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Research interests	Development, Behavioural, Experimental & Applied Economics
Current Employment	Associate Professor in Development Economics, 2022-present Department of Economics, Middlesex University, London, UK.
Education	Doctor of Philosophy in Economics, 2010-2014 University of Essex, UK. Master in Science in Economics, 2005-2006 University College London (UCL), UK. BSc in Economics, 1997-2001 Centro de Investigación y Docencia Económicas (CIDE), MEX.
Journal Articles	<p>2023: Finkel, Stephen, Anja Neundorf and Ericka G. Rascón Ramírez <i>Can Online Civic Education Induce Democratic Citizenship? Experimental Evidence from a New Democracy</i>. <i>American Journal of Political Science</i>. Available online version.</p> <p>2022: Brañas-Garza, Pablo, Riccardo Ciacci and Ericka G. Rascón Ramírez. <i>Anchors Matter: Eliciting Maternal Expectations on Educational Outcomes</i> <i>Journal of Economic Psychology</i>. Vol. 90, June, 102510.</p> <p>2021: Brañas-Garza, Pablo, Diego Jorrat, Lorenzo Estepa, Victor Orozco and Ericka G. Rascón Ramírez. To Pay or Not to Pay: Risk Preferences in the Field and Lab. <i>Judgment and Decision Making</i>, Vol. 16, No. 5, 1290-1313.</p> <p>2018: Leiter, Debra, Andreas Murr, Ericka G. Rascón Ramírez and Mary Stegmaier. Social Networks and Citizen Election Forecasting: The More Friends the Better. <i>International Journal of Forecasting</i>, Vol. 34, Issue 2, 235-248.</p> <p>2018: Brañas-Garza, Pablo, Valerio Capraro and Ericka G. Rascón Ramírez. Gender Differences in Altruism on Mechanical Turk: Expectations and Actual Behaviour. <i>Economics Letters</i>, Vol. 170, September, 19-23.</p> <p>2008: López-Calva, Luis F., Alvaro Meléndez, Ericka G. Rascón Ramírez, Lourdes Rodríguez and Miguel Székely. El Ingreso de los Hogares en el Mapa de México. [Household Income in the Map of Mexico]. <i>El Trimestre Económico</i>, Vol. LXXV, num. 4. ISBN: 0041-3011.</p> <p>2007: López-Calva, Luis F., Alvaro Meléndez, Ericka G. Rascón Ramírez, Lourdes Rodríguez and Miguel Székely. Poniendo al Ingreso de los Hogares</p>

en el Mapa de México. [Putting Household Income in the Map of Mexico]. *Economía Mexicana*, Vol. XVI, num. 2. ISBN: 1665-2045.

2005: Székely, Miguel and Ericka G. Rascón Ramírez. México 2000-2002: Reducción de la pobreza con estabilidad y expansión de programas sociales. [Mexico 2000-2002: Poverty Reduction with Stabilisation and Social Programme Expansion]. *Economía Mexicana*, Vol. XIV, num. 2. ISBN: 0185-0458. Re-printed in *Numbers moving the world*. Principal editor: Miguel Székely. Porrúa. ISBN: 970-701-672-8.

Google Citations: 588 of which 409 have been reached since 2018.

Book Chapter

2011: Lanjouw, Peter and Ericka G. Rascón Ramírez. Urban Growth and Poverty in Towns of Different Sizes. *Perspectives on Poverty in India. Stylized Facts from Survey Data*. Principal co-editors: Peter Lanjouw and Rinku Murgai. The World Bank. ISBN: 978-0-8213-8689-7.

External Research Funding

Principal Investigator (PI)

“EdTech Multi-Country Online Trial: Experimental Evaluation of Mobile-Learning through Social Media Platforms” with Victor Orozco (The World Bank) and Tinsley Galyean (Curious Learning – US non-profit). Funded by the European Union and the World Bank, **2022-2024**. Funding is managed by the World Bank and Curious Learning.

