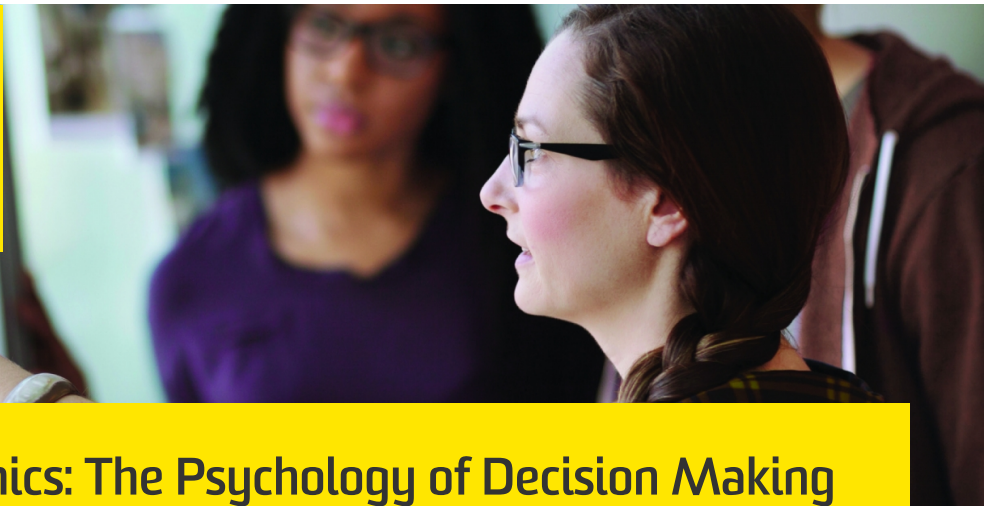




UNSW
SYDNEY



Behavioural Economics: The Psychology of Decision Making

Research focused on the cognitive processes underlying judgement, choice and decision-making and the application of this knowledge to environmental, medical, financial and forensic contexts.

Competitive advantage

- Leading expertise in behavioural economics and insights
- Experience in experimental design and testing
- Novel data analysis techniques

Impact

- Advisor to the Federal Government Behavioural Economics Team (BETA)
- High profile media coverage, including TIME Magazine, The Guardian, BBC and ABC

Successful applications

- Advising and influencing industry and government policies on projects including:
 - climate change communication
 - retirement planning
 - child protection

Capabilities and resources

- Laboratory and on-line testing platforms
- Literature review, theory development, application

Our partners

- Unisuper
- CBUS
- BETA

More Information

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