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| Research interests | Development, Behavioural, Experimental & Applied Economics |
| Current Employment | <p>Profesor-Investigador, 2023-present Department of Economics, CIDE, Mexico City, MX.</p> <p>Associate Professor in Development Economics, 2022-present Department of Economics, Middlesex University, London, UK (with tenure since 2016).</p> |
| Education | <p>Doctor of Philosophy in Economics, 2010-2014 University of Essex, UK.</p> <p>Master in Science in Economics, 2005-2006 University College London (UCL), UK.</p> <p>BSc in Economics, 1997-2001 Centro de Investigación y Docencia Económicas (CIDE), MEX.</p> |
| Journal Articles | <p>2024: Novella, Rafael and Ericka G. Rascón Ramírez <i>Question-order Effects on Judgments under Uncertainty</i>. <i>Journal of Behavioral and Experimental Economics</i>. Vol. 109, April 2024.</p> <p>2023: Finkel, Stephen, Anja Neundorff 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>. Vol. 68, Issue 2, 613-630.</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 Jorrot, Lorenzo Estepa, Victor Orozco and Ericka G. Rascón Ramírez. <i>To Pay or Not to Pay: Risk Preferences in the Field and Lab</i>. <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. <i>Social Networks and Citizen Election Forecasting: The More Friends the Better</i>. <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. <i>Gender Differences in Altruism on Mechanical Turk: Expectations and Actual Behaviour</i>. <i>Economics Letters</i>, Vol. 170, September, 19-23.</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]. *El Trimestre Económico*, Vol. LXXV, num. 4. ISBN: 0041-3011.

2007: López-Calva, Luis F., Alvaro Meléndez, Ericka G. Rascón Ramírez, Lourdes Rodríguez and Miguel Székely. Poniendo al Ingreso de los Hogares 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.

Book *Perspectives on Poverty in India. Stylized Facts from Survey Data*. Principal co-authors: Peter Lanjouw and Rinku Murgai. The World Bank. ISBN: 978-0-8213-8689-7.

Book chapters *Forthcoming: Randomized Controlled Trials in Ulf Liebe (editor): Handbook of Quantitative Methods in Sociology*. Edward Elgar Series.

2024: Crimen y Educación en México (with Andro Asatashvili Anton Raúl Cepeda Suárez) in Gustavo A. del Ángel Mobarak (editors): *La Economía Mexicana: Un Balance desde la Academia*.

Google Citations 691 of which 468 have been reached since 2019.

External Research Funding **Principal Investigator (PI)**

“Empowering Young People through Digital Technologies and Aspirational Movies” with Victor Orozco. Funded by the European Commission, **2024-2026**. Amount: **3,000,000 US dollars**. Funding is managed by the World Bank.

“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>

“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**. Amount: **70,000 US dollars**.

Funding is managed by the World Bank and Curious Learning.

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/democracypresearch/>

Abbarno, 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

Chabe-Ferret, Bastien, Helen Bendon, Ericka G. Rascón Ramírez and Ben Serlin, “Raising awareness on misogyny and toxic masculinity in London-based schools”. Amount: **2,500 pounds**.

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, Simon Lodato and Ericka G. Rascón Ramírez. 2020: “Life during COVID-19”, 2020. Amount: **3,000 pounds**.

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

Ductor, Lorenzo, Ericka G. Rascón Ramírez and Ismael Rodriguez Lara. 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 Kovářík.
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.
8. *Building Democratic Support in Authoritarian Contexts: How Message Frames Matter* with Steven Finkel, Anja Neundorf and Aykut Öztürk.
9. *Choosing Democracy Over Party? How Civic Education Can Mitigate the Anti-democratic Effects of Partisan Polarization* with Steven Finkel, Melek Hilal Eroglu, Anja Neundorf and Aykut Öztürk.

Media Coverage

“Mobile phones can also reinforce children’s learning” [Los móviles también pueden reforzar el aprendizaje de niños]. El Pais, April 2024, ES.

“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

“Testing Out New Ideas: Innovations in Education from Africa and Latin America”, organised by The World Bank (DIME), 14 May 2024.

