

Margaret Samahita

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Academic Positions

- Assistant Professor, School of Economics, University College Dublin, 2019 – present.
Research Fellow, Geary Institute for Public Policy, University College Dublin, 2020 – present.
Postdoctoral Fellow, International Institute for Industrial Environmental Economics (IIIEE), Lund University, 2018 – 2019.

Education

- PhD Economics, Lund University, 2017.
MSc Economics, Lund University, 2012.
BCom Economics & Finance, The University of Sydney, 2009.
BSc Mathematics, The University of Sydney, 2009.

Research Visits

- Collegio Carlo Alberto, 2021.
Department of Economics, Lund University, 2019.
Department of Economics, New York University, 2014 – 2015.

Research Interests

- Behavioral Economics, Experimental Economics, Gender Economics, Political Economy.

Publications

Journal Articles

- Holm, H. J., Samahita, M., Wengström, E. and van Veldhuizen, R. (2025). Anchoring and subjective belief distributions. *Journal of Economic Behavior & Organization*, 240:107304.
- Lades, L. K., Samahita, M., Martin, L., Sunstein, C. R. and Baekgaard, M. (2025). Vulnerability to and acceptability of different types of sludge. *Behavioural Public Policy*, 1-30.
- Lago, M. E., Samahita, M. and Doyle, O. (2025). Unraveling gender norms: Social and personal norms in the preferential promotion of women. *Journal of Behavioral and Experimental Economics*, 115:102336.
- Getik, D., Islam, M. and Samahita, M. (2024). The inelastic demand for affirmative action. *European Economic Review*, 170:104862.

- Samahita, M. and Devereux, K. (2024). Are economics conferences gender-neutral? Evidence from Ireland. *Oxford Bulletin of Economics and Statistics*, 86(1):101–118.
- Devereux, K. and Samahita, M. (2023). Gender, productivity, and promotion in the Irish economics profession. *Economics Bulletin*, 43(3):1225–1234.
- Samahita, M. and Lades, L. K. (2023). Compliance spending aversion: An unintended consequence of charity regulation. *Journal of Behavioral Public Administration*, 6(1):1–30.
- Conzo, P. (✉) Taylor, L. K. (✉) Morales, J. S. (✉) Samahita, M. (✉) Gallice, A. (2023). Can ❤️s change minds? Social media endorsements and policy preferences. *Social Media + Society*, 9(2).
- Samahita, M. and Holm, H. J. (2023). No mood effects in the field: The case of car inspections. *Journal of Economic Psychology*, 96:102612.
- Ek, C. and Samahita, M. (2023). Too much commitment? An online experiment with tempting YouTube content. *Journal of Economic Behavior & Organization*, 208:21–38.
- Mundaca, L. and Samahita, M. (2020). What drives home solar PV uptake? Subsidies, peer effects and visibility in Sweden. *Energy Research & Social Science*, 60:101319.
- Samahita, M. (2020). Pay-what-you-want in competition. *The B.E. Journal of Theoretical Economics*, 20(1):20180063.
- Holm, H. J. and Samahita, M. (2018). Curating social image: Experimental evidence on the value of actions and selfies. *Journal of Economic Behavior & Organization*, 148:83–104.
- Samahita, M. (2017). Venting and gossiping in conflicts: Verbal expression in ultimatum games. *Journal of Behavioral and Experimental Economics*, 67:111–121.
- Kahsay, G. A. and Samahita, M. (2015). Pay-What-You-Want pricing schemes: A self-image perspective. *Journal of Behavioral and Experimental Finance*, 7:17–28.
- Samahita, M. (2013). Effect of effort on self-image: Monotonically increasing self-image functions. *Economics Bulletin*, 33(1):152–157.

Large-scale Research Collaborations

- Aczel, B., Szaszi, B., Kósa, L., Torma, Z., Kumpel, H., Clelland, H. T., Hoffmann, S., Kovacs, M., Ahnström, L., Holzmeister, F., Nilsonne, G., and the Multi100 Collaboration. (2025). Investigating the analytical robustness of the social and behavioural sciences. *Accepted at Nature*.
- Huntington-Klein, N., Pörtner, C. C., McCarthy, I., and the Many-Economists Research Collective. (2025). The sources of researcher variation in economics.
- Fišar, M., Greiner, B., Huber, C., Katok, E., Ozkes, A., and the Management Science Reproducibility Collaboration. (2024). Reproducibility in Management Science. *Management Science*, 70(3):1343–1356.
- Schaerer, M., Du Plessis, C., Nguyen, M. H. B., Van Aert, R. C., Tiokhin, L., Lakens, D., Clemente, E. G., Pfeiffer, T., Dreber, A., Johannesson, M., Clark, C. J., Uhlmann, E. L., and the Gender Audits Forecasting Collaboration. (2023). On the trajectory of discrimination: A meta-analysis and forecasting survey capturing 44 years of field experiments on gender and hiring decisions. *Organizational Behavior and Human Decision Processes*, 179:104280.
- Tierney, W., Hardy III, J.H., Ebersole, C.R., Leavitt, K., Viganola, D., Clemente, E.G., Gordon, M., Dreber, A., Johannesson, M., Pfeiffer, T., the Hiring Decisions Forecasting Collaboration and Uhlmann, E.L. (2020). Creative destruction in science. *Organizational Behavior and Human Decision Processes*, 161:291–309.

