foundation Press, 2008.
- Expected Utility and Freidman's Risky Methodology. In U. Maki (ed.) The Methodology of Positive Economics: Reflections on the Milton Friedman Legacy, Cambridge University Press, 2009.

## Articles Reprinted in Edited Collections

- An Experimental Investigation of Focal Points in coordination and Bargaining: Some Preliminary Results (with J. Mehta and R. Sugden), in J. Geweke (ed) Decision Making Under Risk and Uncertainty: New Models and Findings, pp. 211-220. Kluwer Academic Publishers 1992.
- A Test of the Theory of Reference Dependent Preferences (with I. Bateman, A. Munro, B. Rhodes, R. Sugden) reprinted in D. Kahneman and A. Tversky (eds) Choices, Values, and Frames. Cambridge University Press, Nov, 2000.
- Does Part-Whole Bias Exist? - An Experimental Investigation (with I. Bateman, A. Munro, B. Rhodes, R. Sugden). Reprinted in Willis, K.G., Button, K.J. and Nijkamp, P. (eds.) Environmental Valuation, Volume 1, Edward Elgar, Cheltenham, pp322-332, 1999.
- Developments in non-expected utility theory: the hunt for a descriptive theory of choice under risk (abridged version of paper by same name in JEL 2000) in C. Camerer, G. F. Loewenstein and M. Rabin (eds.), Advances in Behavioral Economics, Princeton University Press, 2004.
- Does part-whole bias exist? An experimental investigation. (With Bateman, Munro, Rhodes, and Sugden), reprinted in Pretty, J. (ed.) Environment: Key Issues for the Twenty-First Century, Volume III (Valuing the Environment), Sage Publications, New York, pp89-99, 2006.
- Developments in non-expected utility theory: the hunt for a descriptive theory of choice under risk. Reprinted (from JEL 2000) in Rational Choice Theory M. Allingham, Routledge, 2006.
- Dynamic Choice and The Common Ratio Effect (with R. Cubitt and R. Sugden), reprinted (from EJ 1998) in New Directions in Experimental Economics, E. Carbone and C. Starmer (eds.), Edward Elgar, 2007.
- Does part-whole bias exist? An experimental investigation. (With I. Bateman, A. Munro, B. Rhodes, and R. Sugden), reprinted in Robert T Carson (ed.) The Stated Preference Approach to Environmental Valuation Volume II: Conceptual and Empirical Issues, Ashgate Publishing, 2008.
- A Test of the Theory of Reference Dependent Preferences (with I. Bateman, A. Munro, B. Rhodes, R. Sugden) reprinted in Elias L. Khalil (ed.) The New Behavioral Economics, Vol. III, Edward Elgar, 2009.
- Preference Reversal. Reprinted in Steven N. Durlauf and Lawrence E. Blume, (eds.) Behavioural and Experimental Economics, Palgrave MacMillan, 2009.
- The Affect Heuristic and the Attractiveness of Simple Gambles, (with I. Bateman, S. Dent, E. Peters and P. Slovic). Reprinted in Paul Slovic (ed) The Feeling of Risk: New Perspectives on Risk Perception, Earthscan, 2010.

## Other publications

- Comprendiendo las preferencias: lo que hemos aprendido de la economía del comportamiento, *Actualidad* 45, Fundación Pública Andaluza Centro de Estudios Andaluces, pp 7-19, 2009.
- "Behavioural economics & energy using products: scoping research on discounting behaviour and consumer reference points" with Daniel Read, Eva Poen and GHK Consulting for the Department for Environment, Food and Rural Affairs, March 2010.
- "Testing Times", *FT Investment Advisor*, lead article, 9 May 2011.

## EDITORIAL

- Associate Editor, *Journal of Economic Psychology* (July 2001 – Dec 2006)
- Editorial Board, *Journal of Economic Methodology* (May 2001 - April 2007 )
- Editorial Board, *Berkeley Electronic Journal of Economic Analysis & Policy* (Feb 2002 - )
- Guest Editor, Special Issue of *Experimental Economics* (Published Dec 2005)
- Editorial Board, *Experimental Economics* (Dec 2006 - )
- Guest Editor, *Experimental Economics* (2009 - 2010)

