

EREZ YOELI

MIT SLOAN SCHOOL OF MANAGEMENT
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PROFESSIONAL EXPERIENCE

Director, Applied Cooperation Initiative: MIT Sloan School of Management (2018–present), Yale (2015–2018)

Research Scientist: MIT Sloan School of Management (2018–present), Yale (2017–2018), Harvard Program for Evolutionary Dynamics (2015–2017)

Lecturer: Harvard Department of Economics (2016–present), Stanford GSB (2023), Stanford Department of Economics (2023), Hebrew University Department of Economics (2022), Technion (2013–2016), Boston College Department of Economics (2014–2015), Harvard Department of Human and Evolutionary Biology (2015), Harvard Department of Psychology (2014), MIT Department of Economics (2013–2014), UCSD Rady School of Business (2011–2012), John Hopkins Advanced Academic Programs (2010–2011)

Academic Advisor: Keheala (2014–present), Stepchange (2022–present), Culdesac (2022–2023), Activote (2019–2022)

Visiting Scholar: Stanford Department of Economics (2022–2023), Harvard Program for Evolutionary Dynamics (2013–2015)

External Graduate Faculty: University of Maine School of Marine Sciences (2021–2023)

Economist: Federal Trade Commission (2009–2015)

EDUCATION

University of Chicago Booth School of Business, MBA (2008) and PhD in Economics (2009)

Stanford University, AB in Economics with Departmental Honors (2003)

Manhattan School of Music (1999)

BOOKS

Erez Yoeli. 2027 (expected). *Pulling Together: The New Science of Large-Scale Cooperation*. MIT Press

Moshe Hoffman and Erez Yoeli. 2022. *Hidden Games: The Surprising Power of Game Theory to Explain Irrational Human Behavior*. Basic Books

ACADEMIC PUBLICATIONS

Yoeli, Erez, and David Rand. 2025. “CROSSROADS—Promoting cooperation: Insights and challenges.” *Organization Science*, 36(5)

- Kramer, Eli, Erez Yoeli, and David G. Rand. 2025. "Counterproductive norms can be addressed via informational interventions: The case of 'wishcycling'." *Global Environmental Psychology*
- Skali, Ahmed, Benno Torgler, and Erez Yoeli. 2025. "97. Perverse social norms." *Elgar Encyclopedia of Behavioural and Experimental Economics*, 332
- Jackie Baek, Justin J. Boutilier, Vivek F. Farias, Jónas Oddur Jónasson, Erez Yoeli, 2025. "Policy Optimization for Personalized Interventions in Behavioral Health." *Manufacturing and Service Operations Management*, 27(3). Winner, the *INFORMS* William Pierskalla Best Paper Competition.
- Voelkel, Jan G., et al. "Megastudy testing 25 treatments to reduce antidemocratic attitudes and partisan animosity." *Science*, 386.6719
- David G. Rand and Erez Yoeli. 2024. "Descriptive Norms Can 'Backfire' in a Hyper-Polarized Context." *PNAS Nexus*, 3(10)
- Stylianios Syropoulos, Sania Ashraf, Olivia Gomez, Frank Lowenstein, Anam Tariq, Travis Niles, Mary Fischer, Liane Young, and Erez Yoeli. 2024. "Changing Community Climate Change Attitudes: Evidence from a Community Exhibit Intervention", *Journal of Environmental Psychology*, 102369
- Carattini, Stefano, Kenneth Gillingham, Xiangyu Meng, and Erez Yoeli. 2024. "Peer-to-peer Solar and Social Rewards: Evidence from a Field Experiment." *Journal of Economic Behavior and Organization*, 219
- Sebastian Jilke, Florian Keppeler, John Ternovski, Dominic Vogel, Erez Yoeli. 2024. "Policy Makers Believe Money Motivates More than it Does." *Scientific Reports*, 14(1)
- Justin Boutilier, Erez Yoeli, Jon Rathouser, Philip Owiti, Ramnath Subbaraman, and Jonas Oddur Jonasson, 2022. "Can Digital Adherence Technologies Reduce Inequity in Tuberculosis Treatment Success? Evidence from a Randomised Controlled Trial." *British Medical Journal Global Health*, 7
- Lukas Hensel, Marc Witte, Stefano Caria, Thiemo Fetzer, Stefano Fiorin, Friedrich M. Goetz, Margarita Gomez, Johannes Haushofer, Andriy Ivchenko, Gordon Kraft-Todd, Elena Reutskaja, Christopher Roth, Erez Yoeli, and Jon M. Jachimowicz. 2021. "Global Behaviors, Perceptions, and the Emergence of Social Norms at the Onset of the COVID-19 Pandemic." *Journal of Economic Behavior and Organization*, 193
- Justin Boutilier, Jonas Jonasson, and Erez Yoeli. 2021. "Improving TB Treatment Adherence Support: The Case for Targeted Behavioral Interventions." *Manufacturing and Service Operations Management*, 24(6). Finalist, the *INFORMS* William Pierskalla Best Paper Competition.
- Juan Palacios, Yichun Fan, Erez Yoeli, Jianghao Wang, Yuchen Chai, Weizeng Sun, David Rand, Siqi Zheng. 2022. "Encouraging the Resumption of Economic Activity After COVID-19: Evidence from a Large Scale Field Experiment in China." *Proceedings of the National Academy of Sciences*, 119(5)
- Jillian Jordan, Erez Yoeli, and David Rand. 2021. "Don't Get It or Don't Spread It: Comparing Self-interested Versus Prosocial Motivations for COVID-19 Prevention Behaviors." *Nature Scientific Reports*, 11
- Zoe Rahwan, Erez Yoeli, and Barbara Fasolo. 2019. "Heterogeneity in Banker Culture and its Influence on Dishonesty." *Nature*, 575(7782)
- Erez Yoeli, Jon Rathouser, Syon Bhanot, Maureen Kimenye, Eunice Mailu, Enos Masini, Philip Owiti, and David Rand. 2019. "Digital Health Support in Treatment for Tuberculosis." *The New England Journal of Medicine*, 381

