

# WILLA FRIEDMAN

(617) 360-1588 • willa.friedman@gmail.com • <http://www.willafriedman.com>

---

## CURRENT POSITION

---

**University of Houston Economics Department** (2014-present), *Assistant Professor* Houston, TX

## EDUCATION

---

**University of California, Berkeley** • Economics • *PhD*, 2013 Berkeley, CA

**Harvard College** • Social Studies • *AB*, 2005 Cambridge, MA

## PROFESSIONAL EXPERIENCE

---

**Center for Global Development** (2013-2014), *Post-Doctoral Research Fellow* Washington, DC

**JPAL/ICS/IPA** (2005-2007), *Evaluation Consultant* Busia, Kenya

## PUBLISHED AND FORTHCOMING

---

- “Can Nudging Overcome Procrastinating on Preventive Health Investments” (with Nicholas Wilson), *Economics and Human Biology*, 2021
- “Measuring Family Planning Provider Bias: A Discrete Choice Experiment Among Burkina Faso, Pakistani, and Tanzanian Providers” (with Maria Dieci, William Dow, Manisha Shah, Jessica Vandermark, Sarah Burgess, Sandra McCoy, and Zachary Wagner), *Studies in Family Planning*, September, 2021.
- “Antiretroviral Drug Access and Behavior Change” *Journal of Development Economics*, August 2018.
- “Corruption and Averting AIDS Deaths,” *World Development*, May 2018.
- “The Importance of Information Targeting for School Choice” (with Kehinde Ajayi and Adrienne Lucas), *American Economic Review: Papers and Proceedings*, May 2017.
- “Advertising for Demand Creation for Voluntary Medical Male Circumcision” (with Nicholas Wilson, Sasha Frade, and Dino Rech), *JAIDS* 72.Suppl 4 (2016): S293.
- “Education as Liberation?” (with Michael Kremer, Edward Miguel, Rebecca Thornton), *Economica* 83, no. 329 (2016): 1-30.
- “Can Mobile Phone Messages to Drug Sellers Improve Treatment of Childhood Diarrhea?: A Randomized Controlled Trial in Ghana” (with Minki Chatterji and Benjamin Woodman); *Health Policy and Planning*, 2015 30 (3): i82-i92 doi: 10.1093/heapol/czu122

## BOOK CHAPTERS

---

- “Economics of Genocide in Rwanda”; *Economic Aspects of Genocides, Mass Atrocities, and Their Prevention*, ed Charles Anderton and Jurgen Brauer, Oxford University Press, 2016.

## WORKING PAPERS

---

- “When Information is Not Enough: Evidence from a Centralized School Choice System” (with Kehinde Ajayi and Adrienne Lucas)
- “Making Contact: Worker Assignment and National Unity,” (with Guthrie Gray-Lobe and Michael Kremer)
- “Disruptions to Health Care Quality and Early Child Health Outcomes: Evidence from Health Worker Strikes in Kenya” (with Anthony Keats and Martin Kavao Mutua), revision requested *Journal of Health Economics*
- “The Educational and Fertility Effects of Sibling Deaths” (with Marc Rockmore and Dhanu Thamarapani), revision requested *Economic Development and Cultural Change*

- “Institutional Births and Early Child Health: Evidence from Ghana’s Free Delivery Policy” (with Anthony Keats)
- “Local Economic Conditions and Participation in the Rwandan Genocide” Households in Conflict Network working paper No 160
- “Children’s identities and parents’ attitudes,” (with Jean Boblawende Kabore)
- “Evolution of Cultural Attitudes and Sex of Children in West Africa,” (with Jean Boblawende Kabore)

---

#### WORKS IN PROGRESS

- “Condom Use and Habit Formation”
- “Beyond Bias: Reducing Provider Bias Towards Adolescents to Increase Contraception Take-Up: A Randomized Controlled Trial in Tanzania, Burkina Faso, and Pakistan” (with William Dow, Aprajit Mahajan, Sandra McCoy, and Manisha Shah, Zachary Wagner)
- “Racial Bias in Forgiveness and Assessing Bad Behavior” (with Jean Boblawende Kabore)