Book Chapter

Mundaca, L., Samahita, M., Sonnenschein, J. and Seidl, R. (2020). Behavioural economics for energy and climate change policies and the transition to a sustainable energy use: A Scandinavian perspective. In M. Lopes, C. Henggeler Antunes & K. B. Janda (Eds.), *Energy and Behaviour: Towards a Low Carbon Future*, (pp. 45–87). London: Academic Press.

Working Papers

Strategic confidence? The gender confidence gap and anticipated discrimination in economics peer-review (with M. Zanella).

Conformity and silence: Experimental evidence on social pressure and free speech (with J. S. Morales).

“Luxury beliefs”: Signaling through ideology?

The benefit of collective intelligence in community-based content moderation is limited by overt political signalling (with G. Juncosa, S. Mohammadi and T. Yasseri)

Research Grants (* PI)

2025: UCD College of Social Sciences and Law* (15,000 EUR), UCD Higher Education Research Equipment Grant (264,822 EUR), UCD Geary Institute for Public Policy* (2,000 EUR), UCD School of Economics* (4,000 EUR), UCD Research Culture Initiative (9,500 EUR).

2024: UCD Geary Institute for Public Policy* (1,950 EUR), UCD School of Economics* (2,000 EUR).

2023: Institute for Humane Studies* (750 USD), Irish Research Council* (5,000 EUR), UCD School of Economics* (2,500 EUR).

2022: Environmental Protection Agency (199,015 EUR), Laurier Centre for Economic Research & Policy Analysis (3,267 CAD), UCD School of Economics* (2,250 EUR).

2021: Science Foundation Ireland (7,980,000 EUR), Irish Economic Association* (9,000 EUR), UCD College of Social Sciences and Law* (3,983 EUR).

2020: Collegio Carlo Alberto (7,500 EUR), Einaudi Institute for Economics and Finance (10,000 EUR), Irish Research Council* (8,295 EUR), UCD College of Social Sciences and Law* (1,500 EUR), Lund University Centre for Economic Demography (15,000 SEK), The Royal Swedish Academy of Sciences (55,000 SEK), Lund University Institute of Economic Research (50,000 SEK).

2019: Jan Wallander and Tom Hedelius Foundation (1,000,000 SEK).

2018: Torsten Söderberg Foundation (282,500 SEK).

2014: Jan Wallander and Tom Hedelius Foundation (2,000,000 SEK).

Conference and Seminar Presentations (* invited)

2026: BERG Gender Studies Workshop (Sheffield)*.

2025: BiGSEM Doctoral Workshop (Bielefeld)*, CERIS Replication Workshop (Galway)*, Economic Modelling 2025 Conference “Ukraine: Economic Insights for Future Policy Actions” (Dublin) [discussant]*, HHDI-NIDE Joint Workshop on Cultural Transmission and Persistence (Belfast), ESSEC Business School, UCD Internal Seminar.

2024: IBSPN Annual Economics and Psychology Conference (Dublin), Nordic Conference in Behavioral and Experimental Economics (Copenhagen), University of Limerick*, Newcastle University*, UCD Internal Seminar.

2023: Durham University*, Workshop on "Directions of Polarization, Social Norms, and Trust in Societies" (MIT), Trinity College Dublin*, University of Stirling*, UCD Internal Seminar, IMEBESS Meeting (Lisbon), University of Vienna*, UCD College of Social Sciences and Law Research Showcase: Digital Transformation, University College Dublin*.

2022: University of Stirling*, Burgundy School of Business*, Lund University*, ESA European Meeting (Bologna), EEA Annual Congress (Milan), Swiss Society of Economics and Statistics Annual Congress (Fribourg), UCD Behavioural Science Workshop on "Online Social Influence", Irish Economic Association Annual Conference (Limerick), Central Bank of Ireland*, NUI Galway*, UCD Internal Seminar, London School of Economics*, ESA Special Meeting.

2021: UCD Behavioural Science & Policy Seminar, EERA JP Energy Systems Integration Webinar*, UCD Internal Seminar, ESA Global Meeting, ECPR Joint Session on Emotions and Political Attitudes in the Context of COVID-19, Irish Economic Association Annual Conference, London School of Economics Behavioural Science & Covid-19 Working Group Seminar*.

2020: IBSPN Annual Economics and Psychology Conference, UCD Internal Seminar, UCD Behavioural Science & Policy Seminar, UCD Behavioural Science Workshop on "The Economics of Self-Control", UCD School of Psychology Seminar*, ESA Global Meeting, ESA Junior Faculty Webinar.