Syon Bhanot, Gordon Kraft-Todd, David Rand, and Erez Yoeli. 2018. "Putting Social Rewards and Identity Salience to the Test: Evidence from a Field Experiment on Teachers in Philadelphia." *Journal of Behavioral Public Administration*, 1(1)

Erez Yoeli, David Budescu, Amanda Carrico, Magali Delmas, Paul Ferraro, Hale Forster, Carol Heller, Howard Kunreuther, Ezra Markowitz, Bruce Tonn, Michael Vandenberg, Rick Larrick, Mark Lubell, and Elke Weber. 2017. "Behavioral Science Tools for Energy and Environmental Policy." *Behavioral Science & Policy*, 3(1)

Todd Rogers, John Ternovski, and Erez Yoeli. 2016. "Potential Follow-up Increases Private Contributions to Public Goods." *The Proceedings of the National Academy of Sciences*, 113(19)

Moshe Hoffman, Erez Yoeli, and Martin Nowak. 2015. "Cooperate Without Looking." *The Proceedings of the National Academy of Sciences*, 112(6)

Gordon Kraft-Todd, Erez Yoeli, Syon Bhanot, and David Rand. 2015. "Promoting Cooperation in the Field." *Current Opinions in Behavioral Sciences* 3

Dave Rand, Erez Yoeli, and Moshe Hoffman. 2014. "Harnessing Reciprocity to Promote Cooperation and the Provisioning of Public Goods." *Policy Insights from Behavioral and Brain Sciences*, 1(1)

Erez Yoeli, Moshe Hoffman, David Rand, and Martin Nowak. 2013. "Powering Up With Indirect Reciprocity in a Large-Scale Field Experiment." *The Proceedings of the National Academy of Sciences* 110 (Supplement 2)

PUBLICATIONS IN THE POPULAR PRESS

"Nudging Consumers to Purchase More Sustainably," *Harvard Business Review*, August 11, 2022

"How Game Theory Explains Why We Have to Sanction Putin – Even If It's Costly," *Politico*, April 21, 2022, with Moshe Hoffman

"The Resurgence of Tuberculosis is Behavioral, not Medical. Nudges Can Fix It," *STAT*, October 25, 2019, with Dave Rand

"Is the Key to Successful Prosocial Nudges Reputation?" *Behavioral Scientist*, July 31, 2018

"Feeling helpless about the US election? Five things you can do to get out the vote in 2016," *Quartz*, November 2, 2016, with Moshe Hoffman and Dave Rand

"The Trick to Acting Heroically," *The New York Times*, August 28, 2015, with Dave Rand

"How to Get People to Pitch In," *The New York Times*, May 15, 2015, with Gordon Kraft-Todd, Syon Bhanot, and Dave Rand

"How to Prevent Summer Blackouts," *The New York Times*, July 5, 2014, with Moshe Hoffman and Dave Rand

"Effective Red Lines," *The Economist*, September 14-20 2013, with Moshe Hoffman

"Assigning Property Rights to Human Tissue," *Rady Business Journal*, Winter 2013, with Marcella Bothwell

"The Risks of Avoiding a Debate on Gender Differences," *Rady Business Journal*, Winter 2013, with Moshe Hoffman

