

BENJAMIN HO

REVISED: MAY 2023
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FIELDS OF INTEREST

Applied Microeconomics, Behavioral and Experimental Economics, Environmental and Energy Economics, Political Economy, Labor Economics (Education and Personnel)

EDUCATION

Stanford University Graduate School of Business *2001-2006*

PhD in Economics

- Dissertation: “The Economics of Apologies: Theory, Experiment and Application”
- Committee: Ed Lazear (adviser), Doug Bernheim, John Roberts

Stanford University *2001-2004*

Master of Arts in Political Science

Master of Arts in Education (International and Comparative Education)
(adviser: Myra Strober)

Massachusetts Institute of Technology *1996-2000*

Master of Engineering in Electrical Engineering/Computer Science

- Thesis: Open Source Innovation in Apache Web Server (adviser: Erik Von Hippel)
- Bachelor of Science in Economics
Bachelor of Science in Mathematics
Bachelor of Science in Computer Science

EMPLOYMENT

Vassar College

- Professor of Economics *2022-present*
- Associate Professor of Economics *2015-2022*
- Assistant Professor of Economics *2011-2015*

Columbia University

- Adjunct Professor of Economics *2014-2018, 2020-2021*
- Faculty Affiliate for Center for Global Energy Policy *2015-present*

Cornell University, Johnson School of Management

- Assistant Professor of Economics *2007-2011*
- Courtesy Lecturer in Economics *2006-2007*

White House, Council of Economic Advisers

- Lead Economist for Energy and Transportation *2006-2007*

Stanford University, Department of Economics

- Lecturer in Economics *Spring 2005*

Stanford University, Graduate School of Business	
▪ Teaching and Research Assistant	2001-2006
Morgan Stanley, Fixed Income Division	
▪ Analyst	2000-2001
White House, Office of Management and Budget	
▪ Economist	1999
▪ Consultant	1999-2000
Naidan	
▪ Founding member of e-commerce startup	1999-2000

HONORS, GRANTS, FELLOWSHIPS

Collins Research Fund – Vassar College	2018-2023
Collins Research Fund – Vassar College “Energy Consumption and Habit Formation – Evidence from High Frequency Consumer Thermostat Usage Data”	2013-2015
Elinor Nims Brink Fund Vassar Research Grant “Developing the Capacity of the Vassar Experimental Economics Lab for Online Experimentation”	2013-2014
CKF Foundation Grant for “Opportunity and Mobility”	2013-2014
Dyson Fellowship – University of Melbourne	2012
Poets and Quants 40 Best B-School Profs Under 40	2011
Cornell Institute for Soc Sci –Judgment and Decision Making - Faculty Fellow	2009-2012
Cornell Institute for Soc Sci – Small Grant – “Novelty and Popularity in News”	2009
Cornell Institute for Soc Sci – Small Grant - “Paying for Climate Change”	2008
Nominee, Apple Teaching Award, Cornell Johnson School	2008, 2009, 2010
NSF Graduate Research Fellowship Recipient	2003-2006
Jaedicke Award - Stanford GSB	2003
Recipient, 2005 Summer Research Fellowship, John M. Olin Program in Law and Economics, Stanford Law School.	2005
Stanford GSB Human Subjects Grant	2005
Stanford GSB Interdisciplinary Behavioral Research Grant	2004 and 2005
Stanford GSB Departmental Fellowship	2001-2006
Member of Sigma Xi, Tau Beta Pi, Eta Kappa Nu Honor Societies	1999-

