Journal of Behavioral Economics for Policy

Vol. 2, No. 2



The *Journal of Behavioral Economics for Policy* (JBEP) it is an official journal of the *Society for the Advancement of Behavioral Economics* (SABE).

© 2018. Society for the Advancement of Behavioral Economics

www.sabeconomics.org



Editorial Board

Editor

Roger Frantz, San Diego State University, USA

Associate Editors

Giuseppe Attanasi, University of Lille, France
Michelle Baddeley, University College London, UK
Shu-Heng Chen, National Chengchi University, Taiwan
Antonio M. Espín, Middlesex University London, UK
Gigi Foster, University of New South Wales, Australia
Tere Garcia, University Granada, Spain
Robert Hoffmann, RMIT University, Australia
Shabnam M. Mousavi, Johns Hopkins University, USA
Angela de Oliveira, University Massachusetts Amherst, USA
Salvatore Rizzello, University of Piemonte Orientale, Italy
Joe Sabia, University New Hampshire, USA
Shosh Shahrabani, The Yezreel Valley College, Israel
John Smith, Rutgers University-Camden, USA

Book Review Editor

Alexis Belianin, Higher School of Economics Moscow, Russia

Board of Directors

Morris Altman, University of Newcastle, Australia
Gary Charness, University of California, Santa Barbara, USA
Richard T. Curtin, University of Michigan, USA
Catherine C. Eckel, Texas A&M University, USA
Bruno S. Frey, University of Basel, Switzerland
Simon Gaechter, University of Nottingham, UK
Carol Graham, Brookings Institution, USA
Benedikt Herrmann, European Commission
Stephen Lea, University of Exeter, UK
Louis Levy-Garboua, Paris School of Economics, France
Rosemarie Nagel, ICREA, Universitat Pompeu Fabra, Spain
Susan W. Parker, CIDE, Mexico
Esther M. Sent, Radboud University Nijmegen, Netherlands

Dear Readers,

I have decided to step down as Editor-in-Chief of JBEP. I believe that I can better serve the Journal in a different capacity, and that the Journal will be better served with the person who will become the new Editor-in-Chief beginning in Oct. 2018. Her name is Michelle Baddeley. Michelle Baddeley is a Research Professor at the Institute for Choice, University of South Australia and an Honorary Professor, University College London. Her fields of expertise include behavioral economics, behavioral macro economics, and neuroscience. She is the author of Behavioural Economics, and Finance; Behavioural Economics. A Very Short Introduction, and; Copycats and Contrarians: Why We Follow Others... and When We Don't. She has published in many Journals including Proceedings of the National Academy of Sciences, Philosophical Transactions of the Royal Society of London, Frontiers in Human Neuroscience, Journal of Regional Science, Applied Economics, The Journal of Development Studies, and Journal of Economic Methodology. She works with public policy makers and will bring public policy more into the articles we publish in JBEP. I am delighted that she accepted the invitation to become the Editor-in-Chief. As for me, I will become the Special Issues Editor. This will allow me to pursue my two main interests. One is keeping alive the names and teachings of the "Old" behavioral economists, i.e., those behavioral economists who wrote before Kahneman and Tversky. The other is providing an outlet for all aspects of heterodox economics which were part of the initial vision of behavioral economics and SABE. Please welcome Michelle to JBEP as the Editor-in-Chief. Michelle can be contacted at Michelle.Baddeley@unisa.edu.au.

> Sincerely, ROGER FRANTZ

Extending behavioral economics' methodological critique of rational choice theory John Davis	5-9
Risk preferences in future military leaders Patrick Bell, Rozlyn Engel, Darren Hudson, Julian Jamison, William Skimmyhorn	11-24
Quantifying satisfaction with regard to preferences - A spatial model <i>Mihir Parekh</i>	25-29
Where should we target our research effort? A data-based model for determining priorities for smoking cessation research and healthcare delivery in general practice Jamie Bryant, Natasha Noble, Rob Sanson-Fisher, Andrew Searles, Christopher Oldmeadow, Rochelle Watson, Elise Mansfield	31-39
Nudges in the restroom: How hand-washing can be impacted by environmental cues Calvin Blackwell, Daniela Goya-Tocchetto, Zach Sturman	41-47
Nudging long-term saving: The <i>Ahorra</i> + program Jesús María García, José Vila	49-53
Alternative policies for subsidizing groundwater extraction: A field study in Mexico Edgar Tellez Foster, Amnon Rapoport, Ariel Dinar	55-69
Experiments on empathy conservation: Implications for environmental policy Natalia V. Czap, Hans J. Czap, Marianna Khachaturyan, Mark E. Burbach, Gary D. Lynne	71-77
Testing the easterlin paradox: Results and policy implications Edsel L. Beja Jr.	79-83