

# BENJAMIN HO

REVISED: JUNE 2016  
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## FIELDS OF INTEREST

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

## EDUCATION

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**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

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**Vassar College**

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

**Columbia University**

- Adjunct Professor of Economics *2014-present*
- 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**
- Research Assistant 1999
- Consultant 1999-2000
- Naidan**
- Founding member of e-commerce startup 1999-2000

#### HONORS, GRANTS, FELLOWSHIPS

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- 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
- 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-

#### PEER REVIEWED PAPERS

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- “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) June 2016 (*Environmental and Resource Economics*, 64(2), 317-340)
- “The Cultural Transmission of Cooperative Norms” (with Xinyue Zhou and Yan Liu)

2015 6:1554 *Frontiers in Psychology : Cognitive Science*

“Herd Journalism: Investment in Novelty and Popularity in Markets for News “ (with Peng Liu) (2015) *Information Economics and Policy* Volume 31, June, pg 33-46

“Optimal Price Instruments in Voluntary Emission Markets” (with Antonio Bento, Mario Ramirez) (2015) (*Resource and Energy Economics* vol 41, August 2015, pg 202–223)

“Heterogeneous Effects of Peer Informational Nudges on Pro-Social Behavior?” (2015) (with Jiayi Bao) (*BE Press Journal of Economic Analysis and Policy* April 2015)

“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) *Economics Bulletin*, Vol. 32 No. 4 pp. 3182-3196 (2012)

“Apologies as Signals: With Evidence from a Trust Game” *Management Science - Special issue for behavioral economics* (2012). January 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

#### BOOK CHAPTERS AND DISCUSSION PAPERS

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

“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

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“Innate preference for social order inhibits redistribution across human societies” (with Stephan Meier and Zhou Xinyue and Wenwen Xie) (under review) Aug 2014

“Energy Use and Habits: an event study of consumer thermostat usage” July 2014 (with Qi Ge)

“The Present Value of Future Explanations” July 2014 (with Sean McCoy)

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

“The Effect of Financial Status on Political Views?” (with Sita Slavov) July 2014

“Optimal Charitable Fundraising” (with Baran Han) Jan 2015

#### WORK IN PROGRESS

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“Fool me once shame on you...” (with David Ong) — pilot completed

“Conscientiousness” (with Elaine Liu and Michael Price) – pilot completed

“Legitimacy and Trust” (with Reza Hasmath) – pilot completed

“The effect of Kinked and Notched tax schedules on Charitable Giving: A Lab Experiment” (with Joel Slemrod, Jim Sallee and John Taber) – pilot completed

#### TEACHING

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Energy and Environmental Economics 2009, 2010, 2012  
Cornell University and Online MOOC for UdeMy’s [facultyproject.org](http://facultyproject.org)

Political Economy 2008-2011, 2012, 2015  
Vassar College, Cornell University

Behavioral and Experimental 2011, 2012, 2013, 2015  
Vassar College

Intermediate Microeconomics 2008-2010, 2011, 2013, 2014  
Vassar College, Cornell University

Principles Microeconomics 2012  
Vassar College

Game Theory 2014, 2015  
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) 2003-2005

PROFESSIONAL SERVICE

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**Campus Service (Vassar College):**

Environmental Research Institute Steering Committee	2012-
Institutional Animal Care and Use Committee	2012
Committee for Academic Technologies	2014-
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; CCNY Graduate Center 2015 (invited)

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

**Conference Participation:**

Stanford Institute of Theoretical Economics (SITE)	2011, 2013
Behavioral Econ Annual Meeting (BEAM)	2009, 2010, 2011, 2012, 2013, 2014, 2015
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
American Economic Association Annual Meeting	2008; 2010
LACOL Teaching and Learning with Technology, Pomona College	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, 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

**Member:** American Economics Association, Economic Science 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;

**International/Government Service:** 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:**

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

**Media Mentions:**

“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

“Free Courses, Elite Colleges” *Insider Higher Ed*, Jan 27, 2012  
 “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 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)