---

#### GRANTS, AWARDS, AND FELLOWSHIPS

- “Racial Bias in Forgiveness and Assessing Bad Behavior” University of Houston Small Grant to Enhance Research on Racism (2020)
- “Evolution of cultural beliefs and children’s gender,” University of Houston Small Grant (2020)
- “Evolution of cultural beliefs and children’s gender” University of Houston Provost’s 50-in-5 Initiative Grant (2019)
- “Evolution of cultural beliefs and children’s gender,” University of Houston Research Progress Grant (2019)
- “Building State Capacity and National Unity with Market Design,” World Bank Strategic Impact Evaluation Fund (SIEF), with Guthrie Gray-Lobe and Michael Kremer (2018)
- “Building State Capacity and National Unity with Market Design,” JPAL Governance Initiative, with Guthrie Gray-Lobe and Michael Kremer (2018)
- “Building State Capacity and National Unity with Market Design,” International Growth Center (IGC), with Guthrie Gray-Lobe and Michael Kremer (2018)
- CLASS Research Progress Grant - University of Houston (2017)
- “Information Targeting, School Choice, and School Quality,” Abdul Latif Jameel Poverty Action Lab (J-PAL), with Kehinde Ajayi and Adrienne Lucas (2015, 2017)
- New Faculty Research Grant - University of Houston (2015)
- 3ie Thematic Window 3 - Demand Creation for Voluntary Medical Male Circumcision, with Sasha Frade, Dino Rech, and Nicholas Wilson (2013)
- CEGA/BERI Exploratory Grant to study habit formation in condom use, with Homa Zarghamee (2013)
- Levin Family Seed Grant from the Center for Evaluation and Global Action (2012)
- John L. Simpson Memorial Research Fellowship in International and Comparative Studies (2012-2013)
- Weiss Family Fellowship from the Center for Evaluation and Global Action (2011)
- The Andrew and Mary Thompson Rocca Scholarship in Advanced African Studies (2011)
- IPUMS-International Research Award for best graduate student work using international census data (2010)

- Integrated Graduate Education Research and Training Program in Politics, Economics, Psychology and Public Policy Fellow (2009-2011)
- The Andrew and Mary Thompson Rocca Pre-Dissertation Fellowship, for research in Burkina Faso (2009)
- Thomas T Hoopes Prize for Outstanding Senior Thesis for “Language Policy in African Schools” (2005)

---

#### EXTERNAL SEMINARS AND CONFERENCE PRESENTATIONS

---

- **2022** *Texas Camp Econometrics (February)*
- **2021** *American Economics Association (January), Development Impact Lab at the University of Chicago (March), CEPR/LEAP Workshop in Development Economics (May), University of Hawaii (October), Southern Economics Association (November)*
- **2020** *Southern Economics Association (November), IUSSP Research Conference on Population, Poverty and Inequality (December), cancelled for COVID19: Economic Demography Workshop (April), CESifo Venice Summer Institute: Economics of Education and Equality of Opportunity (June)*
- **2019** *IFPRI (April), IUSSP Research Conference on Population, Poverty and Inequality (June), Southern Economics Association (November), Texas Health Economics Conference (December), University of Toronto Economics (December)*
- **2018** *Collegio Carlo Alberto (May), Nordic Conference on Development Economics (June), Busara Center (July), Colby (October)*
- **2017** *NBER Health (April), Population Association of America (April)*
- **2016** *Data Driven Development in Africa Conference at Penn State (February), Pacific Development Conference (March), University of South Florida (March), Midwest International Economic Development Conference (May), Western Economic Association (June), Tenth Annual Research Conference on Population, Reproductive Health, and Economic Development (September), University of British Columbia (October), Stata Texas Empirical Microeconomics Conference (October)*
- **2015** *Working Group on African Political Economy (January), Baylor Economics Department (February), Houston Global Health Collaborative: Impact 2015 (March); University of Texas School of Public Health (April), Midwest Political Science Association (April), Annual Meeting on the Economics of Risky Behaviors (May), PopPov Conference on Population, Reproductive Health, and Economic Development (June), International Health Economics Association (July)*
- **2014** *PopPov Conference on Population, Reproductive Health, and Economic Development (January), Center for the Study of African Economies (March), Pacific Development Conference (March), University of Oklahoma Economics Department (March), Middlebury College Economics Department (April), Population Association of America (May), Barcelona GSE Summer Forum (July), Cornell Institute for African Development (October), Midwest Working Group on African Political Economy (October), African Studies Association (November)*
- **2013** *Western Political Science Association (March), Center for the Study of African Economies (March), Pacific Development Conference (March), Population Association of America (April), Wesleyan University Economics Seminar (October), 9th Households in Conflict Network Workshop (November)*
- **2012** *University of Texas - Dallas Economics Department (October), University of San Francisco Economics Department (October), Northeast Universities Development Consortium (November), Working Group on African Political Economy (December), African Studies Association (December)*
- **2011** *American Economics Association (January), University of San Francisco Economics Department (February), American Political Science Association Meeting (September), Institute for Global Conflict and Cooperation Northern California Symposium (November),*

