Knowledge is (Less) Power

with

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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.