



Universität Hamburg

DER FORSCHUNG | DER LEHRE | DER BILDUNG

26.02.2024

[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): 3 credits 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 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.

In cooperation with:

