

# IEDA MATAVELLI

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## EMPLOYMENT

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**University of New South Wales**  
Postdoctoral Fellow

*2023-Current*

## EDUCATION

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**University of British Columbia**  
PhD Economics

*2018 - 2023*

**Universidade de São Paulo**  
MA Economics

*2016-2018*

**Inspere**  
BA Economics

*2011-2015*

## REFERENCES

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**Siwan Anderson**  
Professor  
University of British Columbia  
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**Pauline Grosjean**  
Professor  
University of New South Wales  
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**Matt Lowe**  
Assistant Professor  
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**Jamie McCasland**  
Assistant Professor  
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**Nathan Nunn**  
Professor  
University of British Columbia  
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## FIELDS

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Development Economics, Behavioral & Experimental Economics, Cultural Economics

## JOB MARKET PAPER

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### ***We Don't Talk About Boys: Masculinity Norms Among Adolescents in Brazil***

Masculinity norms are cultural expectations around men's behaviors, such as the expectations that men should suppress their emotions or use violence. I measure masculinity norms among 2,608 adolescents in Rio de Janeiro and document large misperceptions about these norms: most boys and girls overestimate the share of peers that hold traditional views of masculinity. I examine whether a lack of horizontal communication (i.e., communication with peers) or biased communication (i.e., communication with a selected group) perpetuates misperceived norms through two field experiments in 25 schools. In the main experiment, I randomly assigned adolescents to a mediated discussion to learn peers' opinions about masculinity or a placebo discussion about recycling. Masculinity discussions reduce misperceptions about classmates' beliefs by at least 50% immediately, with effects persisting three weeks later. Discussions in which people self-select into speaking or are randomly asked to speak reduce misperceptions equally. This suggests that misperceptions are due to a lack of broad communication with peers.

In a supplementary experiment, I find that adolescents do not talk about masculinity even with close peers, as encouraging communication with chosen peers also reduces misperceptions. Finally, I provide suggestive evidence that underestimating interest and comfort in these discussions might drive the lack of communication.

## WORKING PAPERS

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### ***Masculinity Around the World*** (with Victoria Baranov, Ralph de Haas, Pauline Grosjean)

This paper explores the socioeconomic roles of masculinity norms. We collect the first cross-cultural evidence on men's adherence to dominance masculinity norms from nationally representative, face-to-face surveys across 43 countries in Europe, Asia, the Middle East, and Africa. Our analysis unveils substantial variation in adherence to these norms, both across and within countries, and identifies three domains where they exert significant influence. In the economic domain, adherence to dominance masculinity correlates positively with behaviors supporting economic growth, such as labor supply at the intensive margin, but also generates frictions by constraining occupational choice to traditionally masculine sectors. In the health domain, adherence to dominance masculinity is linked to more risk-taking, higher rates of depression, and shorter lifespans among men. In politics, it predicts both individual demand for strongman populism and its political supply at the country level. Across all domains, dominance masculinity norms play a role distinct from, and sometimes opposite to, social norms about women and gender roles.

### ***Expected Discrimination and Job Search*** (with Deivis Angeli, Fernando Secco)

The impacts of labor market discrimination depend not only on whether employers discriminate, but also on jobseekers' responses to expected discrimination. To study these responses, we ran a set of field experiments in Rio de Janeiro's favelas (urban slums). In an audit study, we find little difference between callback rates for favela and non-favela resumes. Yet, over 87% of favela jobseekers in our study (N=2,167) expect discrimination in callbacks. Our main strategy to randomize expected discrimination is to vary whether favela jobseekers may expect an employer to know their address. We find that (i) removing the need to declare address encourages applications only among white jobseekers, and (ii) jobseekers perform on average worse in real job interviews when expecting interviewers to know their name and address, as opposed to only their name, the only information actually known by the interviewer. The effects on interview performance also concentrate on white jobseekers, likely because they can more easily pass as non-favela residents and ignore racial discrimination. Hence, expected discrimination can shape job market outcomes through interview performance and applicant pool composition.

