

## Lecture

# Experimental Methods

### General Information

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<u>Lecturers:</u>	<b>Prof. Dr. Johannes Jaspersen (e-mail: <a href="mailto:jaspersen@lmu.de">jaspersen@lmu.de</a>)</b>
<u>Time &amp; Location:</u>	07.04.2026 – 07.08.2026 and individual appointments
<u>Credits:</u>	MBR course (A/I module), counts as 2 contact hours. Grades will be based on a presentation and written assignment.

### Course Description

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This course is meant to serve as a rigorous introduction to experimental methods. Its focus is on the current state of the literature in experimental and behavioral economics and on the methodology of economic experiments. In a nutshell, the objectives of the course are to develop among participating students an interest in experimental and behavioral economic research; to acquaint them with some broad fields of research where experiments have been used extensively; and, finally, to equip them with the skills that are necessary in order to understand the relevant literature in depth and be able to conduct experiments on their own in the future. Besides experimental economics methods, the course also covers other experimental approaches from management, marketing and psychology.

### Assignment/Grades

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Students are expected to actively participate in the discussions, as well as to prepare and present a written assignment/paper. Based on the discussions in class, students should come up with a draft of an experimental project, consisting of the following elements: research idea, related literature, experimental design, hypotheses and expected results. Students will present their projects in class on July 8<sup>th</sup> and 9<sup>th</sup> 2026. This presentation will account for 30% of the grade. The remaining 70% will be based on the written assignment that they hand in. The deadline for the assignment is August 7<sup>th</sup>, 2026.

## Schedule

The class sessions will be on the dates listed below. Room 302, 303 and 314 are located on the third floor of Schackstr. 4, 80539 Munich. Classes are carried out in person. Attendance to all scheduled meetings of the course is mandatory. How many final presentation days will be required depends on the number of participants. The final schedule for presentations will be announced in class.

Date	Time	Room	Content
07.04.2026	10:00 – 15:00	314	Introduction, definitions, and taxonomy
08.04.2026	10:00 – 15:00	314	Valuation, measurement and incentives
09.04.2026	10:00 – 15:00	314	Empirical strategies and testing
10.04.2026	10:00 – 15:00	314	Online experiments, field experiments, and social psychology
2/3.06.2026	Ind. App.	302/ online	Initial feedback
08.07.2026	09:00 – 17:00	314	Project presentations
09.07.2026	09:00 – 17:00	314	Project presentations
07.08.2026	12:00	Email / 303	Due date written assignments

## Further Information

- The course is held in English.
- Attendance to all lectures of the course is mandatory.
- The number of participants is limited to 20.
- Suggested readings for the course and a list of relevant literature will be given in class and included in the lecture slides.