

LEONARDO BURSZTYN
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Updated March 2026

Personal:

Date of birth: May 16, 1982; Place of birth: Brasilia, Brazil

Employment:

The Saieh Family Professor of Economics, University of Chicago, 2023-
Professor of Economics, University of Chicago, 2019-2023
Assistant Professor of Economics, University of Chicago, 2016-2019
Assistant Professor of Economics, UCLA Anderson School of Management, 2010-2016

Professional Affiliations:

Founder and Director, The Normal Lab, 2023-
Co-Director, BFI Political Economics Research Initiative, 2019-
Co-Director, BFI Program in Behavioral Economics Research, 2025-
Co-Director, IOG – Institutions, Organizations and Growth, 2022-2024
Research Associate, National Bureau of Economic Research (NBER), Children, Development,
Education, and Political Economy groups, 2019- (previously Faculty Research Fellow, 2013-2019)
Fellow, Bureau for Research and Economic Analysis of Development (BREAD), 2020- (previously
Affiliate, 2015-2020)
Affiliate, Jameel Poverty Action Lab (J-PAL), 2014-

Editorial Activities:

Editor, *Journal of Political Economy*, 2022-
Board of Editors, *American Economic Journal: Applied Economics*, 2021-2022
Board of Editors, *Journal of Economic Literature*, 2020-2023
Associate Editor, *Journal of the European Economic Association*, 2014-2020

Education:

PhD, Economics, Harvard University, 2005-2010
MSc, Economics, University of Brasilia, 2004-2005
BA, Economics, University of Brasilia, 1999-2003

Published and Forthcoming Papers:

“In Their Shoes: Empathy Through Information” (with Marianne Andries, Thomas Chaney, Milena Djourelova, and Alex Imas)

Quarterly Journal of Economics, Forthcoming

“The Social Desirability Atlas” (with Ingar Haaland, Chris Roth, and Nicolas Röver)
Journal of Political Economy: Microeconomics, Forthcoming

“Polarization and Public Policy: Political Adverse Selection under Obamacare” (with Jonathan Kolstad, Aakaash Rao, Pietro Tebaldi, and Noam Yuchtman)
Economic Journal, Forthcoming

“When Product Markets Become Collective Traps: The Case of Social Media” (with Benjamin Handel, Rafael Jiménez-Durán, and Chris Roth)
American Economic Review, 115(12), 4105-36 (2025) [Lead article]

“Identifying the Effect of Election Closeness on Voter Turnout: Evidence from Swiss Referenda” (with Davide Cantoni, Patricia Funk, Felix Schönenberger, and Noam Yuchtman)
Journal of the European Economic Association, 22(2), 876-914 (2024)

“The Immigrant Next Door” (with Thomas Chaney, Tarek Hassan, and Aakaash Rao)
American Economic Review, 114(2), 348-384 (2024)

“Opinions as Facts” (with Aakaash Rao, Christopher Roth, and David Yanagizawa-Drott)
Review of Economic Studies, 90(4), 1832-1864 (2023)

“Justifying Dissent” (with Georgy Egorov, Ingar Haaland, Aakaash Rao, and Christopher Roth)
Quarterly Journal of Economics, 138(3), 1403-1451 (2023)

“Killer Incentives: Rivalry, Performance and Risk-Taking Among German Fighter Pilots, 1939-45” (with Philipp Ager, Lukas Leutcht, and Hans-Joachim Voth)
Review of Economic Studies, 89(4), 2257-2292, (2022) [Lead article]

“Misperceptions about Others” (with David Y. Yang)
Annual Review of Economics, 14, 425-452 (2022)

“Scapegoating During Crises” (with Georgy Egorov, Ingar Haaland, Aakaash Rao, and Chris Roth)
American Economic Association Papers and Proceedings, 112, 151-155 (2022)

“Persistent Political Engagement: Social Interactions and the Dynamics of Protest Movements” (with Davide Cantoni, David Y. Yang, Noam Yuchtman, and Y. Jane Zhang)
American Economic Review: Insights, 3(2), 233-50 (2021)

“From Extreme to Mainstream: The Erosion of Social Norms” (with Georgy Egorov and Stefano Fiorin)
American Economic Review, 110(11), 3522-3548 (2020)

“Misperceived Social Norms: Women Working Outside the Home in Saudi Arabia” (with Alessandra González and David Yanagizawa-Drott)
American Economic Review, 110(10), 2997-3029 (2020) [Lead article]

“Political Identity: Experimental Evidence on Anti-Americanism in Pakistan” (with Michael Callen, Bruno Ferman, Saad Gulzar, Ali Hasanain, and Noam Yuchtman)
Journal of the European Economic Association, 18(5), 2532–2560 (2020)

“Moral Incentives in Credit Card Debt Repayment: Evidence from a Field Experiment” (with Stefano Fiorin, Daniel Gottlieb, and Martin Kanz)
Journal of Political Economy, 127(4), 1641-1683 (2019)

“Cool to Be Smart or Smart to Be Cool? Understanding Peer Pressure in Education” (with Georgy Egorov and Robert Jensen)
Review of Economic Studies, 86(4), 1487-1526 (2019)

“Status Goods: Experimental Evidence from Platinum Credit Cards in Indonesia” (with Bruno Ferman, Stefano Fiorin, Martin Kanz, and Gautam Rao)
Quarterly Journal of Economics, 133(3), 1561-1595 (2018)

“Acting Wife:’ Marriage Market Incentives and Labor Market Investments” (with Thomas Fujiwara and Amanda Pallais)

American Economic Review, 107(11), 3288-3319 (2017)

“Social Image and Economic Behavior in the Field: Identifying, Understanding and Shaping Social Pressure” (with Robert Jensen)

Annual Review of Economics, 9, 131-153 (2017)

“Poverty and the Political Economy of Public Education Spending: Evidence from Brazil”

Journal of the European Economic Association, 14(5), 1101-1128 (2016)

“A Tear in the Iron Curtain: The Impact of Western Television on Consumption Behavior” (with Davide Cantoni)

Review of Economics and Statistics, 98(1), 25-41 (2016)

“How Does Peer Pressure Affect Educational Investments?” (with Robert Jensen)

Quarterly Journal of Economics, 130(3), 1329-1367 (2015)

“Understanding Mechanisms Underlying Peer Effects: Evidence from a Field Experiment on Financial Decisions” (with Florian Ederer, Bruno Ferman, and Noam Yuchtman)

Econometrica, 82(4), 1273-1301 (2014)

“The Schooling Decision: Family Preferences, Intergenerational Conflict, and Moral Hazard in the Brazilian *Favelas*” (with Lucas C. Coffman)

Journal of Political Economy, 120(3), 359-97 (2012) [Lead article]

“The Environment and Directed Technical Change” (with Daron Acemoglu, Philippe Aghion, and David Hemous)

American Economic Review, 102(1), 131-66 (2012)

Other Publications:

“Preserving the Environment” (with Philippe Aghion and Peter Howitt). In Aghion, P. and P. Howitt, *The Economics of Growth*, MIT Press (2008)

Working Papers:

“Measuring Markets for Network Goods” (with Matthew Gentzkow, Rafael Jiménez-Durán, Aaron Leonard, Filip Milojević, and Chris Roth)

Revise and Resubmit – Review of Economic Studies

“How Are Gender Norms Perceived?” (with Alexander Cappelen, Bertil Tungodden, Alessandra Voena, and David Yanagizawa-Drott)

Reject and Resubmit – American Economic Review

“Social Media and Xenophobia: Evidence from Russia” (with Georgy Egorov, Ruben Enikolopov, and Maria Petrova)

Revise and Resubmit – Journal of the European Economic Association

“Social dynamics of AI adoption” (with Alex Imas, Rafael Jiménez-Durán, Aaron Leonard, and Christopher Roth)

Revise and Resubmit – Proceedings of the National Academy of Sciences

“Non-User Utility and Market Power: The Case of Smartphones” (with Rafael Jiménez-Durán, Aaron Leonard, Filip Milojević, and Chris Roth)

“Never Enough: Dynamic Status Incentives in Organizations” (with Ewan Rawcliffe and Hans-Joachim Voth)

“Threshold Disclosure in Collective Decisions” (with Luca Braghieri and Jan Fasnacht)

Academic Visits:

Visiting Scholar, Department of Economics, MIT, Spring 2020, Fall 2016
Visiting Assistant Professor, Department of Economics, University of Chicago, Fall 2015
Visiting Scholar, Kellogg School of Management, Northwestern University, Fall 2015
Visiting Scholar, Department of Economics, Harvard University, Spring 2015
Visiting Scholar, Evidence for Policy Design (EPoD), Harvard Kennedy School, Spring 2015
Visiting Assistant Professor, Department of Economics and Haas School of Business, UC Berkeley, Fall 2014

Teaching:

Winter 2019 *Development Economics: Microeconomic Issues* (PhD), University of Chicago
Winter 2019, 2021 *Applied Behavioral Economics* (Undergraduate), University of Chicago
Winter 2019 *Experimental Economics* (Undergraduate and PhD), University of Chicago
Winter 2017, 2018, 2021, 2022, 2023, Spring 2026 *Topics in Behavioral Economics* (PhD), University of Chicago
Winter 2015 *Economic Analysis for Managers* (Executive MBA), UCLA Anderson
Spring 2014 *Doing Business in Brazil* (MBA), UCLA Anderson
Winter 2016, Fall 2013, Fall 2012, Fall 2011, Fall 2010 *Managerial Economics* (MBA), UCLA Anderson

Honors, Grants, Scholarships, and Fellowships:

2022 Inaugural Honorary Title – “Título de Honra ao Mérito” University of Brasilia
2021 Facebook Foundational Integrity & Impact Research grant
2020 Alfred P. Sloan Foundation grant
2020 Excellence in Refereeing Award, *AER: Insights*
2019 UChicago Pearson Institute grant
2019 J-PAL Governance Initiative Grant
2019 Institute for Humane Studies Free Speech and Open Inquiry Grant
2019 UChicago SSRC Faculty seed grant
2019 UChicago Big Ideas Generator Grant
2018 UChicago BFI grant
2017 Harvard EPoD grant
2016 Eric and E Juline Faculty Excellence in Research Award (UCLA)
2016-2018 Alfred P. Sloan Research Fellowship
2015 J-PAL North America pilot grant
2015 Harvard LEAP grant
2015 International Growth Centre grant
2015 UCLA Anderson Fink Center for Finance and Investment grant
2014 CEGB Behavioral Health Economics Micro-Grant
2014 CCPR Seed Grant
2013, 2014, 2018 Excellence in Refereeing Award, *American Economic Review*
2013, 2014 UCLA Anderson Price Center Research grant

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| 2013, 2014 | UCLA Faculty Career Development Award |
| 2013, 2014, 2015 | UCLA Anderson Center for Global Management grant |
| 2012 | Russell Sage Foundation Small Grant in Behavioral Economics |
| 2011 | Excellence in Refereeing Award, <i>Quarterly Journal of Economics</i> |
| 2011 | UCLA CIBER grant |
| 2009-2010 | Harvard University Dissertation Completion Fellowship |
| 2008 | Paul Warburg Fund Grant |
| 2008 | Jorge Paulo Lemann Fellowship |
| 2007 | Paul Warburg Fund Grant |
| 2006-2007 | Douglas Dillon Fellowship – Harvard University |
| 2005-2006 | Harvard GSAS PhD Scholarship |
| 2005 | First place, Brazilian national selection of CAPES/Fulbright PhD scholarships in Economics (declined) |

Keynote Talks:

CEPR Paris Symposium, 2025
 David Kinley Lecture in Economics, UIUC, 2025
 BFI-Insper Conference, 2025
 Advances with Field Experiments Conference, 2025
 University of Miami Conference on the Brazilian Economy, 2025
 Australian Conference of Economists, 2024
 CESifo Behavioral Economics Conference, 2024
 Economic Science Association European Conference, 2024
 IEA-WB Conference on Gender Norms and the Law, 2024
 Learning Evolution, and Games Conference – Brisbane, 2024
 Media Bias and Political Polarization Conference – Bergen, 2024
 UC Berkeley Haas Culture Connect Conference, 2024
 SSRC Economics of Social Media Conference, 2023
 UPenn Norms and Behavioral Change Conference, 2022
 Warwick-CAGE Summer School in Political Economy, 2022
 RIDGE Forum Public Economics Workshop, 2020
 Insper, 2019
 Vienna Workshop on Behavioral Public Economics, 2019
 ANPEC, 2018
 EBE Summer Meeting, 2018

Invited Presentations:

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| 2025 | Advances with Field Experiments Conference (Keynote), BFI-Insper Conference (Keynote), Bologna, CEPR Paris Symposium (Keynote), Copenhagen, David Kinley Lecture in Economics-UIUC, UIUC, Duke, EUI, Geneva, Harvard, IIES, LSE, Northwestern Kellogg, NYC Media Seminar, Pompeu Fabra, Stockholm School of Economics, Turin, UC Berkeley Haas, University of Miami Conference on the Brazilian Economy (Keynote), University of Chicago, Uppsala, UT Austin, Warwick, WZB. |
| 2024 | Australian Conference of Economists (Keynote), Brown, CESifo Behavioral Economics Conference (Keynote), Economic Science Association European Conference (Keynote), IEA-WB Conference on Gender Norms and the Law (Keynote), Learning Evolution, and Games Conference – Brisbane (Keynote), LSE, Media Bias and Political Polarization Conference – Bergen (Keynote), MIT, MIT Shaping the Future of Work Initiative Launch Event, MPI Bonn, NBER Summer Institute (Industrial Organization and Digital Economics and Artificial Intelligence), Oxford, UC Berkeley Haas Culture Connect Conference (Keynote), UNSW, Yale |

