



Universität Hamburg

DER FORSCHUNG | DER LEHRE | DER BILDUNG

14.02.2024

[Summer School 2024: Health Economics]

[Module 2]

[Course 2b: Behavioral Economics for Health: Concepts, Methods and Applications]

[Course description]

Title	Behavioral Economics for Health: Concepts, Methods and Applications
Lecturer	Prof. Dr. Johanna Kokot
Course duration in academic hours	6 hrs
Credits (ECTS)	1 credit in combination with course 2a, 2c

Course description

The behavioral economics approach focuses on better predicting and understanding human behavior in order to develop more effective public policies.

The course aims to introduce to participants the main principles, methods, and insights of behavioral economics. At the same time, key state-of-the-art applications to health economics are discussed. Through discussions and analyses of behavioral experiments, participants will advance their skills of understanding of human behavior, preferences, and errors in cognition. In terms of teaching formats, the course will be using a mixture of formats and approaches – from traditional lectures to interactive seminar sessions.

Course Content:

This course starts by reviewing and discussing behavioral economic concepts such as bounded rationality, framing effects, and heuristics. Applications to health economics are presented and discussed. The second part of this course focuses on new conceptual

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directions. We will work out where else we can use knowledge of behavioral economics to achieve improvements in the health sector.

Notice: The program is subject to change.