Universität Hamburg
DER FORSCHUNG | DER LEHRE | DER BILDUNG

Univ.-Prof. Dr. Markus Nöth
Professor of Banking and Behavioral Finance
University of Hamburg Business School
markus.noeth@uni-hamburg.de
www.bbf.uni-hamburg.de

Behavioral & Experimental Economics

dates:	September 10th, 2025 and September 11th, 2025
time:	8:15am-5:30pm
ad-hoc:	November 5th, 2025 and December 3rd, 2025: noon-1:45pm
location:	Moorweidenstr. 18 (0029)
registration:	markus.noeth@uni-hamburg.de

Objectives

The main goal of this course is to introduce the design and implementation of both laboratory and field experiments in various fields of Economics and Business Administration. PhD students who have some experience with or who consider to set up an experiment are welcome to participate in this course. The course aims to help participants designing and testing their own experiment(s). First, we will identify different research questions for a laboratory or a field experiment. We start with discussing critical theory assumptions. We then show how research hypotheses can be inferred from behavioral models and how these hypotheses may be tested in lab or field studies. Second, participants will critically discuss an experimental paper (either provided by us or self-selected) that is instructive for their own research field.
Third, participants will develop an experimental design and conduct a pilot experiment that is run in class. We introduce basic statistics along with a discussion how they relate to the experimental design.
Participants have the option to take a research ethics training that becomes increasingly important to conduct research projects with colleagues from the Unites States. It is also useful to comply with UHH regulations. All students will learn the basic requirements of a human subjects committee.

suggested additional online course:

https://about.citiprogram.org/course/survey-research-design-planning-implementation-and-ethics/

Schedule (tentative):

- introduction Experimental Economics (incl. IRB approval background)
- lab, online and field experiments with randomization
- individual behavior and interaction (two or more players)
- selection and processing of information, and communication
- markets

Student evaluation:

- Critical discussion of an experimental paper, experiment design presentation (extended summary on economic question, relevant literature, hypotheses, design: presentation with max. 10 slides or max. three pages (summary, open questions)
- running a pilot experiment is optional, but encouraged.