

M. KEITH CHEN

***Professor of Behavioral Economics, UCLA Anderson School of Management
Bing and Alice Liu Yang Chair in Management and Innovation***

Website: https://www.anderson.ucla.edu/faculty_pages/keith.chen

E-mail Address: keith.chen@anderson.ucla.edu

[Google Scholar Page](#) (with paper citations)

[Research statement](#)

Office Mailing Address:

UCLA Anderson
110 Westwood Plaza
Los Angeles, CA 90095

Education:

Ph.D. in Economics: *Harvard University*, 2003

Advisors: Drew Fudenberg, David Laibson, and Al Roth

B.S. with honors in Mathematics: *Stanford University*, 1998

Current Positions:

2013-present Professor of Behavioral Economics and Strategy: [UCLA Anderson](#)
2020-present Board Member: UCLA [Institute for Digital Research and Education](#)
2019-present Team Scientist, [Behavioral Change for Good](#)
2013-present Associate Editor, [Behavioral Science and Policy](#)

Past Positions:

2020-2023 Board of Reviewing Editors: [Science](#)
2014-2016 Head of Economic Research, *Uber Technologies*
2003-2013 Assistant / Associate Professor of Economics, *Yale School of Management*

Research Fields:

Empirical Microeconomics with a focus in Behavioral Economics and Digital Trace Data

Teaching Fields:

Behavioral Economics, Data Analytics, and Technology Strategy

Awards and Grants:

2021 Bing and Alice Liu Yang Endowed Term Chair in Management and Innovation
2021 UCLA Anderson, MSBA Teaching Award
2018 Nature: Editor's Choice for "The Effect of Partisanship on Close Family Ties"
2017-2018 UCLA Anderson, Teaching Innovation Award
2015 Finalist: UCLA Anderson Teaching Excellence Award
2013 Science: Editors' Choice for "The Effect of Language on Economic Behavior"
2011 Teaching Award, Yale SOM Alumni Association
2008 Roger F. Murray Prize, The Institute for Quantitative Research in Finance
2008 American Law and Economics Review Distinguished Article Prize of 2008
2006-2011 National Science Foundation research grant
2006-2007 Russell Sage Foundation research grant (behavioral-economics)
2004-2007 Whitebox Advisors Yale ICF Award research grant (Neuroeconomics)
2004 Yale Institution for Social and Policy Studies research grant (Field-study)

Teaching:

2017-present Technology Analytics, UCLA Anderson (MSBA core course, MBA elective)
2017-present Behavioral Economics, PhD Sequence in BDM, UCLA Anderson (PhD core course)
2013-2017 Business Strategy, UCLA Anderson School of Management (MBA core course)
2008-2013 Introduction to Game Theory, Yale School of Management (MBA core course)
2004-2008 Negotiating Strategy, Yale School of Management (MBA elective)

Projects, Papers, and Publications

Working Papers and Projects:

Sludge Audits: Using AI to Detect Welfare-Decreasing Choice Architecture

Language Structure and Choice: Color Categories Affect the Purchase of Stock Photos

Joint with Nathan Rooy

Present-Biased Labor Supply: Evidence from Uber's Instant Pay

Joint with Katherine Feinerman and Kareem Haggag

Does Neighborhood Investment Actually Reduce Crime? New Evidence from LIHTC and Smartphone-based Measures of Policing

Joint with Yilin Zhuo and Emily Owens

Political Characteristics of People Seeking Abortions or Other Reproductive Health Services

Joint with Elisa Long and Judy Chevalier

[Suppliers and Demanders of Flexibility: The Demographics of Gig Work](#)

Joint with Judy Chevalier, Peter Rossi, and Lindsey Currier

[The Returns to Face-to-Face Interactions: Knowledge: Spillovers in Silicon Valley](#)

Joint with David Atkin and Anton Popov

NBER Working Paper 30147

The American Economic Review, revise and resubmit

Published Papers:

my [Google Scholar Page](#) (with citations)

[Smartphone Data Reveal Neighborhood-Level Racial Disparities in Police Presence](#)

Joint with Katherine L. Christensen, Elicia John, Emily Owens, and Yilin Zhuo

The Review of Economics and Statistics, forthcoming

[Racial Disparities in Voting Wait Times: Evidence from Smartphone Data](#)

Joint with Kareem Haggag, Devin G. Pope, and Ryne Rohla

The Review of Economics and Statistics, November 2022

[Do Pre-Announcement Face-to-Face Interactions Increase the Returns to Acquisitions? Evidence from Smartphone Geolocation Data](#)