“Movies, Mobile Gaming and Digital Books: Experimental Evaluation of Entertainment Education Interventions to Change Social Norms and Improve Educational Outcomes in Northern Nigeria” with Victor Orozco. Funded by the Nigerian Government, NORAD and the World Bank, **2017-2023**. Amount: **1,850,000 US dollars**. Funding is managed by the World Bank. <https://www.socialscienceregistry.org/trials/3619>

Co-Investigator (Co-I)

Stumbitz, Bianca et al. 2022 “Transition to parenthood in UK SMEs”. Funded by ESRC Transforming Working Lives Research Grant, **2022-2025**. Amount: **552,543.86 pounds**. Funding received by MDX. <https://www.ukri.org/news/seven-research-projects-to-improve-uk-working-lives/>

Neundorf, Anja et al. 2019. “Democracy under Threat: How Education can Save it (DEMED).” Funded by ERC Consolidator Grant, **2020-2025**. Amount: **1,995,024 euros**. Funding received by MDX. <https://www.gla.ac.uk/research/az/democracyresearch/>

Abbarneo, Aaron et al. 2019. “Learning Democracy: Inducing Democratic Citizenship and Voter Mobilisation through Online Civic Education – An Experimental Approach.” Funded by USAID, **2019**. Amount: **70,000 US dollars**.

Funding managed by Democracy International.
<https://www.socialscienceregistry.org/trials/4509>

**Middlesex
Internal
Research
Funding: PI**

Rascón Ramírez, Ericka G, “Breaking gender-biased social norms through skill acquisition”. Workshop with policy makers and NGOs, 2022-2023. Amount: **5,000 pounds.**

Angelovski, Andrej et al. 2020: “Life during COVID-19”, 2020. Amount: **3,000 pounds.**

Rascón Ramírez, Ericka G. et al. 2019. “Educational Entertainment, Prospect Theory and Self-Efficacy: Increasing Sexual Awareness using Videos among Nigerian Youth”, 2019-2021. Amount: **3,900 pounds.**

Ductor, Lorenzo et al. 2018. “Why Women Perform and Collaborate differently to Men”, 2018-2021. Amount: **2,500 pounds.**

Brañas-Garza, Pablo and Ericka G. Rascón Ramírez. 2018. “Elicitation of Social Norms on Education, Early Marriage and Child Labour in Northern Nigeria: Real vs Hypothetical Payments”, 2018-2019. Amount: **2,410 pounds.**

**Work
in progress**

1. *Medium- and Long-term Impacts on School Enrollment and Learning through Videos and Mobiles: Experimental Evidence from Northern Nigeria* with Victor Orozco.
2. *Gender Differences in Task Performance and Beliefs* with Antonio Cabrales, Lorenzo Ductor and Ismael Rodriguez-Lara.
3. *The Effect of Hard and Soft Skills on Sexual Behaviour* with Maria Jones and Victor Orozco.
4. *Diffusion of Mobile Banking among Rural Women: Incentivising Local Leaders vs. a Marketing Campaign* with Pablo Brañas-Garza and Jaromír Kovářik.
5. *Educational Entertainment, Prospect Theory and Self-Efficacy: Increasing Sexual Awareness using Videos among Nigerian Youth* with Andreas Murr and Synnove Rabbevaag.
6. *The effect of collaboration networks on academic output* with Thi Phuong Anh Doan and Lorenzo Ductor.
7. *(When) Does civic education work: Evidence from a cross-national online experiment* with Steven Finkel, Anja Neundorf and Aykut Öztürk.

Media Coverage

“How to reduce risky sexual behaviour in young people: Invite them to attend vocational training and inspirational talks”. Royal Economic Society Media Briefings, March 2019, UK.

Barry Morgan Show radio interview, 30 September 2016, CAN.

