2023 Doctoral Winter School  
13 – 17 February  
14.00 – 18.00 (CET, Ljubljana)  

Economic Psychology (ECTS: 4)  

PHILIPP E OTTO, European University Viadrina, Germany  

**Aims of the course:**  
The purpose of this intensive course is to provide a basic introduction into Economic Psychology and its application in diverse business cases. On concrete examples the basic skills and techniques are developed to better account for the human complexities involved.  

**Course syllabus:**  
The intensive course provides psychological expansion of various economic concepts to better understand the behaviour of individuals and groups. Psychological theory helps here to develop new approaches as well as to develop sound solutions, which account for the diversity and flexibility encountered. Various research methods are learned and how these can be applied in the fields of product development, HCI, business strategy, and organizational design. Diverse research methods are combined, concentrating on empirical data and experimental approaches. Behavioural heterogeneity is to be investigated and better understood with all its facets concerning group diversity, social responsibility, fairness considerations, self-serving biases, and life satisfaction. Observable individual regularities inform personal coping strategies, but can also help with improving social design solutions.  

**Tentative schedule:**  
The course focuses on behavioural results concerning fundamental aspects of economic theory and of individual psychology. Applications are typically interdisciplinary and in practice break into distinct categories. The five days of the course begin with a broad introduction into the research background and the central concepts of economic psychology. Then various fields of practice are investigated.  
I: Decision making in the wild  
II: Knowledge, attitudes, and lay meaning of money  
III: Human resources and industrial engineering  
IV: Consumer and market behaviour  
V: Design effectiveness, fairness perception, and happiness research  

Compulsory readings prior to class  
Session 1 (Monday): Tversky et al. 1990  
Session 2 (Tuesday): Lusardi 2019  
Session 3 (Wednesday): Jung et al. 2020  
Session 4 (Thursday): Naseem et al. 2021  
Session 5 (Friday): Busseri 2018
Teaching methods/Online tools and software:

Besides the general introduction into the necessary material, experimentation, active participation, and separate group work are the main teaching methods of the course. Each lecture includes theoretical components together with practical illustrations. The material is enriched by diverse concrete examples, actively testing the experiments, and the discussion of its various cases for application. Various supportive materials are provided to enrich the teaching at all levels: typical experiments, digital surveys, and other online materials.

Course materials/List of readings:


Background Literature


Prerequisites:

No specific background in this research area is needed and all formal and practical requirements are to be acquired during the class. The compulsory readings are recommended to read before the start of the course. General primers as well as state of the art publications are provided for each research topic.

Examination Methods:

Acquired research skills are strengthened in knowledge tests and a final exam. Also, part of the ECTS evaluation is the individual participation and the discussion of a research paper of your choice.

Course credit:

Students needing course credit for their PhD studies will have to successfully pass a written exam on the last day of the course.
Biographical note:

Dr. Philipp E. Otto is specialized in Experimental Economics and Behavioural Social Sciences. In 2007 he received his PhD from the University College London and in 2017 his Habilitation from the European University Viadrina. He supported the research team of the Burgundy Business School on experiments in consumer behaviour, and teaches psychology, management, statistic, experimental, and economic classes internationally. He is guest professor at the Brandenburg Medical School Theodor Fontane for Research Methods and Economic Psychology and senior researcher at the Microeconomics Department of the European University Viadrina. Publications of his appeared in international journals such as the Journal of Economic Psychology, the Journal of Socio-Economics, the Journal of Experimental Economics, the Journal of Applied Cognitive Psychology, Economica, European Accounting Review, Kyklos, Public Choice, and Retailing & Consumer Services.

https://www.wiwi.europa-uni.de/de/forschung/ViaLab/index.html