- “Do investors care about corporate apologies? Evidence from chemical disasters.” (with Sijia Fan, Qi Ge, Lirong Ma) (2023) *Journal of Economic Behavior and Organization*.
- “Toward an Understanding of the Economics of Apologies: evidence from a large scale field experiment” NBER working paper <https://www.nber.org/papers/w25676> (with Basil Halperin, John List and Ian Muir) (2022) *Economic Journal*.
- “Overhead and Efficiency of Non Profits” (with Yujie Feng and Baran Han) (2020) *Applied Economic Letters*.
- “Energy Use and Temperature Habituation: Evidence from High Frequency Thermostats” (with Qi Ge) (April 2019) *Economic Inquiry*
- “Ethno-Gender Outcomes in China’s Labour Market” (with H Cherng and R Hasmath) *Journal of Contemporary China*, 28 (2019)
- “Rank Reversal Aversion inhibits redistribution across societies” (with Stephan Meier and Zhou Xinyue and Wenwen Xie) (2017) *Nature: Human Behavior*
- “The Effects of Moral Licensing and Moral Cleansing: in Contingent Valuation and Laboratory Experiments on Willingness to Pay to Reduce Negative Externalities” (with Gregory Poe, John Taber, Antonio Bento) (2016) *Environmental and Resource Economics*, 64(2), 317-340
- “The Cultural Transmission of Cooperative Norms” (with Xinyue Zhou and Yan Liu) (2015) *Frontiers in Psychology : Cognitive Science*
- “Herd Journalism: Investment in Novelty and Popularity in Markets for News “ (with Peng Liu) (2015) *Information Economics and Policy*
- “Optimal Price Instruments in Voluntary Emission Markets” (with Antonio Bento, Mario Ramirez) (2015) *Resource and Energy Economics*
- “Heterogeneous Effects of Peer Informational Nudges on Pro-Social Behavior?” (with Jiayi Bao) (2015) *BE Press Journal of Economic Analysis and Policy*
- “Job Acquisition, Retention, and Outcomes for Ethnic Minorities in Urban China?” (with Hasmath, R) (2015) *Eurasian Geography and Economics June 2015*
- "An Alternative Perspective on Inequality and Health" (with Sita Slavov) (2012) *Economics Bulletin*
- “Apologies as Signals: With Evidence from a Trust Game” *Management Science* - Special issue for behavioral economics. (2012) 58:141-158
- “What is the Value of an Apology: An Empirical Analysis of Apology Laws for Medical Malpractice” (with Elaine Liu) *Journal of Empirical Legal Studies* (2011) Vol 8, s1, pp179-199.
- “Does Sorry Work? The Impact of Apology Laws on Medical Malpractice” (with Elaine Liu) *Journal of Risk and Uncertainty* (2011) Volume 43, Number 2, 141-167
- “Focal points in coordinated divergence” (with Chip Heath and Jonah Berger) *Journal of*

Economic Psychology 27 (2006) 635-647

BOOKS

Why we Trust: an Economist's Guide to the Ties that Bind Us Columbia University Press 2021

(selected) Book Reviews for *Why Trust Matters*

- "Are Americans more Trusting than they Seem" *New Yorker* July 26, 2021
- "Stranger Danger: An Economist's Guide To Overcoming Distrust" *NPR Planet Money* April 6, 2021

BOOK CHAPTERS AND DISCUSSION PAPERS

"State Apologies and the Rehumanization of Refugees, Indigenous and Ethnic Minority Groups" (w/ Reza Hasmath and S. Kay-Reid): In book: *Resisting the Dehumanization of Refugees: A Transdisciplinary Perspective*. Edmonton: Athabasca University Press. (forthcoming)

"Religion and the Economics of Trust" in *Trust and the Franciscan Tradition* (forthcoming), Franciscan Institute Press

Testimony for *Inspire To Serve*, Congressional Commission on Military, National and Public Service <https://inspire2serve.gov/hearings/creating-expectation-service-hearing-infrastructure-serve-america> (2019)

"Trust and the Law" (with David Huffman) for the *Handbook of Behavioral Economics and the Law*. (2018)

"Internal Carbon Accounting at a Small Liberal Arts College" (w A Hall, B Ernst, J. Falino, J. Miller, N. Garafola, E Norell, M. Cunningham) (2015)

"Understanding Energy Efficiency Benefits from Smart Thermostats in Southern California" *EnergyHub White Paper* (April 2014)

"Measuring Inequality: One Size does not fit all" (with Sita Slavov) *AEI Perspectives* (April 28, 2014)

"Identity Signaling with Social Capital: A Model of Symbolic Consumption" (with Jonah Berger and Yogesh Joshi) *Marketing Science Institute Report* 11-104. (April 2011)

"Energy in the Transportation Sector" (with Ann Wolverton) in *Economic Report of the President 2007* (Government Printing Office, 2007)

"Divergence in Cultural Practices: Tastes as Signals of Identity" Unpublished manuscript Stanford GSB (with Jonah Berger and Chip Heath) May 2005

WORKING PAPERS

"Fear and Favoritism in the Age of Covid-19" (with Baran Han, Inbok Rhee, and Chris Tabakis) *Revise and Resubmit Political Behavior*.

"Non-profit Partisanship" (with Baran Han and Zizhe Xia) under review.