2023 Columbia, Harvard, Notre Dame, NovaSBE Lisbon, NYU, Princeton, SSRC Economics of Social Media Conference (Keynote), Stanford, Torcuato di Tella, Trinity College Dublin, Universidad San Andres

2022 AEA, Bergen, Berkeley/Chicago Behavioral Workshop, Bocconi Conference in Memory of Alberto Alesina, Dublin, MiddExLab, MIT, USC, UPenn Norms and Behavioral Change Conference (Keynote), Towards Cohesive Societies Conference, Warwick-CAGE Summer School in Political Economy (Keynote).

2021 Behavioral Political Economy Workshop, Bergen, Cambridge, Erasmus, “Munich Lecture” Workshop on Social Media and Democracy, NBER Economics of Culture and Institutions Spring Meeting, Harvard, Tilburg, Tinbergen Institute Amsterdam, UC Berkeley, Uppsala

2020 AEA meetings, CMU, Harvard Kennedy School Global Empowerment Meeting, MIT, RIDGE Forum Public Economics Workshop (Keynote), SBE Micro Aplicada, Virtual Advances with Field Experiments

2019 AEA meetings, Bonn, Bristol, Chicago Harris, CERGE, CEU, Copenhagen, CREST Political Economy workshop, European Behavioral Economics Meeting, FGV/SP, Harvard Kennedy School, Insper (Keynote), LSE, NBER Summer Institute (Political Economy), NHH, Oxford, UC Berkeley, UChicago Gender and the Labor Market conference, UCLA, UCL, UCSD, UT Austin, Vienna Workshop on Behavioral Public Economics (Keynote), Warwick, Warwick Venice Political Economy conference, World Bank

2018 AEA meetings, ANPEC (Keynote), Barcelona Conference on Development and Conflict, Bocconi, Columbia, CUHK, Democracy Workshop – Munich, EBE Summer Meeting (Keynote), EIEF Applied Micro Junior Workshop, IDB, Harvard, HBS, HKUST, Los Andes, MILLS Workshop, MIT/Harvard, Moscow Political Economy and Development Workshop, Munich, NBER Summer Institute (Labor Studies), Northwestern-Kellogg, NYU, Sciences Po, Stockholm University, University of Maryland, Yale

2017 Advances with Field Experiments conference, AEA meetings, Berlin, Bonn, FGV/RJ, FGV/SP, Harvard, NBER Political Economy Spring Meeting, NBER Summer Institute (Economics of National Security, Income Distribution and Macroeconomics, Labor Studies/Education), Pompeu Fabra, PUC Chile, PUC-Rio, UBC, UC Davis, UCSD, University of Chicago, University of Wisconsin-Milwaukee, WashU Olin, Workshop on Moral Reasoning in Economics

2016 Advances with Field Experiments conference, AEA meetings, Case Western Reserve, Cornell, LSE Economics, LSE Political Science, MIT, NBER Summer Institute (Household Finance, Labor Studies/Children, and Political Economy), NYU, Queen Mary University of London, Stanford GSB, UC Berkeley (2x), University of Chicago, Warwick, World Bank, Zurich (2x)

2015 BU, Chicago Booth, Dartmouth, Harvard, Harvard/MIT, Insper, NBER Political Economy Spring Meeting, Northwestern-Kellogg, PUC-Rio, PSE/Sciences Po, Toronto, UC Berkeley-Haas, University of Chicago, University of Munich, Yale Conference on Political Economy and Development

2014 Barcelona GSE Summer Forum, CGU, Columbia, FGV/SP, IIES Stockholm, LACEA/LAMES, LSE, Northwestern-Kellogg, NBER Political Economy Fall Meeting, NBER Education Fall Meeting, NYU, PAC-DEV, Pompeu Fabra, Princeton, RAND, UC Berkeley, UC Riverside, UPenn-Wharton, USP, Yale SOM