“I nagged my children and now I’ve been vindicated” by Jenna Price in The Sydney Morning Herald, 29 September 2016, AUS.

BBC Essex radio interview, Breakfast Show, 15 April 2015, UK.

“How do you stop your daughter becoming a teenage mum? Expect the best for them”. Royal Economic Society Media Briefings, March 2015, UK.

Invited Talks

“Movies & Mobiles: Empowering Parents to Invest in Human Capital in Northern Nigeria”. EU-DIME workshop “Using Big Data, Innovation, and Impact Evaluation to Address Human Development Challenges in Nigeria”, organised by The World Bank, 7 February 2022 (online).

“Skills for Young People in Africa”. Media Aid Foundation, 24 October 2021 (online).

“Movies & Mobiles: Empowering Parents to Invest in Human Capital in Northern Nigeria”, panel discussion during the 2021 Symposium on EdTech for Accelerating Foundational Literacy and Numeracy in Low Resource Contexts, organised by mEducation Alliance, 27 September 2021 (online).

“Can Online Civic Education Induce Democratic Citizenship? Experimental Evidence from a New Democracy”. USAID, 31 August 2021 (online).

“Using Randomised Control Trials (RCTs) To Make Better Choices in Companies and Organisations”. Behave4, 24 September 2020 (online).

“Hard Skills or Soft Talk: Unintended Consequences of a Vocational Training and an Inspiration Talk on Childbearing and Sexual Behavior in Vulnerable Youth”. University of Warwick, 6 December 2019, UK.

“Malnutrition in Mexico: How Heterogenous is the Map?” LSE Mexico Week, 11 March 2015, UK.

“Does Getting Pregnant Cause Girls to Drop Out of School?” Panel discussion organised by the US Population Council, 1 May 2015, USA.

Academic Conferences

Royal Holloway University (2011), Office of National Statistics (2012), European Economic Association EEA (2012), 16th IZA European Summer School in Labor Economics (2013), European Association of Labour Economists EALE (2013), European Economic Association EEA (2013), Royal Economic Society Postgraduate Conference RES (2014), Workshop on Subjective Expectations and Probabilities in Economics and Psychology (2014), European Society for Population Economics ESPE (2014), LSE-Mexico’s Week (2015), Royal Eco-

nomics Society (2015), Population Association of America PAA (2015), Fourth SOLE/EALE World Meetings (2015), Economic Development in Africa CSAE-Oxford (2016), European Political Science Association EPSA (2016), Center for Effective Global Action CEGA-Berkeley (2016), Middlesex University (2017), Royal Economics Society (2019), Economic Science Association ESA Global Online (2020), Universidad de Granada (2021), Universidad de Sevilla (2021), The World Bank, DIME Unit (2021), Royal Economic Society (2022), University of Malaga (2022), IAREP-SABE (2023), The World Bank, Research Unit (2023), CIDE (2023).

Academic Teaching Experience

UG = Undergraduate and PGT = Postgraduate

Department of Economics

Middlesex University, London UK.

2022-present: Statistics and Inference (UG, Year 1), Module Leader.
2019-present: Advanced Econometrics (UG, Year 3), Module Leader.
2018-2022: Development Economics (UG, Year 3), Module Leader.
2015-2022: Experimental Economics, (PGT), Module Leader.
2015-2020: Intermediate Microeconomics (UG, Year 2), Module Leader.
2018-2019: Advanced Microeconomics (UG, Year 3), Module Leader.
2017: Econometrics (UG, Year 2), Module Leader.

University of Essex, Colchester UK.

2011-2013: Project in Economics (UG, Year 3), Module Leader.
2011:2012: Econometric Methods and Applications (UG, Year 2), GTA.
2011-2012: Introduction to Economics (UG, Year 1), GTA.
2011-2012: Econometric Methods and Applications, (PGT), GTA.

Department of Mathematics

University of Essex, Colchester UK.

