Full Reading List

Part I: Behavior and Policy in a Nutshell

Class 1. Cafeteria Trays and Multiple Frameworks
- Etheredge (1976) The case of the unreturned cafeteria trays: An Investigation based upon theories of motivation and human behavior

Class 2. Ten Instruments for Behavioral Change
- Daniel Kahneman: Thinking, Fast and Slow, Introduction

Class 3. Measurement, Tools and Technology (Emile Bruneau)
- Emile Bruneau 2015 “Putting Neuroscience to Work for Peace”, Working Paper

Class 4. My Brain at the Bus Stop: EEG & Waiting
- Li, Zelin, F. Duarte, J. Zhao, Z. Zhao (2015) My brain at the bus stop: an exploratory framework for applying EEG-based emotion detection techniques in transportation study, working paper

Class 5. Behavioral Foundation of Public Policy (Madrian)
Part II: Behavioral Theory: Simon, Thaler, Kahneman

Class 6. Choice Architecture: Nudges and Nudging
- Richard Thaler and Cass Sunstein (2008) Nudge: Improving Decisions About Health, Wealth, and Happiness, Chapter 4 When do We Need a Nudge, Chapter 5 Choice Architecture

Class 7. Bounded Rationality

Class 8. Prospect Theory

Part III: Time, Space and Information

Class 9. Reinterpreting Time: Dali and Einstein

Class 10. Is Travel Time Wasted? ICT, Transit and Driverless Cars
• Mokhtarian and Salomon 2001, How derived is the demand for travel? Some conceptual and measurement considerations, Transportation Research Part A: 35 (8)

Class 11. Power of Information and Nudging with Maps
• Guo 2011 Mind the Map! Impact of Transit Maps on Travel Decisions in Public Transit Systems, Transportation Research Part A 45(7)
• Eran Ben-Elia & Erel Avineri (2015): Response to Travel Information: A Behavioural Review, Transport Reviews
• Dziekan and Kottenhoff 2007 Dynamic at-stop real-time information displays for public transport: effects on customers, Transportation Research Part A 41

Part IV: Policy Design I
Class 12. Salience in Transportation Pricing

Class 13. Decision by Default: Active Choosing or Default Rules
• Sunstein, Cass (2014) Active Choosing or Default Rules? The Policymaker’s Dilemma http://dx.doi.org/10.2139/ssrn.2437421
• Cass R. Sunstein, Deciding By Default, UPenn Law Review (2013)

Class 14. Reference Class Forecasting and Transportation Planning as Preference Shaping

**Part V: Emotion and Transport Policy**

**Class 15. Happiness: Experience or Memory**
- Daniel Kahneman: Thinking, Fast and Slow, Part V. Two Selves
- Abou-Zeid et al 2012 Happiness and travel mode switching: Findings from a Swiss public transportation experiment, Transport Policy 19 (1)

**Class 16. Emotion and Urban Planning (Thompson)**
- Dan Ariely, Predictably Irrational, Chapter 6 The Influence of Arousal

**Class 17. Car Pride, Bicycle Decline and Failure of Life**
- Ming Yang, Maggie Wang, Jinhua Zhao and John Zacharias 2015 The Rise and Decline of the Bicycle in Beijing, Transport Reviews, Under Review

**Part VI: Is Travel Social**

**Class 18. Social Influencing System (Stibe)**
• Agnis Stibe 2014 Socially Influencing Systems: Persuading People To Engage With Publicly Displayed Twitter-Based Systems, Doctoral Dissertation
• Eldar Shafir (2013) The Behavioral Foundations of Public Policy, Chapter 4. The Psychology of Cooperation
• Tom Vanderbilt (2008). Traffic, Chapter 4 Why Ants Don’t Get into Traffic Jams (and Humans Do)

Class 19. E-hailing, Humanizing Travel and Shared Mobility
• Eldar Shafir (2013) The Behavioral Foundations of Public Policy, Chapter 4. The Psychology of Cooperation
• Tom Vanderbilt (2008). Traffic, Chapter 4 Why Ants Don’t Get into Traffic Jams (and Humans Do)

Class 20. Help People Help Themselves
• Loewenstein, John and Volpp (2013) Using Decision Errors to Help People Help themselves in Eldar Shafir Chapter 21

Part VII: Policy Design 2: Market Failure and Governing the Commons
Class 21. Market Failure and Governing the Common
• Nudge, Chapter 12 Saving the Planet
• Shahzeen Attari, Michael DeKay, Cliff Davison and Wandi Bruine de Bruine (2010). “Public Perceptions of Energy Consumption and Savings,” PNAS 107(37)

Class 22. Game Theory and Mechanism Design
• Roth, Alvin E. "The economist as engineer: Game theory, experimentation, and computation as tools for design economics." Econometrica 70.4 (2002): 1341-1378.

Class 23. Auction or Lottery: Reference and Perceived Fairness
• Jinhua Zhao, Shenhao Wang, Tracy Chen and David Block-Schachter (2015) Superficial Fairness of Beijing's Vehicle License Lottery Policy
• Chen, T. and J. Zhao (2012) Bidding to Drive: Car License Auction Policy in Shanghai and Its Public Acceptance, Transport Policy 27

Class 24. Impossible Elasticity! Policy Examples in Guangzhou, Beijing and Shanghai

Class 25. Clearinghouse for Urban Mobility Service

Reading for PS5 Literature Review