2013 INSEAD, NBER Summer Institute (Political Economy), Stanford GSB, University of Illinois at Urbana-Champaign

2012 ESA, NBER Summer Institute (Political Economy), SEEDEC, Simon Fraser University, SITE Stanford (Psychology and Economics), UCLA, UCLA Anderson, UCSD Rady, UPenn

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| 2011 | FGV/EPGE, IIES Stockholm, NASM, PAC-DEV, Pompeu Fabra, SEEDEC, UC Berkeley Haas, UCLA, UC Riverside, UC San Diego, University of Chicago |
| 2010 | Bocconi, Boston University, Brown, Chicago Booth, Columbia, IIES Stockholm, INSPER, LSE, NEUDC, Stanford GSB, UCLA Anderson, University of Chicago, World Bank |
| 2009 | Harvard, NEUDC, PUC-Rio, USP |

Professional Service Activities:

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| Referee: | <i>American Economic Review, American Economic Review: Insights, American Economic Journal – Applied Economics, American Economic Journal – Economic Policy, American Political Science Review, Econometrica, Economic Development and Cultural Change, Economic Journal, European Economic Review, Journal of Development Economics, Journal of the European Economic Association, Journal of Economic Growth, Journal of Human Resources, Journal of Political Economy, Journal of Public Economics, Management Science, PNAS, Quarterly Journal of Economics, Review of Economics and Statistics, Review of Economic Studies, Review of Financial Studies</i> |
| Discussant: | NEUDC 2009, NEUDC 2010, Berkeley-Haas Fraud and Misconduct Conference (2013), NBER Economics of Culture and Institutions Meeting (2014), NBER Summer Institute Law and Economics (2014), Barcelona GSE Summer Forum (2015), Conflict and Cooperation Conference at Northwestern (2016), Barcelona Conference on Development and Conflict IV (2016), Moscow Political Economy and Development Workshop (2018), NBER Summer Institute – Political Economy and Household Finance (2020) |
| Conference organization | Co-organizer, Social Interactions and Education Conference, HCEO, University of Chicago (2018); Organizer, Social Economics Conference, University of Chicago (2023). Program Committee: AEA Meetings (2025), Econometric Society Winter Meetings (2021, 2025), IEA World Congress (2021), IBHF Symposium (2021) |

PhD Students:

Nour Abdul-Razzak (University of Chicago, Placement: Inclusive Economy Lab, University of Chicago, 2022)
 Pedro Aratanha (UCLA Economics, Placement: Cornerstone, 2014)
 Yuehao Bai (University of Chicago, Placement: University of Michigan, 2020)
 Scott Behmer (University of Chicago, Placement: RAND Corporation)
 Alec Brandon (University of Chicago, Placement: Johns Hopkins, 2020)
 Michael Cuna (University of Chicago)
 Moustafa El-Kashlan ((University of Chicago)
 Stefano Fiorin (UCLA Anderson, Placement: Bocconi, 2020)
 Justin Holz (University of Chicago, Placement: Michigan Ross, 2023)
 Rafael Jimenez (University of Chicago, Placement: Bocconi, 2022)
 Dan Kashner (University of Chicago)
 Vasily Korovkin (UCLA Anderson, Placement: CERGE-EI, 2018)
 Ivan Kwok (University of Chicago, Placement: Brown University)
 Chinmaya Kumar (University of Chicago, Placement: Azim Premji, 2023)
 Aaron Leonard (University of Chicago)
 Ashton Pallottini (University of Chicago)
 Pepi Pandiloski (University of Chicago)
 Aakaash Rao (Harvard)
 Matthias Rodemeier (University of Muenster, Placement: Bocconi, 2021)
 Sofia Shchukina (University of Chicago)
 Mateusz Stalinski (University of Chicago, Placement: Warwick, 2023)

Karen Ye (University of Chicago, Placement: Queen's University, 2019)

University Service:

- Co-organizer, Becker Applied Economics Workshop, University of Chicago (2017-18, 2018-19, 2019-20, 2020-21)
- Committee on PhD admissions, University of Chicago (Member: 2017-18, 2018-19; Co-Chair: 2020-21)
- Junior recruiting committee, University of Chicago (2016-17, 2017-18, 2018-19, 2019-20, 2020-21, 2021-22)
- Senior recruiting committee, University of Chicago (2022-23).
- Richard Saller Dissertation Prize for the Social Sciences committee, University of Chicago (2019)
- Organizer, International Political Economy seminar, UCLA Anderson (2012-13, 2013-14)
- Organizer, GEM Area PhD seminar, UCLA Anderson (2012-13, 2013-14)