Hasmath, R., Ho, B. and Kay-Reid, S. (2020) “State Apologies and the Rehumanization of Social Groups”, Presented at Workshop on Ethics, Rights, Culture and the Humanization of Refugees (Edmonton, Canada), February 7-8.

“The Present Value of Future Explanations” July 2015 (with Sean McCoy)

“Contracts and Trust: Is Trustworthiness a Substitute or Complement for the Law?” (with Evsen Turkey) Jan 2014

“The Effect of Financial Status on Political Views?” (with Sita Slavov) August 2015

WORK IN PROGRESS

“Fear and Medical Testing” (with Zoey Chopra)

“Favors” (with Ken Livingston)

“Loss Aversion and Altruism” (with Mathew Nagler)

“The price of immigration” (with Ed Lazear, Korok Ray, Alex Smith)

TEACHING

Energy and Environmental Economics 2009-present

Vassar College

Cornell University

Online MOOC for Udey and Outlier.org (spinoff of Masterclass)

Political Economy 2008-present

Vassar College, Cornell University

Research Methods in Economics 2016, 2020, 2022

Vassar College, Columbia University

Ethics of Environmental Economics 2017

Vassar College

Behavioral and Experimental 2011-present

Vassar College

Intermediate Microeconomics 2008-2016

Vassar College, Cornell University

Principles Microeconomics 2012

Vassar College

Game Theory 2014-2018

Columbia University

Public Economics 2005

Stanford University

Authored Supplemental Course Material for
David Just’s *Introduction to Behavioral Economics* 2012

US Academic Decathlon	2012
Teaching Assistant for Macroeconomics (undergrad), Cost-Benefit Analysis (undergrad), Microeconomics (MBA), Personnel Economics (MBA) Stanford University	2003-2005

PROFESSIONAL SERVICE

Campus Service (Vassar College):

Data Science Steering Committee	2022-
Equity (DEI) Advisor	2018-
Research Committee	2020-2022
Committee on Climate Action and Sustainability	2020-2022
Environmental Research Institute Steering Committee	2012-2020
Institutional Animal Care and Use Committee	2012
Committee for Academic Technologies	2014-2019
Independent Program Committee	2016
Faculty Advisory Council for Liberal Arts Consortium for Online Learning	2015-

Seminar Co-Organizer: Cornell Behavioral Economics Seminar, 2007-2010, Cornell Applied Microeconomics Seminar, 2009-2010; Vassar Economics Seminar 2011-

Seminar Presentations:

MIT Sloan School, 2006; Cornell Johnson School 2006; UC Santa Cruz, Econ Dept 2006.; Pomona, Econ Dept 2006; Williams, Econ Dept 2006; Haverford, Econ Dept 2006; U Illinois – Urbana Champagne, Econ Dept 2006; Case-Western Reserve, Econ Dept., 2006; Vanderbilt Econ Dept 2007; University of Sydney, 2009; University of Melbourne, 2009; Peking University HSBC School of Business, 2010 ; University of Sydney, 2012; University of East Anglia, 2012; Monash University, 2012; KIEP, Seoul, 2012; UT Dallas, 2013; Texas A&M 2013; UT Houston, 2013; UCSD 2013; Hamilton College, 2014; Bowdoin College 2014; Haverford College 2016; Columbia University Sustainable Development 2016; Williams College 2018; University of San Francisco (invited) 2021); Marist College (invited) 2021; University of Kent (invited) 2021

Conference Co-Organizer: Cornell University Meaning of Consumption Conference (with Bob Frank, Ori Heffetz, Leaf Van Boven), 2008

Conference Participation:

American Economic Association Annual Meeting	2008; 2010; 2019; 2021
Keynote Speaker: Trust in the Franciscan Tradition	2022
CIFAR Energy Roundtable at MIT	2017
LAC-DEV Liberal Arts College Development Conference	2016
Behavioral Econ Annual Meeting (BEAM)	2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2023
LACOL Teaching and Learning with Technology	2014, 2016, 2017
Stanford Institute of Theoretical Economics (SITE)	2011, 2013, 2018
Economic Science Association Meetings	2006, 2007, 2008; 2009, 2010, 2013, 2014
Economic Science Association (ESA) International Meeting,	2012