2019: IBSPN Annual Economics and Psychology Conference (Dublin), UCD Internal Seminar, UCD Behavioural Science & Policy Seminar, IAREP/SABE Conference (Dublin), SABE ECR Workshop (Dublin), CNEE Workshop (Copenhagen), Masaryk University*, University College Dublin*.

2018: Seminar on Behavioural Economics for Energy Use and Climate Change (Lund), National Conference in Economics Workshop for Junior Female Researchers (Växjö), CNEE Workshop (Copenhagen), Arne Ryde Host Seminar (Lund).

2016: Arne Ryde Workshop on "Identity, Image and Economic Behavior" (Lund), ESA World Meeting (Jerusalem), WEAI Annual Conference (Portland), CNEE Workshop (Lund), IMEBESS Meeting (Rome), Microeconomics Seminar (Lund).

2015: Microeconomics Seminars (Lund), ESA World Meeting (Sydney), NYU Economics PhD Alumni Conference (New York), CESS Experimental Political Science Conference (New York).

2014: CESS Seminar (NYU), ESA North American Meeting (Fort Lauderdale), Microeconomics Seminar (Lund).

2013: EBIM Doctoral Workshop on Economic Theory (Bielefeld), Behavior and Incentives in Economics Meeting (Copenhagen), Nordic Conference on Behavioral and Experimental Economics (Stockholm), University of Copenhagen Department of Food and Resource Economics Seminar*, CNEE Workshop (Copenhagen).

Teaching

Course Coordinator/Lecturer: Economics of Gender (BSc), Advanced Microeconomics (MSc), Decision Theory (MSc), Behavioural Economics: Policy Applications (MSc), Experiments in Economics (MSc), Fundamentals of Economics and Economic Valuation of Environmental Change (MSc), Economic Valuation of Environmental Change (MSc).

Guest Lecturer: Law and Rationality Workshop (UCD Sutherland School of Law & University of Minnesota), MSc Behavioural Science (University of Stirling).

Teaching/Lab Assistant: Advanced Microeconomic Analysis (MSc), Economic and Financial Decision Making (MSc), Mathematical Methods – Dynamic Optimization (MSc), Intermediate Microeconomics (BSc), Introductory Macroeconomics (BSc), Introductory Microeconomics (BSc), Business and Economic Statistics B (BSc), Business and Economic Statistics A (BSc).

Supervision: 1 Postdoc, 4 PhD students, 6 PhD panels, 4 MSc theses, 9 BSc theses, 5 Research Assistants.

Qualifications: Research Supervisor Support and Development Programme (University College Dublin), National Forum Digital Badge in Universal Design for Teaching & Learning, Professional Certificate in University Teaching & Learning (University College Dublin), Fundamentals of Research Supervision (University College Dublin), Learning and Teaching in Higher Education (Lund University).

Awards: Teaching and Learning Award Nomination (2022), Students as Partners Development Award (2019).

Academic Services

Refereeing: American Political Science Review, Ecological Economics, Economic and Social Review, Economic Journal, Economics Bulletin, Energy Research and Social Science, European Economic Review, Experimental Economics, Journal of Behavioral and Experimental Economics, Journal of Economic Behavior & Organization, Journal of Economics & Management Strategy, Journal of Health Economics, Journal of Human Resources, Journal of Political Economy Microeconomics, New Ideas in Psychology. *Funders and conferences:* Diligentia Foundation for Empirical Research, Irish Economic Association Annual Conference, Social Sciences and Humanities Research Council of Canada.

Seminar/workshop organisation: UCD Behavioural Science Workshop on "Research Culture", UCD School of Economics Research Away Day (2x), UCD School of Economics Research Seminars, UCD Behavioural Science Workshop on "Online Social Influence", ECPR Joint Sessions Workshop on "Emotions and Political Attitudes in the Context of COVID-19", UCD PhD Conference in Behavioural Science and Policy, UCD Behavioural Science Workshop on "The Economics of Self-Control", UCD Panel Discussion on "Where are all the female economists?", IIIEE Public Seminar on "Behavioural Economics for Energy Use and Climate Change", Arne Ryde Workshop on "Identity, Image and Economic Behavior".

Committees: UCD School of Economics Head of Research, Executive Committee, Ethics Committee, Behavioural Committee, PhD Viva (Internal Examiner, Chair), PhD Transfer Seminar (Examiner), Teaching Fellow Hiring Interview Panel; UCD School of Psychology Ethics Committee; UCD School of Politics and International Relations Quantitative and Computational Social Science PhD Programme Committee, Postdoc Hiring Interview Panel; UCD Geary Institute Postdoc Hiring Interview Panel; UCD College of Social Sciences and Law Research, Innovation and Impact Committee, Equality Diversity and Inclusion Committee.

Outreach: The Irish Times, RTÉ Prime Time, Kilkenomics Festival, the Irish Economics Podcast.

Additional Information

Citizenship: Australian, Irish.

Languages: English (fluent), Indonesian (native), Swedish (proficient), French (basic), Italian (basic).

Software Skills: L^AT_EX, Microsoft Office, oTree, Python, Qualtrics, R, Stata, z-Tree.

Last updated: February 2026