
Social Economics

Current and Emerging Avenues

Joan Costa-Font and Mario Macis, editors

CESifo Seminar Series

The MIT Press
Cambridge, Massachusetts
London, England

Contents

Series Foreword vii

- 1 **Social Economics: Current and Emerging Avenues** 1
Joan Costa-Font and Mario Macis

Social Preferences

- 2 **Social Preferences, Public Policy, and Gender** 13
Philipp Zahn and Evguenia Winschel
- 3 **Who Gains from Competition? The Ultimatum Game in a Labor-Market Setting in Ghana** 39
Elwyn Davies and Marcel Fafchamps
- 4 **Why Give Away Your Wealth? An Analysis of the Billionaires' View** 61
Jana Sadeh, Mirco Tonin, and Michael Vlassopoulos
- 5 **Altruism and Egoism/Warm Glow in Economics and Psychology: Building a Bridge Between Different Experimental Approaches** 79
Mark Ottoni-Wilhelm

Culture, Values, and Norms

- 6 **The Microeconomics of Trust** 109
Luigi Guiso
- 7 **Measuring Value Diversity within Countries** 129
Sjoerd Beugelsdijk and Mariko J. Klasing

- 8 Cultural Persistence and the Pill 173
Kelly Ragan
- 9 Cultural Determinants of Gender Roles: “Pragmatism” as an Underpinning Attitude toward Gender Equality among Children of Immigrants 197
Martin Ljunge
- 10 The Role of Repugnance in the Development of Markets: The Case of the Market for Transplantable Kidneys 233
Julio Jorge Elias
- 11 Cultural Attitudes and the “Traditional Medicines Paradox”: Evidence from Ghana and the Philippines 245
Joan Costa-Font and Azusa Sato
- 12 Changing Culture to Change Society? 261
Mireia Borrell-Porta, Joan Costa-Font, and Azusa Sato
- Networks, Peer Pressure, and Social Interactions**
- 13 The Role of Children in Building Parents’ Social Networks 283
Odelia Heizler and Ayal Kimhi
- 14 Individual Fundraising: The Power of the Personal 305
Abigail Payne, Kimberley Scharf, and Sarah Smith
- List of Contributors 327
Index 329