2012-2013: Probability and Statistics I, GTA.
2011-2012: Probability and Statistics II, GTA.

PhD Supervision

Balint Lenkei (graduated in 2019): Essays on Development Economics, PhD student at Middlesex University (2nd Supervisor w/ Dr Michela Vecchi as main supervisor).

Diego Jorrat (graduated in 2021): Assessing risk preference and intertemporal preference elicitation using incentivised and hypothetical measures, PhD visiting student from Loyola University.

Lorenzo Estepa (graduated in 2021): Beyond beans: Eliciting subjective probabilities using sliders in the field, PhD visiting student from Loyola University.

Thi Phuong Anh Doan (2017-2023, passed w/minor revisions): Gender Differences in the Returns to Academic Collaboration, PhD student at Middlesex University (Main Supervisor w/ Dr Lorenzo Ductor as 2nd).

Edwin Ikhuoria (2021-present): Informing advocacy strategies using social psychology and economic theories (Main supervisor w/ Dr Andrej Angelovski as 2nd).

**MSc
Supervision**

Synnove Palma Rabbevaag (graduated in 2021): Information campaigns on sexually transmitted diseases (STDs) using educational entertainment videos. MSc student at Middlesex University (Main supervisor).

Andres Castañeda Prado (graduated in 2019): Framing and authority bias in the diffusion of health information: An online experiment. MSc student at Middlesex University (Main supervisor).

Anamika Kumar (graduated in 2018): Elicitation of expectations about school and labour market outcomes of undergraduate students. MSc student at Middlesex University (Main Supervisor).

James Cook (graduated in 2018): Understanding ranking of attributes of occupational choices using discrete-choice experiments. MSc student at Middlesex University (Main Supervisor w/ Prof. Pablo Brañas-Garza)

Aroosa Faisal (Erasmus student, 2016-2017): Human capital investment and quality of institutions. MSc visiting student at Middlesex University (Main Supervisor).

**Previous
Employment**

Senior Lecturer in Development Economics, 2020-2022

Department of Economics, Middlesex University, London, UK.

Lecturer in Development Economics, 2015-2020

Department of Economics, Middlesex University, London, UK.

Extended and Short Term Consultant, 2007-2010

Research Development Unit, The World Bank, USA

Head of Statistical Analysis, 2003-2005

Ministry of Social Development, MEX

Deputy Head of Statistical Analysis, 2002-2003

Ministry of Social Development, MEX

Economic Analyst, 2002

Executive Office for Strategic Planning and Regional Development of the Office of the President, MEX

Research Assistant, 2000-2001

Research Centre El Colegio de México, MEX

Consultancy

Start Network, 2023, UK.

Videnza Consultores, 2016-2017, PER.

Sistemas de Inteligencia en Mercados y Opinión, 2012-2015, MEX.

The World Bank, PREM-Africa, PREM-Latin America, PREM Europe and Central Asia 2012-2015 and DIME: 2017-2020, USA.

National Institute of Public Health, 2006, MEX.

**World Bank
Reports
(selection)**

2015: Rascón, Ericka, Andreas Murr and Alejandro de la Fuente. *Mapping Sub-national Poverty in Zambia*, Number 95276, The World Bank Group, March.

2015: Rascón, Ericka and Kinnon Scott. *Nutrition Mapping in Mexico*, Poverty Global Practice-Latin America Region, March.
 2014: Rascón, Ericka. *Mapping Poverty in Botswana*, Poverty Global Practice-Africa Region, November.
 2010: Rascón, Ericka. *Cracking Malnutrition: An Overcome Challenge for Mexico? Micro-level Estimation of Child Malnutrition Indicators*, Development Research Group Unit, March.