SELECT PRESS MENTIONS

- “Moshe Hoffman and Erez Yoeli on the Surprising Power of Game Theory to Explain Irrational Human Behavior,” *The Michael Shermer Show*, May 10, 2022
- “Three Game Theory Principles Can Create an Environment Where Cooperation and Altruism Thrive,” *The Economics Times of India*, April 29, 2022
- “‘Hidden Games’ Review: Secret Equations,” *Wall Street Journal*, April 24, 2022
- “Ask Arieli: All Your Neighbors Are Going to the Comedy Club,” *Wall Street Journal*, February 16, 2021
- “Mask Communication,” *NPR Planet Money*, August 8, 2020
- “How to Get TB Patients to Take Their Pills? Persistent Texting and a ‘Winners Circle’,” *The New York Times*, September 4, 2019
- “How to Motivate People to Do Good,” *The Lisa Valentine Clark Show, BYU Radio*, January 14, 2019, at minute 31:45
- “The Virtue of Sharing,” *Radio National*, June 17, 2018, at minute 22:30
- Playing the ‘Envelope Game’,” *Harvard Gazette*, February 19, 2015
- “Theoretical Support Found for Authentic Altruism,” *The Boston Globe*, January 28, 2015
- “The Psychology of Being Online,” *Huffington Post*, October 8, 2013
- “Reputation vs. Cash Rewards: How to Inspire Good Behavior,” *TIME*, June 14, 2013
- “Reputation as a lever,” *Harvard Gazette*, June 12, 2013
- “Positive Peer Pressure More Effective Than Cash Incentives, Study Finds,” *UCSD News Center*, June 11, 2013

SELECT SPEAKING ENGAGEMENTS AND KEYNOTES

BEST BITA (Behavioral Economics) Conference Keynote (2025), Carnegie Foundation Global Ethics Day (2023), Vanderbilt Nonprofit Speaker Series (2021), Create Good (2021), DLD Munich (2019), Amgen Global Compliance Team Meeting (2019), TEDxCambridge (2018)

SELECT ACADEMIC PRESENTATIONS

- “Policy Makers Believe Money Motivates More Than It Does: Evidence from A City-wide Vaccination Campaign in Ravensburg, Germany”
University of Chicago Advances in Field Experiments (2023)
- “Categorical Norms”
Harvard Working Group in Political Psychology and Behavior (2025), NOBEC Social Norms Conference (2022)
- “Harnessing Machine Learning to Improve Digital Health Interventions and Promote Tuberculosis Treatment Completion”
Stanford Bioethics (2022), MIT CODE (2022)
- “A Checklist for Prosocial Messaging Campaigns”
Ben Gurion University (2021)

“Behavioral Digital Health Interventions to Promote Tuberculosis Treatment Success”

CHIBE Behavioral Science and Health Symposium (2023), American Economic Association (2023), Advances in Field Experiments (2022), BU Human Capital Initiative (2021), MIT CODE (2018), MIT Sloan Marketing Seminar (2018), University of Chicago Advances in Field Experiments (2017), The Union Lung Health Conference (2017), University of Queensland Business School (2017)

“Harnessing Reputations to Promote Contributions to Public Goods”

Toulouse School of Economics (2018), University of Queensland Business School (2017), Tilburg Department of Economics (2017), Institute for Advanced Studies Toulouse (2017), University of Michigan School of Information (2017), University of California San Diego Graduate School of Public Policy (2017), FISCALIS Workshop on Tax Evasion (2015), International Workshop on Market Design Technologies for Sustainable Development (2015), Behavioral Science and Policy Association (2015), Resources for the Future (2015), Ideas42 (2014),

“Higher Order Beliefs and Social Behavior”

European Commission Joint Research Center (2015)

“Cooperate Without Looking”

European Commission Joint Research Center (2015), Mount Holyoke College Economics Seminar (2013)

“Powering Up With Indirect Reciprocity”

Academy of Management Meeting (2015), Behavioral Insights Team (2014), Association for Consumer Research North American Conference (2013), Smart Grids and Energy Efficiency (2010), Economic Science Association North-American Conference (2010)

TEACHING

“Game Theory and Social Behavior” (BA), Harvard University Department of Economics (2016–present), Stanford University Economics Department (2023), Boston College (2014–2016), Harvard University Department of Human and Evolutionary Biology (2015), Harvard University Psychology Department (2014), MIT Economics Department (2013–2014)

“Altruism: Theories and Practice” (PhD), Stanford Graduate School of Business (2023)

“Understanding Altruism” (BA), Harvard University Department of Economics (2014–2016)

“Microeconomics” (MBA), Technion (2013–2016), UCSD Rady School of Management (2011–2012)

“Microeconometrics” (MA), Johns Hopkins Advanced Academic Programs (2010–2011)