“Research and Funding for Development Workshop”, organised by Innovations for Poverty Action and ITAM, 18-19 April 2024.

“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 Economics 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, 2023), IAREP-SABE (2023), The World Bank, Research Unit (2023, 2024), Colegio de México (2024), CIDE (2023, 2024).

Academic Teaching Experience

UG = Undergraduate and PGT = Postgraduate

Department of Economics

CIDE, Mexico City, MX.

2023-present: Public Economics (UG, Year 3), Module Leader.

2023-present: Applied Economics (UG, Year 4), Module Leader.

Middlesex University, London, UK.

2025-present: Data Science for Policy Evaluation (UG, Year 3), Module Leader.
2022-2024: Statistics and Inference (UG, Year 1), Module Leader.
2019-2024: 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 inter-temporal 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 (2017-2024, 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).

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| | <p>Anamika Kumar (graduated in 2018): Elicitation of expectations about school and labour market outcomes of undergraduate students. MSc student at Middlesex University (Main Supervisor).</p> <p>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)</p> <p>Aroosa Faisal (Erasmus student, 2016-2017): Human capital investment and quality of institutions. MSc visiting student at Middlesex University (Main Supervisor).</p> |
| Undergraduate Supervision | <p>María José Cortés in 2024: Measuring perceived risks among Central America-US migrants at CIDE (Main supervisor).</p> <p>Alan Loera in 2024: Trust and COVID measure compliance at CIDE (Main supervisor).</p> <p>Amos de la Rosa in 2024: Indigenous governance and investment in public goods at ITAM (Main supervisor).</p> |
| Previous Employment | <p>Senior Lecturer in Development Economics, 2020-2022 Department of Economics, Middlesex University, London, UK.</p> <p>Lecturer in Development Economics, 2015-2020 Department of Economics, Middlesex University, London, UK.</p> <p>Extended and Short Term Consultant, 2007-2010 Research Development Unit, The World Bank, USA</p> <p>Head of Statistical Analysis, 2003-2005 Ministry of Social Development, MEX</p> <p>Deputy Head of Statistical Analysis, 2002-2003 Ministry of Social Development, MEX</p> <p>Economic Analyst, 2002 Executive Office for Strategic Planning and Regional Development of the Office of the President, MEX</p> <p>Research Assistant, 2000-2001 Research Centre El Colegio de México, MEX</p> |
| Consultancy | <p>The World Bank, PREM-Africa, PREM-Latin America, PREM Europe and Central Asia 2012-2015 and DIME: 2017-present, USA.</p> <p>Start Network, 2023, UK.</p> <p>Videnza Consultores, 2016-2017, PER.</p> <p>Sistemas de Inteligencia en Mercados y Opinión, 2012-2015, MEX.</p> <p>National Institute of Public Health, 2006, MEX.</p> |
| World Bank Reports (selection) | <p>2015: Rascón, Ericka, Andreas Murr and Alejandro de la Fuente. <i>Mapping Sub-national Poverty in Zambia</i>, Number 95276, The World Bank Group, March.</p> <p>2015: Rascón, Ericka and Kinnon Scott. <i>Nutrition Mapping in Mexico</i>, Poverty Global Practice-Latin America Region, March.</p> <p>2014: Rascón, Ericka. <i>Mapping Poverty in Botswana</i>, Poverty Global Practice-Africa Region, November.</p> <p>2010: Rascón, Ericka. <i>Cracking Malnutrition: An Overcome Challenge for Mexico? Micro-level Estimation of Child Malnutrition Indicators</i>, Development</p> |

Research Group Unit, March.

