

Dr. Ericka G. Rascón Ramírez

 London, United Kingdom, erickarascon@gmail.com <https://sites.google.com/view/ericka-rascon-ramirez>

Current Employment	Senior Lecturer (Associate Professor) in Economics, 2021-present Department of Economics, Middlesex University, London, UK Permanent Position
Previous Academic Employment	Lecturer (Assistant Professor) in Development Economics, 2015-2020 Department of Economics, Middlesex University, London, UK Permanent Position
Research interests	Labour & Family Economics, Development Economics, Behavioural Economics, Microeconometrics and Experimental Economics. ORCID: https://orcid.org/0000-0002-2214-2224
Education	Doctor of Philosophy in Economics, 2014 University of Essex, United Kingdom Master in Science in Economics, 2006 Department of Economics, University College London (UCL), United Kingdom Bachelor in Science in Economics, 2001 Department of Economics, Centro de Investigación y Docencia Económicas (CIDE), Mexico
Further Qualifications	Fellow of the Higher Education Academy, 2020 United Kingdom
Journal Articles	2018: Brañas-Garza Pablo, Capraro Valerio 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. 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. 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. 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]. <i>Economía Mexicana</i> , 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
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.

**Under
review in
peer-reviewed
journals**

Human Capital and Elicitation of Decisions under Uncertainty

1. *Order Matters: Eliciting Parental Beliefs on Educational Choices* with Pablo Brañas-Garza and Riccardo Ciacci.
2. *To Pay or Not to Pay: Risk Preferences in the Field and Lab* with Pablo Brañas-Garza, Diego Jorrat, Lorenzo Estepa and Victor Orozco.
3. *Can Online Civic Education Induce Democratic Citizenship? Experimental Evidence from a New Democracy* with Anja Neundorf and Steven Finkel.

**Working
in progress**

Human Capital of Children and Adolescents

1. *Teenage Pregnancy and Motherhood in England: Do Parents' Educational Expectations Matter?*
2. *The Effect of Hard and Soft Skills on Sexual Behaviour* with Maria Jones and Victor Orozco.
3. *Educational Entertainment, Prospect Theory and Self-Efficacy: Increasing sexual awareness using videos among Nigerian youth* with Andreas Murr and Synnove Rabbevaag.
4. *Movies and Mobiles: Empowering Parents to Invest in Human Capital* with Victor Orozco.

Public Economics

5. *Trust, Beliefs and Compliance during the COVID-19 Pandemic* with Andrej Angelovski and Simon Lodato.

Social Networks and Diffusion of Technologies

6. *Diffusion of mobile banking among rural women: Incentivising local leaders vs. a marketing campaign* with Pablo Brañas-Garza and Jaromír Kovářík.

Applied Statistics and Measurement

7. *Beads and Sliders: Eliciting probabilities in the field* with Lorenzo Estepa, Diego Jorrat and Victor Orozco.
8. *Question-Order Effects on Judgements under Uncertainty* with Rafael Novella.

External Research Funding

Principal Investigator

1. Orozco, Victor and Ericka Gabriela Rascon Ramirez. 2018. "Movies, Mobile Gaming and Digital Books: Experimental Evaluation of Entertainment Education Interventions to Change Social Norms and Improve Educational Outcomes in Northern Nigeria." Funded by the Nigeria Partnership for Education Project-Nigerian Government, Norwegian Agency for Development Cooperation (NORAD) and the World Bank, **2017-2020**. Total amount **1.6 million US dollars**. AEA RCT Registry. December 06. <https://doi.org/10.1257/rct.3619-2.0>

Co-Principal Investigator

2. Neundorff, Anja et al. 2019. "Democracy under Threat: How Education can Save it (DEMED)." Funded by ERC Consolidator Grant, **2020-2025**. Total amount **1,995,024 euros**.
3. Abbarno, Aaron et al. 2019. "Learning Democracy: Inducing Democratic Citizenship and Voter Mobilisation through Online Civic Education – An Experimental Approach." Funded by USAID, **2019**. Total amount **70,000 US dollars**. AEA RCT Registry. August 06. <https://doi.org/10.1257/rct.4509-1.0>

Internal Research Funding: PI

1. Angelovski, Andrej et al. 2020: "Life during COVID-19". Funded by Middlesex University, **2020**. Total amount: **3,000 pounds**.
2. Rascón Ramírez, Ericka G. et al. 2019. "Educational Entertainment, Prospect Theory and Self-Efficacy: Increasing sexual awareness using videos among Nigerian youth". Funded by Middlesex University, **2019-2021**. Total amount: **3,900 pounds**.