## GRANTS

- Research Assistant for "Experimental Tests of Some New Theories of Choice Under Uncertainty", Jan. 1986 - Oct. 1987 (ESRC Award no. B00232181).
- Research Associate for "The Development and Testing of Regret Theory", April 1988 - March 1990 (ESRC Award no. B00232236, £29,450).
- Co-applicant on "The Foundations of Rational Choice Theory", Sept. 1990 - Aug. 1992 (ESRC Award no. R000232269; £87,340).
- Co-applicant on "Testing Contract Theory", Oct. 1992 - March 1995 (ESRC Award no. L 114 25 1023).
- Co-applicant on "Identifying and Correcting Biases in the Contingent Valuation Method", Oct. 1992 - March 1995 (ESRC Award no. W119 25 1014; £64,160).
- Co-applicant on "The Consistency or Inconsistency of Preferences Under Risk and Over Time", Oct. 1994 - Sept. 1996 (ESRC Award no. L122251024; £113,450).
- Co-applicant on "Understanding Inconsistencies in Preference Concerning Risks and Their Implications for Public Decision Making", Oct. 1996 - Sept. 1999. (Award no. L211252505; £143,634).
- Co-applicant Funding for Summer Institute on Bounded Rationality in Economics and Psychology. Summer 2002/3. (Volkswagen Foundation, Euro 82,000).
- Co-applicant on "The role of experimental methods in economics". Sept 2002 – August 2005. (Leverhulme Trust, Award Number F/00 204/K £185, 446).
- Co- applicant "Behavioural economics & energy using products: scoping research on discounting behaviour and consumer reference points" with GHK Consulting for the Department for Environment, Food and Rural Affairs, August 2009 – February 2010. (Total value, £48,000).
- PI- ESRC Centres and Large Grants Competition, "Network for Integrated Behavioural Science", Jan 2013 – Dec 2016 (ESRC Award no. ES/K002201/1, £3.2 million).

## CONFERENCE AND WORKSHOP

**Co-Director** of *Summer Institute on Bounded Rationality in Economics and Psychology*, Max Planck Institute for Human Development, Berlin, 2001 – 2003 (With GERD GIGGERENZER AND ROBIN HOGGARTH).

**Organising Committee:** *Workshop on the Role of Experimental Methods in Economics*, University of Nottingham, 2003; Economic Science Association – European Meeting, University of Nottingham 2006.

**Moderator:** *Witness Seminar on the Emergence and Evolution of Experimental Economics*, University of Amsterdam, May 2010. (PARTICIPANTS: JAMES FRIEDMAN, ELIZABETH HOFFMAN, CHARLES HOLT, JOHN KAGEL, JOHN LEDYARD, CHARLES PLOTT, STEVEN RASSENTI, ALVIN ROTH, REINHARD SELTEN, VERNON SMITH, FRANS VAN WINDEN). ORGANISED BY HARRO MAAS AND ANDREJ SVORENCIK.

### Presentations:

Second All Soviet Conference of Scientific Economists, Moscow State University, March 1990.

Fifth Foundations of Utility and Risk Conference (FUR), Duke University, NC, USA, June 1990.

Annual Review of Political Economy, Malvern, August 1991.

FUR XI, Paris, June 1992.

Shackle Memorial Conference, Aldeburgh, September 1992.

European Conference on Experimental Economics, University of York, Sept. 1993.

Conference on Incommensurability and Value, Caen, April 1994.

FUR VII, Oslo, July 1994.

Conference on Preference Construction, University of Bielefeld, August 1994.

Amsterdam Workshop on Experimental Economics, University of Amsterdam, Sept. 1994.

Amsterdam Workshop on Experimental Economics, University of Amsterdam, Sept. 1996.

Fourth Italian Conference of Experimental Economics, Naples, 1996.

**Invited Plenary Speaker** at the fifth Conference of Experimental Economics, Trento, 1997.

FUR XIII, Mons, July 1997.

Amsterdam Workshop on Experimental Economics, University of Amsterdam, Sept. 1997.

**Invited Plenary Discussant** FUR IX, Marrakesh, July 1999.

SPUDM 17, Mannheim, August 1999.

Workshop on Theory and Experimentation in Economics, Rovaniemi, Finland, Dec. 1999.

Economic Science Association, Amsterdam, Netherlands, Oct. 2000.

CEPR Conference on Economics and Psychology, Brussels, Belgium, June 2001.

Economic Science Association, Barcelona, Spain, June 2001.

Royal Economic Society, Warwick, March 2002.

Economic Science Association, Strasbourg, France, September 2002.

Contingent valuation workshop, University of East Anglia, Sept 2002.

**Invited Plenary Speaker** ESA, Erfurt, Sept 2003.

Workshop on "Psychological Foundations of The Theory Of Choice In Economics", Madrid, November 2003.

Workshop on Milton Friedman's Essay at 50, Erasmus Institute for Economic and Philosophy, December, 2003.

FUR XI, Paris, June 2004.

**Invited Plenary Speaker** 3<sup>rd</sup> Symposium on Economics and Psychology, Tilburg, Sept 2004.

**Invited Plenary Speaker** ESA, Montreal, June 2005.

**Invited Plenary Speaker** FUR XII, Rome, June 2006.

IAREP/SABE, Paris, July 2006.