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| Other Reports | <p>2023: Angelovski, Andrej, Simon Lodato, Andreas Murr and Ericka Rascón. <i>Evaluation of Anticipatory Actions by MEAL Organisations Inception Report</i>. Commissioned by Start Network.</p> <p>2023: Angelovski, Andrej, Simon Lodato, Andreas Murr and Ericka Rascón. <i>Systematic Search and Review of Impact Evaluation Approaches for Anticipatory Action</i>. Commissioned by Start Network.</p> <p>2023: Murr, Andreas and Ericka Rascón. <i>Guidelines for the Evaluation of Anticipatory Actions: Participatory Impact Assessment, Regression Discontinuity Designs Other Methodological Considerations</i>. Commissioned by Start Network.</p> <p>2009: Rascón, Ericka and Peter Lanjouw. <i>Dynamics of Rural Poverty at the Local Level in Latin America. Comments on Interim Studies of Poverty Dynamics in 10 Countries based on Small Area Estimation</i>. RIMISP.</p> <p>2009: Rascón, Ericka and Luis Rubalcava. <i>Dinámica y caracterización de la pobreza urbana en México. (Dynamics and characterisation of Urban Poverty in Mexico)</i>. Spectron.</p> <p>2003: Rascón, Ericka, Gonzalo Hernández and Gustavo Merino. <i>Desarrollo Social en México. (Social Development in Mexico)</i>. Revista Este País.</p> |
| Training to Governments | <p>Small Area Estimation & Poverty Mapping</p> <p>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.</p> <p>Impact Evaluation and Behavioural Economics</p> <p>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.</p> |
| Awards and Scholarships | <p>2021 <i>Tom Bausch Best Paper Award in the 26th Annual IAJBS World Forum 2021</i>.</p> <p>2020 <i>Contribution Pay Scheme</i>. Middlesex University, UK.</p> <p>2019 <i>Contribution Pay Scheme</i>. Middlesex University, UK.</p> <p>2018 <i>Contribution Pay Scheme</i>. Middlesex University, UK.</p> <p>2010-2014 <i>CONACYT Scholarship from the Mexican Government</i> to study the PhD in Economics, UK.</p> <p>2008 <i>Spot Award</i>. The World Bank Research Group, USA.</p> <p>2005-2006 <i>Alban Scholarship from the European Commission</i> to study the MSc in Economics, UK.</p> <p>2003 <i>Premio Nacional de Economía Banamex</i>. National Prize for the best Undergraduate Thesis in Economics, MEX.</p> |
| Journal Refereeing | <p>American Journal of Political Science, Empirical Economics, European Journal of Development Research, Journal of Economic Behavior & Organization, Jour-</p> |

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| | nal of the Royal Statistical Society, PLOS ONE, Political Science Research and Methods, Journal of Behavioral and Experimental Economics, Nature, Nature Human Behavior, Revista Mexicana de Ciencias Políticas y Sociales, Scientific Reports. |
| Grant | UK Economic and Social Research Council (ESRC). |
| Refereeing | |
| Award | Premio Joaquín Xirau Icaza (Colegio de México, MEX), Premio en Economía |
| Referreing | Víctor L. Urquidi (MEX), Premio Eliseo Mendoza (Universidad de Guadalajara, MEX) |
| Conference | 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. |
| Organiser | 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 | 2024-present: Guest editor of the Special Issue <i>50th Anniversary of the Depart-ment of Economics, Latin American Economic Review</i> . |
| Membership | 2024-present: Associate editor of the <i>Latin American Economic Review</i> . 2022-present: Editorial board member of the <i>Journal of Behavioral and Exper-imental Economics</i> . |
| Other | 2022-present: Research Leader, Depart. of Economics (Middlesex University) |
| professional | 2022-present: MDX Cluster Lead of Decision Making for Policy (Middlesex |
| responsibilities | 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 Depart-ment of Economics (Middlesex University) |
| Other Affilia- | 2018-present: Affiliated Researcher at Loyola Behavioral Lab, ESP. |
| tions/Advisory | 2021-present: Advisor on Public Policy and Behavioural Economics, Media Aid |
| Roles | Foundation, NIG. 2015-2023: Royal Economic Society member, UK. |
| Further | Fellow of the Higher Education Academy, 2020, UK. |
| Qualifications | Human Subject Certification, PHRP Online Training, 2018-2021. Human Subject Certification, PHRP Online Training, 2021-2024. |
| Software | Latex, Office, PovMap, QGIS, Qualtrics, R, and STATA. |
| Management | |
| Languages | Spanish (native), English (fluent), and French (intermediate). |