Haverford Behavioral and Experimental Econ Mid Atlantic (BEEMA) 2013, 2014
Stanford Precourt: Behavior, Energy, and Climate Change 2008, 2010, 2014
Behavioral Environmental Economics Conference, Toulouse, France, 2012
DOE Sunshot Market Transformation Workshop, LBL National Labs 2012
Utah Business Economics 2013
Silvaplana Workshop for Political Economics 2013
Gas Drilling and Sustainability, Cornell University Law School 2011
Judgment by the Numbers, Cornell University 2010
American Society of Health Economists 2010
Yale SOM Student Conf. on Behavioral Finance, Economics and Marketing 2005
European Science Days, Steyr (Austria) in Organizations/Personnel 2003, 2004
Workshop in Institutional, Behavioral Economics, Trento (Italy) 2003, 2004

Referee: American Economic Review, Journal of Political Economy, Journal of Political Economy: Micro, Games and Economic Behavior, Journal of Human Resources, International Economic Review, Journal of Law Economics and Organization, Journal of Public Economic Theory, Organizational Behavior and Human Decision Processes, Economic Inquiry, Psychological Science, Evolution and Human Behavior, Economics Bulletin, Management Science, Berkeley Electronic Journal of Economic Analysis and Policy; National Science Foundation; Journal of Environmental Economics and Management; Journal of Empirical Legal Studies; Journal of Economic Behavior and Organization, Journal of Economic Education; Journal of Behavioral and Experimental Economics; Evolution and Human Biology; Journal of Economic Psychology; Cambridge University Press; Journal of the Economic Science Association; Economics; Resource and Energy Economics; Journal of Policy Analysis and Management; Columbia University Press; Journal of Institutional Economics; Journal of Environmental Management; Academy of Management Journal; Routledge Press; Columbia University Press; Southern Economics Journal; Transactions on Social Computing; Eastern Economics Journal; Stanford Law Review; Environment and Resource Economics; Oxford University Press; Judgment and Decision Management; Routledge Press; Journal of Health Economics; Ecological Economics; Public Finance Review; Frontiers in Psychology; European Economic Review

Editorial Board: Cogent OA Social Sciences (2016-2018)

Member: American Economics Association.

PhD Advising: Committee Member for Baran Han (KDI School of Public Policy), 2009; Fernanda Leon (University of East Anglia), 2010, John Taber (FERC), 2011, Mario Ramirez (PWC) 2011

Consulting: Coherent Research Institute, 2015; Charity Navigator, 2014; Energy Hub 2013-2014; Bloomberg Government, 2011; Acadia Consulting Group, 2009; Conservation Services Group 2009; Government of Singapore, 2002; White House Office of Management and Budget, 1999-2000;

Museums: Co-curator for “Off the Market: Gift Economies and Art at the Loeb” at the France Lehman Loeb Art Center

International/Government Service: World Bank Roundtable on Trust (2021); CIFAR

Workshop on Climate Change at MIT 2017; Delegate to the US-China Strategic Economic Dialogue 2007; NGO Observer to the Copenhagen COP15 United Nations Climate Negotiations, 2009; Department of Energy Sunshot Solar Power workshop participant, 2012

Security Clearance: Top Secret (expired)

Popular Writing and Speaking:

Economist Magazine Impact Project on Carbon Taxes Nov 2022

Podcasts/Speaking on Why Trust Matters

- Trust Talk May 2023
- Dow Jones Market Watch May 2023
- NPR April 2022
- New Bazaar Podcast with Cardiff Garcia Jan 2022.
- Bloomberg Book Club Nov 2021
- MIT Dalai Lama Center for Ethics Fall 2021.
- New Books Podcast with Peter Lorentzen Fall 2021
- Daniel Peris History and Investing Podcast Fall 2021
- Alain Guillot Podcast Fall 2021
- NPR Planet Money and NPR Academic Minute Fall 2021

Why Cheap Solar Could Save the World. *NPR Planet Money*. Feb 11, 2020

Business Scholarship Podcast with Andrew Jenkins Dec 2021

The Problem with Pandemic Shaming. AEI Blog. Sept 2020

Why Has Trust in Experts Declined. AEI Blog. Sept 2020

How Firms Should Apologize. *Vox EU*. Oct 2019

Lifhacker “How I Work” Jan 23, 2019 and “How Successful People Deal with Rejection” Feb 13, 2019

Contributor for *Quartz*, The Atlantic Publishing Group

- “Storytellers are the future of the economy” July 21, 2017
- “How Hollywood manipulates you by using your childhood memories” Nov 8, 2017