## REFEREING AND REVIEWING

---

- Referee: *American Economic Journal: Applied Economics*, *American Economic Review: Insights*, *American Political Science Review*, *The Annals of Regional Science*, *BE Journal of Economic Analysis and Policy*, *Biomedical and Environmental Sciences*, *British Journal of Political Science*, *BMJ Global Health*, *Demography*, *Economic Development and Cultural Change*, *Economic Journal*, *Economica*, *Economics and Human Biology*, *Empirical Economics*, *GAMES*, *Health Economics*, *Industrial Relations*, *Journal of African Economies*, *Journal of Applied Econometrics*, *Journal of African Economies*, *Journal of Conflict Resolution*, *Journal of Demographic Economics*, *Journal of Development Economics*, *Journal of Development Studies*, *Journal of the European Economic Association*, *Journal of Health Economics*, *Journal of Human Capital*, *Journal of Human Resources*, *Journal of Policy Analysis and Management*, *Journal of Political Economy*, *Quarterly Journal of Economics*, *Quarterly Journal of Political Science*, *Review of Development Economics*, *Review of Economics of the Household*, *Review of Economics and Statistics*, *South African Journal of Economics*, *World Development*,
- Reviewer: *Innovations for Poverty Action*, *USAID Development Impact Ventures*, *NSF*, *Swiss NSF*, *International Health Economics Association*, *Population Health Sciences*, *Behavioral Economics in Global Health Conference at CEPA/Berkeley*, *Working Group on African Political Economy*, *Texas State Empirical Microeconomics Conference*

## TEACHING

---

### FULL COURSES

**University of Houston** (2014-present), *Professor*

- Development Economics (graduate)
- Behavioral Economics (undergraduate)
- Intermediate Microeconomics (undergraduate)

**UC Berkeley** (2009-2011), *Graduate Student Instructor*

- Global Poverty and Impact Evaluation, for Fred Finan
- AIDS in Africa, for Ann Swidler
- Psychology and Economics, for Botond Koszegi

### IMPACT EVALUATION AND TECHNICAL CAPACITY BUILDING WORKSHOPS

- Institute of Global Health at UCSF/PEPFAR (2014) Dar es Salaam, Tanzania
- CEPA/JPAL (2012) Nairobi, Kenya
- World Bank (2010) Tunis, Tunisia
- World Bank (2010) Kigali, Rwanda

## CONSULTING

---

**CIFF/IPA** (2013), *Consultant* Nairobi, Kenya

- Assisted with data management and analysis for short-term follow-up of national deworming scale-up

**Abt Associates** (2011-2015), *Impact Evaluation Consultant* Accra, Ghana

- Helped design evaluation of project to improve diarrhea treatment in private sector
- Helped design study to investigate how consumers choose public and private health providers in Uganda

**RTI International** (2009-2010), *Impact Evaluation Consultant* Kati, Mali

- Advised evaluation design, created and piloted survey instruments, analysis of program impacts of education intervention in Mali

## LANGUAGES

---

- French (fluent), Spanish (proficient), Swahili (advanced), Luganda (basic conversation: ACTFL score: Intermediate high), Italian (trying)