

Social Preferences, Theory and Experimental evidence  
Urs Fischbacher  
Thursday 12:00-14:00, F 425

The standard economic model assumes that people are rational and selfish. It has been shown, in particular in lab experiments that people deviate from the selfishness assumptions. People are generous and envious and they are willing to reward kind and to punish unkind actions – even when there is no material benefit from these actions. In this lecture, I will present evidence for non-selfish preferences, in particular experimental evidence; and we will discuss theories that explain this evidence.

#### Table of content

1. Introduction
2. Fairness in bargaining experiments
3. Cooperation in public good experiments
4. Reciprocity in market environments
5. Theories of non-selfish preferences: Inequality aversion
6. Theories of non-selfish preferences: Reciprocity
7. Empirical comparison of theories of non-selfish preferences
8. Measuring trust
9. Norm enforcement
10. Deception and Reputation
11. Are social preferences a lab phenomenon?
12. Boundaries of social preferences
13. On the evolution of non-selfish preferences
14. Neuroeconomic experiments on social preferences