“More Spending Won’t Solve Anything” Letter - *Technology Review*, July 2017

Keynote Address, Fall Forum for the Institute for Private Investors, Oct 5, 2016

Op-Ed “The Conservative Case for Solar Subsidies” *New York Times* Jan 5, 2016

Karma, Cause Effect and Illusion, at Rubin Museum of Art Oct 23, 2015

Guest Columnist, US News And World Reports, Feb – May 2014

- “American Manufacturing Jobs Are a Thing of the Past”,

- “Higher College Tuition Costs Don’t Actually Spell Disaster for Students”

“The Science of Apologies with Experimental Evidence” *VOX EU*, May 13, 2014

Guest Columnist, Nerd Wallet.com 2012

“Social Science and Climate Change” *Cornell Enterprise Magazine (Fall 2009)*

“What Should We Really Be Doing About Global Warming” *New York Times FREAKONOMICS Blog* (September 2007)

Chronicle Careers Columnist for *Chronicle of Higher Education* (2005-2006)

Selected Media Mentions:

Inflation is thriving in our era’s lack of trust. *Washington Post*. Apr 2023

What Happened when an Olive Oil Company Apologized. *Wall Street Journal*. Jan 2023

When Apologizing Proceed with Caution. *Harvard Business Review* Nov-Dec 2019

How to Optimize Your Apology. *Freakonomics*. Ep 353 Oct 10, 2018

The Economics of Apologies. *NPR All Things Considered and Planet Money Indicator*. Oct 12, 2018

Why Saying Sorry Isn't as easy as it seems. *NPR All Things Considered* Oct 17, 2018.

Select Media Mentions for Rank Reversal Aversion paper in *Nature Human behavior*

- "Let Them be Equal but not too equal" *Taipei Times*
- "Intriguing experiment reveals a fundamental conflict in human culture" *Ars Technica*
- "Humans want equality, researchers found, so long as the rich stay rich and the poor stay poor" *Quartz*
- "Help thy neighbor but only so much" *Public Radio International and Yahoo News*
- Radio Interview *Singapore 938 Live*

"Finally in Sight, \$1 a watt Solar milestone shows long road ahead" *Technology Review* June 2016

"What's it really worth? A behavioral economist on values in art" Interview for *Boilerplate Magazine* Oct 2014

"NSF Grants to Bolster Science and Humanities Research" *Vassar Quarterly*. Winter 2015

"Vassar College Awarded more than \$600,000" - *Hudson Valley Press* Nov 26, 2014

"Game Change" *Science for the People* - Radio Interview. August 2014

"Will apology cause patients to sue?" *Physician Risk Management* July 2014

"What will the GM Recalls Really Cost?" *America Weekend* - Radio Interview – June 2014

"Economics of Apologies" Cory Doctorow. *Boing Boing*. May 13, 2014

"Well-Heeled Student Loan Borrowers Are the Most Cautious Home Buyers" *The Street* (Sept 2013)

"Overall health inequality seems to be down" *Marginal Revolution* (March 2013)

"Free Courses, Elite Colleges" *Insider Higher Ed*, Jan 27, 2012

"Free Online Classes May Help MBA Students" *US News and World Reports* Feb 27, 2012.

"Company unveils line of free online courses from elite colleges" *Insider Higher Ed* Jan 27, 2012.

"States Cut Malpractice Payouts by Encouraging Doctors to Apologize" *Harvard Business Review*, September 22, 2011.

"Week in Ideas" *Wall Street Journal*, August 27, 2011.

"Please accept my apologies for bringing this sorry subject to your attention" *Chicago Tribune* (May 10, 2011)

"The World's Best B-School Profs Under the Age of 40" *Poets and Quants* (February 15, 2011)

"Public Policy Gains a Foothold at B-School" *BusinessWeek* (March 1, 2010)

"Why It's Not Easy Being Green" Radio Interview for Public Radio's *The Takeaway* (December 7, 2009)

"The Last Experiment" *Seed Magazine*, (April 22, 2009)

"For fallen bankers, sorry may be the hardest, and smartest, word" *International Herald*

Tribune, CNBC, Straits Times (Oct 23, 2008)

Interviewed on *BBC World* (June 22, 2007)

“Dear Economist...” *Financial Times*, (June 8, 2007)

“The Tao of Job Searches” *Stanford Business Magazine* (February 2007)