Training to Governments

Small Area Estimation & Poverty Mapping

Government Namibia Statistics Agency, UK 2019; Statistics South Africa, UK 2017; Statistics Office and Poverty Eradication Team, BWA 2014; Central Statistical Office of Zambia, USA 2014; CONEVAL and Ministry of Social Development, MEX 2014; National Statistics Office, HUN 2012; Institute of National Statistics and Ministry of Finance, CPV 2012;. Ministry of Social Development, MEX 2009; National Insurance Institute, ISR 2009.

Impact Evaluation and Behavioural Economics

Loyola University, ESP 2021; Nigerian Federal Ministry of Education, NGA 2019; Argentinian Ministries, ARG 2017; Public Administration International, UK 2015, 2016, 2017; National Planning Department, COL 2007.

Awards and Scholarships

2021 *Tom Bausch Best Paper Award in the 26th Annual IAJBS World Forum 2021*.
 2020 *Contribution Pay Scheme*. Middlesex University, UK.
 2019 *Contribution Pay Scheme*. Middlesex University, UK.
 2018 *Contribution Pay Scheme*. Middlesex University, UK.
 2010-2014 *CONACYT Scholarship from the Mexican Government* to study the PhD in Economics, UK.
 2008 *Spot Award*. The World Bank Research Group, USA.
 2005-2006 *Alban Scholarship from the European Commission* to study the MSc in Economics, UK.
 2003 *Premio Nacional de Economía Banamex*. National Prize for the best Undergraduate Thesis in Economics, MEX.

Journal Refereeing

Empirical Economics, European Journal of Development Research, Journal of Economic Behavior & Organization, Journal of the Royal Statistical Society, PLOS ONE, Political Science Research and Methods, Journal of Behavioral and Experimental Economics, Nature, Revista Mexicana de Ciencias Políticas y Sociales, Scientific Reports.

Grant Refereeing

UK Economic and Social Research Council (ESRC).

Conference Organiser

2022: Main Organiser of “Learning from the field: What works and what does not in development interventions” together with the Loyola Behavioral Lab & Instituto de Desarrollo Fundación ETEA, ESP.
 2018: Co-Organiser of the Society for the Advancement of Behavioral Economics (SABE) conference, UK.
 2015: Main Organiser together with Pablo Brañas-Garza of “Better Policies, Better Lives: Evidence based policies” as part of the LEWeek 2015, UK.

Editorial Membership	2022-present: Editorial board member of the <i>Journal of Behavioral and Experimental Economics</i> .
Other professional responsibilities	2022-present: Research Leader, Depart. of Economics (Middlesex University) 2022-present: MDX Cluster Lead of Decision Making for Policy (Middlesex University) 2015-present: Mentor of undergraduate students (Middlesex University) 2020-2022: Year 3 Leader (Middlesex University) 2020-2022: Programme Leader of BA in Economics (Middlesex University) 2018-2021: Member of Recruitment Committee (Middlesex University). 2015-2020: Founder and Coordinator of Mentoring Programme at the Department of Economics (Middlesex University)
Other Affiliations/Advisory Roles	2018-present: Affiliated Researcher at Loyola Behavioral Lab, ESP. 2021-present: Advisor on Public Policy and Behavioural Economics, Media Aid Foundation, NIG. 2015-2023: Royal Economic Society member, UK.
Further Qualifications	Fellow of the Higher Education Academy, 2020, UK. Human Subject Certification, PHRP Online Training, 2018-2021. Human Subject Certification, PHRP Online Training, 2021-2024.
Software Management	Office, Qualtrics, QGIS, STATA, PovMap, Latex, and R.
Languages	Spanish (native), English (fluent), and French (intermediate).
References	<i>Marco Francesconi</i> , Professor of Economics at the University of Essex (mfranc@essex.ac.uk). <i>Francisco H.G. Ferreira</i> , Amartya Sen Professor of Inequality Studies and Director of the International Inequalities Institute at the London School of Economics (F.D.Ferreira@lse.ac.uk). <i>Steven Finkel</i> , Professor of Political Science at the University of Pittsburgh (finkel@pitt.edu).