### ***Ayahuasca Durably Improves Wellbeing*** (with Patrick Francois, Matt Lowe)

We partner with an ayahuasca center in Brazil to study the well-being effects of a one-evening ayahuasca treatment within a ritualized group setting. We report results from an experiment that enrolled over four hundred participants, none of whom had previous experience of ayahuasca. Relative to placebo, ayahuasca increases happiness and reduces psychological distress six months later by roughly 0.4 standard deviations. These effects are driven by participants that were distressed at baseline. Improvements in well-being are strongly positively correlated with participants' reports of the mystical nature of their trips. Participants that reported having had challenging trips still have improvements in well-being compared with placebo participants. We estimate the mental health benefits of participating in an ayahuasca ceremony to be roughly 200 times the cost of 24 USD.

## WORK IN PROGRESS

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**Masculinity Norms and Their Economic Consequences** – in preparation for the *Annual Review of Economics* (with Victoria Baranov, Ralph de Haas, Pauline Grosjean)

**Women's Cognitive Load and Labor Market Outcomes in Brazil** (with Jamie McCasland)

**Wage Transparency Within and Across Firms: Experimental Evidence From Brazil** (with

Mayara Felix, Bobby Pakzad-Hurson)

**What do people value at work?** (with Mayara Felix)

**Masculinity Norms and Social Learning: Theory and Evidence** (with Marcos Ross)

## PRE-PHD PUBLICATIONS (IN PORTUGUESE)

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**Efeitos de Tamanho da Sala no Desempenho dos Alunos: Evidências Usando Regressões Descontínuas no Brasil** (with Naercio Menezes Filho). *Revista Brasileira de Economia* 74 (2020): 352-401.

**Determinantes da Distribuição da (Des)igualdade de Gênero entre os Estados Brasileiros** (with Regina Madalozzo and Adriana Bruscato). *Estudos Econômicos (São Paulo)* 46 (2016): 161-188.

## TEACHING EXPERIENCE

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**2023 Behavioural Development Economics (graduate):** UBC

**2021 Behavioural Development Economics (undergraduate):** UBC

**2016-2018 Inferential Statistics and Applied Methods (undergraduate, MBA and professional masters):** Insper (São Paulo)

## GRANTS AND AWARDS

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**2024**

JPAL JOI Brazil Pilot Grant (with Mayara Felix and Bobby Pakzad-Hurson)

**2023**

Weiss Fund for Research in Development Economics (with Patrick Francois and Matt Lowe)

CIDER Small Grants (with Jamie McCasland)

JPAL JOI Brazil Development Grant (with Jamie McCasland)

PacDev Best Poster Award

**2022**

CIDER Small Grants X 3 (with Devis Angeli, Patrick Francois, Matt Lowe, and Fernando Secco)

CEGA Psychology and Economics of Poverty (with Devis Angeli and Fernando Secco)

CEGA Development Economics Challenge

JPAL JOI Brazil Full RCT (with Devis Angeli and Fernando Secco)

**2021**

CIDER Small Grants X 3

CEGA Psychology and Economics of Poverty

## PRESENTATIONS

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*\*scheduled*

2024 EA-WB Conference Gender Norms and the Law\*, Berlin Workshop on Empirical Public Economics: Gender Economics, University of Sydney, Society for Institutional and Organizational Economics (University of Chicago), URPP Conference on Boys and Men (University of Zurich - Distinguished Speaker), Australasian Development Economics Workshop (University of Melbourne), Monash University (Centre for Health Economics), Monash University (Behavioral, Experimental and Theory

group), University of Auckland, Midwest International Economic Development Conference (University of Chicago), Insper

2023 Australasian Public Choice Conference (Deakin University), University of Melbourne, Brazilian Meeting on Family and Gender Economics (Universidade de São Paulo), Early Career Behavioral Economics (Harvard), RIDGE LACEA, PacDev (University of Washington - poster)

## PROFESSIONAL ACTIVITIES

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### Refereeing

*Journal of Economic Behavior and Organization, Quarterly Journal of Economics*

## DIVERSITY AND MENTORSHIP

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- Women in Economics Group at the Vancouver School of Economics (Founder)
- Wellbeing Liaison at the Vancouver School of Economics (2019-2023)
- UBC Women in Economics and Policy Mentor (2020-2022)
- GAIN Mentorship Program (2019)