GRADUATE ADVISING

Kate Pugh, University of Maine School of Marine Sciences

UNDERGRADUATE ADVISING

Alex Zhou, Harvard '23, “Assessing the Impacts of Arizona’s Net Billing Transition on Residential Solar Adoption”

Clara Nguyen, Harvard '23, “The Impact of Disclosure Rules on Evidence Presented at Trial”

Annie Zhao, Harvard '21, “Beliefs about Cheating: Evaluating the Impact of Public Justifications”

Anli Chen, Harvard '20, "Changing Climate, Changing Behavior: Evaluating the Impact of Observability and Framing on Carbon Offset Donations"

Anton Ulyanov, Harvard '19, "Evaluating the Impact of Observability and Framing in: Implementation Intentions-Based Nudges Toward Dorm Winterization" Winner, *Hoopes Prize*

Molly Moore, Harvard '17, "Reducing Campus Sexual Assault: An RCT to Promote an Online Pledge to Intervene," Pursuing Ph.D. in Behavioral Sciences at Harvard Kennedy School

Nicholas Gupta, Harvard '17, "Welfare Implications of Costly Signals"

Penghui Zhou, MIT '16, "Sophisticated Signaling," Best Paper, *MIT Undergraduate Economics Association Journal*

Andrew Ferdowsian, BC '16, "Three Useful Models of Costly Signaling," Ph.D. in Economics at Princeton University, Associate Professor at University of Exeter

Andrew Raftery, Harvard '16, "Reciprocity With Imperfect Information: Why Altruism is So Quirky," Winner, *Hoopes Prize*

Eric Lubin, MIT '15, "DyPy: A Library for Evolutionary Dynamics of Matrix Form Games"

TESTIMONY

Federal Trade Commission v. Intuit (2023)

United States of America and the States of Illinois, North Carolina, Ohio, and California v. Dish Networks (2012, 2016, 2020)

Federal Trade Commission v. Lane Labs (2013)

Federal Trade Commission v. Financial Freedom Processing, Inc., Debt Professionals of America, Inc., Corey Butcher, and Brent Butcher (2011)

Federal Trade Commission and State of Colorado, ex rel. John W. Suthers, Attorney General v. Russell T. Dalbey, DEI, LLLP, Dalbey Education Institute, LLC, IMPE, LLLP, Catherine L. Dalbey, and Marsha Kellogg (2011)

Federal Trade Commission v. BlueHippo Funding, LLC, and BlueHippo Capital, LLC (2010)

SERVICE

Guest editor: *Proceedings of the National Academy of Sciences, PNAS Nexus*

Referee: *Behavioral Public Policy, Journal of Economic Behavior and Organization, Journal of Law Economics and Organization, Journal of Political Economy, Journal of Public Economics, Judgment and Decision Making, Nature Energy, Proceedings of the National Academy of Sciences, PNAS Nexus, Review of Economics and Statistics, Scientific Reports, Kyklos*

AWARDS, FELLOWSHIPS, AND GRANTS

Winner, the INFORMS William Pierskalla Best Paper Competition for "Policy Optimization for Personalized Interventions in Behavioral Health."

Finalist, the INFORMS William Pierskalla Best Paper Competition for "Improving TB Treatment Adherence Support: The Case for Targeted Behavioral Interventions."

“Co-Designing an Integrated Participatory Mapping System for Enhancing Disaster Resilience through Community Engagement,” NSF Community Resilience Catalyst #2043494 (2020-2021)

“Motivating adoption of sustainable farming practices in Columbia,” MIT MSLAO Seed Fund (2019-2021)

“Combining machine learning with behavioral insights to provide differentiated digital adherence support,” MIT Health Systems Initiative Research Fund (2019-2020)

“Scaling community-based behavioral interventions and disease management tools across a digital platform in order to increase TB drug adherence in LMICs,” USAID DIV Stage 2 #AID-OAA-F17-00051 (2018-2021)

Harvard University Derek Bok Center for Teaching and Learning Certificate of Distinction in Teaching (2014, 2020)

Toulouse School of Economics Institute for Advanced Studies Visiting Fellow (2017)

“Delivering community-based behavioral interventions and disease management tools across a digital platform in order to increase TB drug adherence in LMICs,” USAID DIV Stage 1 #AID-OAA-F-15-00045 (2015-2016)

Property and Environment Research Center Lone Mountain Research Fellow (2015)

National Science Foundation Doctoral Improvement Grant (2008)

Kauffman Dissertation Fellowship (2008)

Russell Sage Foundation Small Grant in Behavioral Economics (2007–2008)

PERSONAL INFORMATION

Year of Birth: 1982

Citizenship: US and Israel