Workshop on Reconciling Normative and Behavioural Economics, UEA, April, 2008.

Theory Workshop, U. Birmingham, June 2008.

Workshop on Behavioural Economics, Maastricht, June 2008.

ESRC Research Methods Festival, Oxford, July 2008.

"Neuroeconomics Hope or Hype", ERASMUS, Rotterdam, November 2008.

**Invited Plenary Speaker** Symposium on Behavioural Economics, Seville, May 2009.

**Invited Speaker** Annual Conference of the Financial Services Research Forum, London, 2010

ASSA, INEM session on Experimental Methodology, Atlanta, January 2010.

**Invited Lecture**, ESA, Copenhagen, July 2010

**Invited Plenary Speaker**, Annual Italian Workshop on Behavioural and Experimental Economics, Florence,

April 2011.

ASFEE (annual Meeting of the French Experimental Economics Association), Montpellier, May 2012.

**Invited Speaker**, Paris I Winter School in Economics and Psychology, January 2013.

## RESEARCH STUDENTS

Robert Hoffmann (awarded 1997)

Martin Jones (awarded 1998)

Steve Humphrey (awarded 1997)

Nick Bardsley (awarded 2000)

Jacinto Braga (awarded 2003)

Baboo Nowbutsing (awarded 2005)

Maria Ruiz-Martos (awarded 2008)

Swhee-Hoon Chuah (awarded 2009)

Ruslan Kabalin (awarded 2009)

Luke Lindsay (awarded 2009)

Niall Flynn (awarded 2011)

Nick Masters (awarded 2011)

Fabio Tufano (Awarded 2013)

Jeremy Larner (since Jan 2009)

Benjamin Rees (since September 2009)

Zahra Murad (since September 2010)

Antonio Alonso Aréchar (since October 2010)

Geoffrey Castillo (since October 2012)

Luis Alejandro Lee (since October 2012)

Despoina Alempaki (since October 2013)

Di Wang (since October 2013)

## PRIMARY ADMINISTRATIVE ROLES

**Director of Admissions**, School of Economic and Social Studies, UEA (1998 – 2000)

**Director CeDEx**, University of Nottingham (2000 - )

**Director of Postgraduate Teaching**, Nottingham School of Economics (2002 – 2008)

**Deputy Head of School**, Nottingham School of Economics (2006 - )

**Director ESRC Centre**, Network for Integrated Behavioural Science (NIBS)

## EXTERNAL REVIEW AND ASSESSMENT

**Referee for journals including:** American Economic Review, Behavioral Decision Making, British Journal of Political Science, Economic Journal, Econometrica, Economica, Journal of Economic Methodology, Economics and Philosophy, Erkenntnis, Experimental Economics, Journal of Economic Behavior and Organization, Journal of Mathematical Psychology, Journal of Economic Psychology, Journal of Health Economics, Journal of Industrial Economics, Journal of Risk and Uncertainty, Oxford Economic Papers, Management Science, Review of Economic Studies, Scottish Journal of Political Economy, Social Choice and Welfare, Theory and Decision.

**External Examiner for PhD (Candidates):**

University of Joensuu, 1997 (Timo Tammi)

University of Manchester, 2000 (Alexei Belianin)

Jonköping, International Business School, Jan 2002 (Thomas Paulsson)

Erasmus University, June 2002 (Peter Marks)

University of East Anglia, April 2003 (Vittorio Pelligra)  
University of Oslo, May, 2003 (Morten Soberg)  
University of York, November 2004 (Jinkwon Lee)  
University of Amsterdam, January 2006 (Astrid Hopfensitz)  
University of East Anglia, Autumn 2007 (Ignacio Zamarron Hernández)  
University College London, Autumn 2007 (C. Lan)  
University of East Anglia, Spring 2009 (Andrea Isoni)  
HEC International Business School, Spring 2009 (Laetitia Placido)  
University Jaume I, Castellon, Spain, November 2009, (Daniel Navarro Martínez)  
University of East Anglia, December 2011, (David Rojo Arjona)

**External Assessor:**

For **senior appointments, promotions and honours** at: Texas A&M University; University of York; University of East Anglia; London School of Economics and Political Science; University of California (Berkeley); University of Warwick; University of Queensland; UCL  
For **graduate teaching programmes**: Warwick University

**Review of research proposals: Panel Member** for ESRC, Dec 2008; **ESRC Peer Review College**, Spring 2010 - **Referee**: British Academy, (USA) National Science Foundation, ESRC, Leverhulme Trust  
Newton Trust, Austrian Science Fund

**Scientific Committees:** Allais Foundation (since 2012)

**[Updated December 2013]**