

**Course Outline for CES Lecture**  
**"Field Experiments and Policy Evaluation"**  
**Christian Traxler, Philipps-Universität Marburg**

Lecture I – "Testing Enforcement Strategies in the Field"

Lecture II - "Nudges at the Dentist"

Lecture III – "Evaluating Crime Prevention Policies"

This lecture series will discuss several examples of field experiments that are designed to evaluate different policy approaches. The experiments cover quite different domains, ranging from (1) the enforcement of legal compliance (with TV licence fees), (2) the prevention of youth crime and (3) the take-up of dental check-ups. We will analyze the design features and address the pros and cons of each of the experiments. Based on that, we will also point out more general conceptual issues that arise when one plans to conduct a field experiment.

Reading List

Fellner, Gerlinde, Rupert Sausgruber and Christian Traxler (2012), Testing Enforcement Strategies in the Field: Threat, Moral Appeal and Social Information, Journal of the European Economic Association, forthcoming.

Journal of Economic Perspectives, Vol. 25, No. 3 (Summer 2011): Symposium on Field Experiments

*John A. List (2011), [Why Economists Should Conduct Field Experiments and 14 Tips for Pulling One Off](#) (pp. 3-16), Journal of Economic Perspectives, Vol. 25, No. 3*

*Jens Ludwig, Jeffrey R. Kling and Sendhil Mullainathan (2011), [Mechanism Experiments and Policy Evaluations](#) (pp. 17-38), Journal of Economic Perspectives, Vol. 25, No. 3*

*David Card, Stefano DellaVigna and Ulrike Malmendier (2011), [The Role of Theory in Field Experiments](#) (pp. 39-62), Journal of Economic Perspectives, Vol. 25, No. 3*

*Oriana Bandiera, Iwan Barankay and Imran Rasul (2011), [Field Experiments with Firms](#) (pp. 63-82), Journal of Economic Perspectives, Vol. 25, No. 3*