3. Ductor, Lorenzo et al. 2018. “Why women perform and collaborate differently to men”. Funded by Middlesex University, **2018-2021**. Total amount: **2,500 pounds**.
4. 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”. Funded by Middlesex University, **2018-2019**. Total amount: **2,410 pounds**.

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, GBR.

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

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

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

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

Invited Talks

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

“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, December 6 2019, UK.

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

“Does getting pregnant cause girls to drop out of school?” Part of a panel discussion organised by the US Population Council, May 1 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 CEAGA-Berkeley (2016), Middlesex University (2017), Royal Economics Society (2019), Economic Science Association ESA Global Online (2020), Universidad de Granada (2021), Universidad de Sevilla (2021).

Previous Employment	<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>Videnza Consultores, 2016-2017, PER.</p> <p>Sistemas de Inteligencia en Mercados y Opinión, 2012-2015, MEX.</p> <p>The World Bank, PREM-Africa, PREM-Latin America, PREM Europe and Central Asia and DIME: 2012-2015; 2017-2020, USA.</p> <p>National Institute of Public Health, 2006, MEX.</p>
Experimental Design and Impact Evaluation	<p>Framing, Authority Bias and Health Information (Mexico), Civic Education (Tunisia), Educational Entertainment and Schooling Enrolment (Northern Nigeria), Elicitation of Risk Preferences, Social Norms and Inter-temporal Preferences (Northern Nigeria), Goal Setting and Loss Aversion Framing for Managers (Vietnam), Vocational Training Programme (Malawi), Mobile Banking (Piura-Peru), Water and Sanitation (Paraguay), and Food Support Programme and Support to Elderly Population (Mexico).</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>2012: Rascón, Ericka and Thomas Martin. <i>Mapping Poverty in Cape Verde</i>, The World Bank Group, September.</p> <p>2010: Rascón, Ericka. <i>Cracking Malnutrition: An Overcome Challenge for Mexico? Micro-level Estimation of Child Malnutrition Indicators</i>, Development Research Group Unit, March.</p> <p>2009: Rascón, Ericka. <i>Mapas de Nutrición en México: Metodología y Resultados (Nutrition Maps in Mexico: Methodology and Results)</i>, Development Research Group Unit, September.</p>
Other Reports	<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>

