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Dear Readers,

In this issue we have a fascinating collection of papers exploring an innovative range of papers applying insights from behavioural economics to key policy questions ranging from education to water consumption to drug regulation. Also, we have introduced a “Letters” section and, for our inaugural Letter, Steve Martin and Paul Dolan identify concerns – which many of us might share – that behavioural science service provision is increasingly dominated by agencies and consultancies whose experience and qualifications in the realm of behavioral science ‘extend to little more than “having read Nudge”’. Steve Martin and Paul Dolan advocate for a Global Association of Applied Behavioral Scientists constituted to serve the public interest and represent the interests of bona-fide applied behavioural scientists. What do our readers think? Further correspondence – whether in response to our inaugural letter or on other themes relevant to behavioral economics and policy – is welcome and can be sent to the Editor-in-Chief at JBEP’s usual email address sabejbep@gmail.com.

The articles in this issue start with some pertinent insights on educational themes. Mark Agee’s contribution, ‘Classroom management, persistent bullying, and teacher practices in a discrete choice model of habit formation’, explores the role of habit formation in moulding children’s propensity towards bullying, and is supported by an empirical analysis indicating that effective classroom management and instructional practices can temper persistent bullying habits, with recurrent bullying significantly lower in classrooms led by caring teachers with preferences for highly organized, student-focused instruction and firm but sensitive disciplinary practices. Then, in ‘Behavioral economics in film: Insights for educators’, Marie Briguglio, Charity-Joy Acchiardo, Dirk Mateer and Wayne Geerling – via the analysis of a database of 30 film and media scenes – argue the case for incorporating key behavioural economic insights about reference dependence, self-control and sub-optimizing behavior into Economic curricula via the medium of film, leveraging film’s role as one of our most evolved forms of story-telling.

Then Irani Arráiz, Syon P. Bhanot and Carla Calero explore reciprocity in their paper ‘When the context backfires: Experimental evidence on Reciprocity’, setting out results from a randomized field experiment in Ecuador, in which an unexpected shift in context triggered a negative response from entrepreneurs to gifts designed to encourage participation in business training programs, with the gifts seeming to induce negative rather than positive reciprocity. David O Kasdan, HaeNa Lee and Nagyeom Yang’s paper – ‘Testing the waters in Korea: Nudging toward the tap’ – explores tastes

and biases towards bottled water consumption in South Korea, and analyses tensions between the negative internalities of personal cost and the externalities of environmental sustainability, concluding that water consumption biases could be effectively managed using nudging policies to discourage bottled water consumption.

The papers in this issue conclude with Taruja Karmarkar, Antonio J. Trujillo, William Padula, Jeremy Greene, G. Caleb Alexander and Gerard Anderson's contribution 'Fairness in the trade-off between drug price regulation and investments in research and development: A survey of economists', which applies dual-entitlement theory in exploring the role of fairness in the US prescription drugs market, finding that the majority of economists surveyed expected price regulation to have a moderate to large impact on research and development but with negative impacts from high prices including impeded access to prescription drugs, especially for low-income patients, and hampered control of drug spending by governments.

We also have our second COVID-19 Special Issue coming out very soon, so watch this space!

MICHELLE BADDELEY
Editor in Chief
Sydney, Australia

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