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Inducing good behavior

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Preface

In 2002 I decided to study Economics. Although starting with an interest in macro-economics, I had to do Industrial Organization in the second year, and Jeroen Hinloopen let us students play market games every week and the winner got chocolates. I was completely sold and during the rest of my studies I followed every course in game theory and Industrial Organization I could lay my hands on. When I finished in 2006, Theo Offerman and Sander Onderstal gave me the opportunity to do a PhD at CREED. They taught me the noble art of Experimental Economics. When I applied for the job and told them that I wanted to write a book, they explained that nobody would read a book written by a student. Their advice was to try to write articles for Journals, preferably in the top 5.

I would like to thank all my colleagues at CREED for their inspiration and their help. For Theo and Sander are not the only persons that I have to be grateful to. When I left CREED I was in a better physical shape than before, thanks to the two times a week indoor soccer with some of the most fanatic players I ever met. For a scientific institute there were a lot of sports: Gönül organized a dance party and a frisbee competition, and once a year I would visit Marcelo's master dance class. The corridor of CREED was an inspiring musical environment, except when Matthijs was in the States. The discussions at CREED did a lot for my mental fitness as well. Aljaz, Martin, Michal, and Klaus knew an amazing lot about experimental economics. The daily lunches with the other PhD students including Roel, Thomas, Adrian, Jona, Pedro, Matthias, and Boris always led to sparkling conversations, in a haze of burned toast. Nadege knew a lot about the brain and Julian made impressive graphs. Joep could tell everything about making wine and liquor and gave me the possibility to teach micro economics at the Beta Gamma faculty, which was fun to do. Other highlights were the trips to New York organized by Theo. I remember standing in a freezing, pitch black night on Brooklyn Bridge with a full moon over Manhattan, while Ben explained that we were looking at gratte-ciels all around. In a previous year we visited the Bourgeois Pig at Manhattan with Adam and Eve.

During most of the time at Creed, I shared my office (the official CREED library) with Audrey who, when not working at home, was a pleasure to talk to and drink tea with. For the last months Yang took over and I could explain to her the importance of the library and she will share these secrets with Anita. In addition I would like to thank the heads of CREED, first Frans van Winden a very inspiring man and later Arthur Schram, a man with fine attacking and defending skills; both built CREED from the very start.

Next to Sander and Theo, both Jos Theelen an excellent programmer who programmed most

of my experiments and bravely held his PSV ground in an AJAX environment, and Karin Breen who could make sense of the university and banking bureaucracy, were important for my Thesis. Doing research in Nottingham together with Martin Sefton and Daniele Nosenzo, while having one leg on a chair and being pampered by the NHS, also brings back fond memories.

Of course, it takes a lot more people than those at CREED to finish a PhD. Friends to go to the theater with, friends to play volleyball with, friends to go to the movie with, friends to lunch with, friends to talk with and even friends to play still more soccer and chess with. My family and family in law were very supportive, and I hope I was not too much of a social failure. I thank from the bottom of my heart, all those people that helped me. Especially I want to thank Gisela, who not only inspired me to change directions, but was a great help during my studies and my PhD phase in every (im)possible way. Finally, I hope you will enjoy the read as much as I did the research and proof them wrong.