

Contents

Series Foreword	vii
List of Contributors	ix
I Introduction	1
1 Economics and Psychology: Developments and Issues	3
Bruno S. Frey and Alois Stutzer	
II Pro-Social Behavior and Trust	17
2 Conditional Cooperation: Behavioral Regularities from the Lab and the Field and Their Policy Implications	19
Simon Gächter	
3 A Survey of Economic Theories and Field Evidence on Pro-Social Behavior	51
Stephan Meier	
4 Why Women and Men Trust Others	89
Iris Bohnet	
III Neuroeconomics	111
5 Neuroeconomics: Illustrated by the Study of Ambiguity Aversion	113
Colin F. Camerer, Meghana Bhatt, and Ming Hsu	

IV Economics and Happiness 153**6 Happiness and Public Policy: A Challenge to the Profession
155**

Richard Layard

**7 What Happiness Research Can Tell Us about Self-Control
Problems and Utility Misprediction 169**

Alois Stutzer and Bruno S. Frey

V Procedural Utility and Decision-Making Mechanisms 197**8 The Relevance of Procedural Utility for Economics 199**

Matthias Benz

9 The Helping Hand—A Brief Anatomy 229

Felix Oberholzer-Gee

VI Evaluation 241**10 Efficient Social Engineering and Realistic Cognitive Modeling: A
Psychologist's Thoughts 243**

Ralph Hertwig

Index 271