Joint with Marco Testoni and Mariko Sakakibara

Strategic Management Journal, May 2022

[Computing the Conditional Entry-State Distribution in Erlang Loss Systems](#)

Joint with Bobby Nyotta and Fernanda Bravo

Operations Research Letters, May 2021

[Nursing Home Staff Networks and COVID-19](#)

Joint with Judy Chevalier and Elisa F. Long

Proceedings of the National Academy of Sciences, January 2021

[Consumer Search in the U.S. Auto Industry: The Role of Dealership Visits](#)

Joint with Dan Yavorsky and Elisabeth Honka
Quantitative Marketing and Economics, October 2020

[Political Storms: Tracking Hurricane Evacuation Behavior using Smartphone Data](#)

Joint with Elisa Long and Ryne Rhola
Science Advances, September 2020

[News and Geolocated Social Media Accurately Measure Protest Size](#)

Joint with Zachary Steinert-Threlkeld, Anton Sobolev and Jungseock Joo
American Political Science Review, November 2020

[The Value of Flexible Work: Evidence from Uber Drivers](#)

Joint with Judith Chevalier, Peter Rossi, and Emily Oehlsen
Journal of Political Economy, December 2019

[Politics Gets Personal: Effects of Political Partisanship and Advertising on Family Ties](#)

Joint with Ryne Rhola, awarded a *Nature*: [Editor's Choice](#)
Science, June 1st, 2018

[Future Tense and Economic Decisions: Controlling for Cultural Evolution](#)

Joint with Sean Roberts and James Winters
PLOS One, July 2015

[The Effect of Language on Economic Behavior: Evidence from Savings Rates, Health Behaviors, and Retirement Assets](#)

awarded a *Science*: [Editors' Choice](#)
American Economic Review, April 2013

[Are Women Overinvesting in Education? Evidence from the Medical Profession](#)

Joint with Judy Chevalier
Journal of Human Capital, Summer 2012

[Intertemporal Choice and Legal Constraints](#)

Joint with Alan Schwartz
American Law and Economic Review, Spring 2012

[The Evolution of Decision-Making Under Risk: Framing Effects in Monkey Risk Preferences](#)

Joint with Venkat Lakshminarayanan & Laurie Santos
Journal of Experimental Social Psychology, May 2011

[How to Study Choice-Induced Attitude Change: Strategies for Fixing the Free-Choice Paradigm](#)

Joint with Jane Risen
Social and Personality Psychology Compass, December 2010

[How Choice Affects and Reflects Preferences: Revisiting the Free-Choice Paradigm](#)

Joint with Jane Risen
Journal of Personality and Social Psychology, October 2010

[Is Choice a Reliable Predictor of Choice? A Comment on Sagarin and Skowronski](#)

Joint with Jane Risen
Journal of Experimental Social Psychology, February 2009

[*The Endowment Effect in Capuchin Monkeys*](#)

Joint with Venkat Lakshminarayanan & Laurie Santos

Philosophical Transactions of the Royal Society: Biological Sciences, December 2008

[*Modeling a Presidential Prediction Market*](#)

Joint with Jonathan E. Ingersoll and Edward H. Kaplan

Management Science, August 2008

[*The Taste for Leisure, Career Choice, and the Returns to Education*](#)

Joint with Judith A. Chevalier

Economic Letters, May 2008

[*Do Harsher Prison Conditions Reduce Recidivism? A Discontinuity-Based Approach*](#)

American Law and Economics Review Distinguished Article Prize of 2008

Joint with Jesse Shapiro

American Law and Economic Review, June 2007

[*How Basic are Behavioral Biases? Evidence from Capuchin-Monkey Trading Behavior*](#)

Joint with Venkat Lakshminarayanan & Laurie Santos

Journal of Political Economy, June 2006

[*Some Thoughts on the Adaptive Function of Inequity Aversion: An Alternative to Brosnan's Social Hypothesis*](#)

Joint with Laurie Santos

Social Justice Research, June 2006

[*Modeling Reciprocation and Cooperation in Primates: Evidence for a Punishing Strategy*](#)

Joint with Marc Hauser

Journal of Theoretical Biology, May 2005

[*Give unto Others: Genetically Unrelated Cotton-Top Tamarin Monkeys Preferentially Give Food to Those Who Altruistically Give Food Back*](#)

Joint with Marc Hauser, Frances Chen & Emmeline Chuang

Proceedings of the Royal Society, Nov 2003

Articles, Cases, and Chapters:

For copies, please click on links or see my website

[*Netflix and Qwikster: Swimming Upstream to Online Success?*](#)

Joint with Sharon Oster

Yale School of Management Case, August 2012

[*Is Medical School a Worthwhile Investment for Women?*](#)

Joint with Judy Chevalier

The Atlantic, July 2012

[*The Evolution of Rational and Irrational Economic Behavior: Evidence and Insight from a Non-Human Primate Species*](#)

Joint with Laurie Santos

This is a book chapter from *Neuroeconomics: Decision Making and the Brain*, edited by Paul Glimcher, Colin Camerer, Ernst Fehr, and Russell Poldrack; Academic Press: Elsevier, 2009

Resting Papers and Projects:

[Causal Estimation of Stay-at-Home Orders on SARS-CoV-2 Transmission](#)

Joint with Malena de la Fuente, Elisa F. Long, Ryne Rohla, and Yilin Zhuo

[Geographic Mobility in America: Evidence from Cell Phone Data](#)

Joint with Devin Pope, *NBER working paper 27072*

[Dynamic Pricing in a Labor Market: Surge Pricing and Flexible Work on the Uber Platform](#)

Joint with Michael Sheldon

External Presentations:

National States Geographic Information Council: Keynote Speaker (2-16-2022)

National Pandemic GIS Task Force Briefing (12-08-21)

SDSC21: Spatial Data Science Conference (10-27-21)

United States CDC / MIDAS Network Seminar (3-31-2021)

Data Colada [Behavioral Science Seminar](#) (3-5-2021)

University of Toronto, Applied Microeconomics Seminar (11-6-2020)

Cornell University, Behavioral Economics Seminar (10-13-2020)

Summer Institutes in Computational Social Science (6-18-2020)

Society for Personality and Social Psychology, Annual Conference JDM Keynote (1-27-2020)

Stanford University, Behavioral Economics Seminar (11-11-2019)

Chicago Booth, Behavioral Science Workshop (10-7-2019)

University of Southern California, CESR Seminar (9-16-2019)

Carnegie Mellon, Center for Behavioral and Decision Research Seminar (9-12-2019)

Society for Judgment and Decision Making, Annual Conference (11-19-2018)

Wharton Decision Processes Colloquia (10-8-2018)

UCLA Economics Department, Board Meeting (4-3-2018)

University of Utah, Department of Management Seminar (2-26-2018)

Stanford Economics Department, Behavioral Economics Seminar (11-6-2017)

Northwestern University, Law and Economics Seminar (10-26-2017)

UCLA Anderson, Alumni Board Meeting (9-16-2017)

UCLA Luskin, The Future of Humans as Sensors Conference (8-25-2017)

UCLA Office of Information Technology, CIO Exchange Dinner (5-18-2017)

MSI Conference on Marketing Analytics (2-09-2017)

Harvard Computer Science Department, ComputeFest (1-19-2017)

White House, Roundtable on Artificial Intelligence and the Economy (11-17-2016)

UCLA Anderson, Board of Visitors Retreat (11-04-2016)

UCLA Psychology Department, Cognitive Forum (10-21-2016)

USC Dornsife INET, Conference on Big Data (10-21-2016)

Games / EC 2016 Maastricht, Plenary Talk (7-27-2016)

NABE Annual Big Data Conference, Federal Reserve Bank of Boston (6-21-2016)

Behavioral Science and Policy Annual Conference: Putting Behavioral Insights to Work (4-29-2016)

NABE Data/Tech MeetUp, Federal Reserve Bank of San Francisco (4-25-2016)

CES 2016, Easton Technology Management Center (1-16-2016)

AEA Meetings, Econometric Society: Topics in eCommerce (1-4-2016)

RAND Applied Microeconomics Seminar (10-19-2015)

OPower Visiting Scholar Talk (7-14-2015)

UCLA SoCal Operations Research/Operation Management Day (5-22-2015)

USC Center for Economic and Social Research Seminar (5-18-2015)

Yale School of Management Faculty Seminar (2-5-2015)

Princeton University Civitas Foundation Finance Seminar (2-4-2015)

UCSD Cognitive Science Seminar (5-2-2014)
UCLA Psychology: Developmental Psychology Seminar (4-7-2014)
University of Michigan: Dept of Econ, School of Infor, & Ross GSB, Joint Seminar (3-17-2014)
University of Zürich Department of Economics Seminar (12-6-2013)
Bonn Graduate School of Economics Seminar (12-4-2013)
SHARE User Conference, Belgium, Keynote (11-28-2013)
University of Chicago Rational Choice Seminar (11-12-2013)
Berkeley BCRN Conference Seminar (10-11-2013)
Consumer Financial Protection Bureau Research Seminar (9-16-2013)
MIT Sloan Marketing Seminar (4-1-2013)
NYU Industrial Organization Seminar (3-26-2013)
Wellesley Economics Department (3-14-2013)
Harvard Economics Department, Labor / Public Finance Joint Seminar (3-13-2013)
Microsoft Research (2-22-2013)
Carnegie Mellon, Center for Behavioral and Decision Research (1-31-2013)
Yale Linguistics Department (1-20-2012)
McGill University, Department of Economics (12-7-2012)
University of Minnesota, Carlson SOM (11-26-2012)
London School of Economics (11-6-2012)
UCSD, Rady School of Management (10-31-2012)
UCLA, Interdisciplinary Group in Behavioral Decision Making (10-26-2012)
INFORMS, invited speaker (10-14-2012)
Boston University SOM (10-12-2012)
Harvard Business School (9-19-2012)
Linguistics Data Consortium 20th Anniversary Workshop (9-6-2012)
TED Global, Edinburgh Scotland (6-28-2012)
Stanford Linguistics Department (4-5-2012)
Stanford Economics Department (4-2-2012)
Yale Economics Department (11-8-2011)
Wharton Decision Processes Colloquium (10-17-2011)
Behavioral Economics Annual Meeting (5-23-2011)
Yale Law School, Law, Economics and Organizations Seminar (4-14-2011)
Caltech, Brain, Mind, and Society Seminar Series (3-3-2011)
CFA Finance Seminar (7-26-2010)
UCLA, Marketing Summer Conference (5-22-2010)
Simon Fraser University, Biological Basis of Behavioral Economics (5-16-2010)
INSEAD, Decision Sciences and Economics (5-6-2010)
Aalto University School of Economics (5-3-2010)
Cowles Foundation for Research in Economics Talk (10-28-2009)
Harvard Behavioral & Experimental Economics Workshop (10-20-2009)
Society of Experimental Social Psychology, Symposium (10-17-2009)
Caltech Brain, Mind, and Society Seminar Series (8-12-2009)
Wharton Applied Economics Workshop (4-8-2009)
University of Connecticut Anthropology Department (2-17-2009)
Vanderbilt Economics Department (1-23-2009)
Vanderbilt Law and Behavioral Biology Speaker Series (1-20-2009)
Yale Cognitive Science, Primate Social Psychology Conference (11-2008)
University of Chicago, Rational Choice Workshop (10-2008)
SQA Neurofinance Conference (5-2008)
American Bar Association, Behavioral Economics and Ethical Decision Making (5-2008)
Mind, Brain and Society Conference, Todai-Yale Universities (4-2008)
Cornell University, Economics Department Seminar (4-2008)
The Institute for Quantitative Research in Finance (4-2008)
Cornell University, Behavioral Economics Decision Research Workshop (1-2008)

Cornell University, Behavioral Economics Seminar (10-2007)
Yale University, School of Public Health Seminar (9-2007)
NBER Law & Economics Summer Institute (7-2007)
Boston Federal Reserve Bank, Behavioral Economics Workshop (4-2007)
Yale Institution for Social and Policy Studies (4-2007)
Wesleyan University, Economics Department Seminar (10-2006)
New York University, Industrial Organization Day (9-2006)
University of California Berkeley, Summer Institute in Competitive Strategy (6-2006)
Carnegie Mellon University, Decision Sciences Seminar (2-2006)
Wharton Business School, Decision Processes Seminar (11-2005)
University of California Berkeley, Psychology and Economics Seminar (10-2005)
Stanford University, Summer Institute for Theoretical Economics (8-2005)
Yale University, Law and Economics Workshop (4-2005)
University of Chicago Applications of Economics Workshop (4-2005)
University of Connecticut, Anthropology Seminar (2-2005)
Brown University, Applied-Microeconomics Seminar (9-2004)
California Institute of Technology, Neuroscience Seminar (5-2004)
University of California San Diego, Applied-Microeconomics Seminar (5-2004)