Report Collaboration	<p>2007: <i>The Millennium Development Goals: Progress in Asia and the Pacific</i>, UNDP.</p> <p>2006: <i>Urban Poverty in Mexico</i>, The World Bank.</p> <p>2004: <i>Indice de Desarrollo Humano Municipal en México, Human Development Index across Municipalities in Mexico</i>, UNDP.</p> <p>2002: <i>Informe sobre Desarrollo Humano en México, Human Development Index in Mexico</i>, UNDP.</p>
Local Capacity Building	<p>Argentinian Ministries, ARG 2017. Funded by the British Embassy Buenos Aires Project Fund 2017.</p> <p>Public Administration International, UK 2015, 2016, 2017. Paid by various attendees from Commonwealth countries.</p>
Training to Governments	<p>Small Area Estimation & Poverty Mapping</p> <p>Government Namibia Statistics Agency, GBR 2019; Statistics South Africa, GBR 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>
Academic Teaching Experience	<p>Impact Evaluation and Behavioural Economics</p> <p>Nigerian Federal Ministry of Education, NGA 2019; Argentinian Ministries, ARG 2017; Public Administration International, GBR 2015, 2016, 2017; National Planning Department, COL 2007.</p>
	<p>Department of Economics (Undergraduate)</p> <p><i>Advanced Econometrics</i> (2019–present/GBR-Middlesex University – Lecturer)</p> <p><i>Development Economics</i> (2018–present/GBR-Middlesex University – Lecturer)</p> <p><i>Intermediate Microeconomics</i> (2015–2020/GBR-Middlesex University – Lecturer)</p> <p><i>Advanced Microeconomics</i> (2018–2019/GBR-Middlesex University – Lecturer)</p> <p><i>Econometrics</i> (2017/GBR-Middlesex University – Lecturer)</p> <p><i>Project in Economics</i> (2011–2013/GBR-University of Essex – Lecturer)</p> <p><i>Introduction to Economics</i> (2011–2012/GBR-University of Essex – GTA)</p> <p><i>Econometric Methods and Applications</i> (2011/GBR-University of Essex – GTA)</p> <p><i>Applied Statistics and Data Management</i> (2003–2005/MEX-CIDE – GTA)</p> <p><i>Poverty and Inequality Measurements</i> (2003–2004/MEX-ITAM – Invited Lecturer)</p>
	<p>Department of Economics (Graduate)</p> <p><i>Experimental Economics</i> (2015-present/GBR-Middlesex University – Lecturer)</p> <p><i>Econometric Methods and Applications</i> (2011-Laboratories/GBR-University Essex – GTA)</p>
<p>Department of Mathematics (Undergraduate)</p> <p><i>Probability and Statistics I</i> (2012/GBR-University of Essex – GTA)</p> <p><i>Probability and Statistics II</i> (2011/GBR-University of Essex – GTA)</p>	

MSc Supervision	<p>Synnove Palma Rabbevaag (passed with no further revisions, January 2021): Information campaigns on sexually transmitted diseases (STDs) using educational entertainment videos. MSc student at Middlesex University (Main supervisor).</p> <p>Andres Castañeda Prado (passed with no further revisions – October 2019): Framing and authority bias in the diffusion of health information: An online experiment. MSc student at Middlesex University (Main supervisor).</p> <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 with 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>
PhD Supervision	<p>Balint Lenkei (passed with minor revisions – November, 2019): Essays on Development Economics, PhD student at Middlesex University (Second Supervisor).</p> <p>Thi Phuong Anh Doan (current, 2017-present): Gender Differences in the Returns to Academic Collaboration, PhD student at Middlesex University (Main Supervisor with Dr. Lorenzo Ductor).</p> <p>Lorenzo Estepa (current, 2020-present): Beyond beans: Eliciting subjective probabilities using sliders in the field (<i>Visiting PhD student</i>) with Pablo Brañas-Garza.</p> <p>Diego Jorrat (current, 2020-present): Assessing risk preference and intertemporal preference elicitation using incentivised and hypothetical measures (<i>Visiting PhD student</i>) with Pablo Brañas-Garza.</p>
Awards and Scholarships	<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, GBR.</p> <p>2008 <i>Spot Award</i>. The World Bank Research Group, USA.</p> <p>2005-2006 <i>Alban Scholarship from European Commission</i> to study the MSc in Economics, GBR.</p> <p>2003 <i>Premio Nacional de Economía Banamex</i>. National Prize for the best Undergraduate Thesis in Economics, MEX.</p>
Journal Refereeing	<p>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, Revista Mexicana de Ciencias Políticas y Sociales.</p>
Grant Refereeing	<p>Economic and Social Research Council (ESRC).</p>
Other professional responsibilities	<p>Programme Leader of BA in Economics (Middlesex University, 2020-present),</p>

Year 3 Leader (Middlesex University, 2019-present), Mentoring Programme Co-ordinator at the Department of Economics (Middlesex University, 2015-2020), mentor of undergraduate students (Middlesex University, 2015-present) and Panel Member for Recruitment (Middlesex University, 2018-2020).

**Software
Management**

Office, Qualtrics, QGIS, STATA, PovMap, Latex, and R.

Languages

Spanish (native), English (fluent), French (intermediate) and German (basic and still learning).