

**Thursday,
November 20, 2014
12:00-1:00pm**

**UC Center
Sacramento**
1130 K Street
Room LL3
Sacramento, CA 95814

Lunch will be served

For questions contact
Shadia Powell at
(916) 445-5100 or
spowell@ucdavis.edu

**To register go to:
[uccs.ucdavis.edu/
events](http://uccs.ucdavis.edu/events)**

**RSVP by
November 17**

Knowledge is (Less) Power

with

David Rapson

Assistant Professor of Economics
University of California, Davis

Understanding consumer behavior is crucial for designing effective energy and environmental policies. In this talk, David will discuss recent research in energy economics and behavioral psychology, including whether consumers are “rational” and how to get them to do what we want: conserve energy and resources.

David Rapson is an Assistant Professor in the UC Davis Economics Department. Rapson's research focuses on energy and environmental economics, and includes several collaborative studies with regulated utilities and government agencies. His research seeks to understand consumer choices relating to energy use, including how they respond to changing energy prices, the role of information on price elasticity, and how much consumers value energy efficiency in cars and appliances. His research appears in *The American Economic Review*, *Nature*, and other academic journals. Rapson holds an AB in economics from Dartmouth College; an MA in economics from Queen's University; and a PhD in economics from Boston University.