

# Journal of Behavioral Economics for Policy

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Dear *JBEP* reader:

It was with great expectations that I accepted the offer to be the Founding Editor of SABE's journal, the *Journal of Behavioral Economics for Policy* (JBEP). My commitment to SABE dates back to the early 1980's. I still remember the first conference on behavioral economics, held at Princeton University in 1982, sitting next to Harvey Leibenstein and listening to a talk by George Katona. My commitment to the *Journal of Behavioural Economics* (JBE) dates back to the mid 1980's when I served as an Associate Editor and editor of Special Issues. Richard Hattwick was the Founding Editor of the Journal of Behavioural Economics and he worked without fanfare or recognition from his office at Western Illinois University. He was a good man who had a vision, and started JBE as a vehicle for his vision. Now SABE has its own journal. My intention is to give every point of view of behavioral economics sufficient space with which to express their view point.

I wish to thank and acknowledge the work of several Associate Editors and referees who worked on our first issue. Giuseppe Attanasi, Pablo Brañas, Robert Hoffman, and Angela de Oliveira are the Associate Editors who took responsibility for one or more papers. The referees are María Victoria Avilés Blanco, Hans Czap, Natalia Czap, Peter Dorman, Peter Earl, Olfa Frini, Carlos Gutiérrez, César Mantilla, Stefania Marcassa, Prithuijit Mukherjee, Ananta Neelim, Benjamin Ouvrard, Julian Rode, Nuria Rodriguez-Priego, Valentina Rotondi, and Christian Traxler. Thanks also to our Book Review Editor, Alexis Belianin. A special thanks to Pablo Brañas, President of SABE who asked me to be the Founding Editor.

Finally my gratitude goes to three people at San Diego State University. First, my two Graduate Assistants, Jugal Marfatia, and Susan Synder, both of whom went over and beyond what was required of them. Last but certainly not least, Ginger Shoulders, the Information Technology Consultant (Communications and Web Services Coordinator) for the *College of Arts and Letters* who designed the initial JBEP page ([jbep.sdsu.edu](http://jbep.sdsu.edu)) which still serves as the place for submitting papers among other things, and who updates the information on the JBEP page as needed. I hope that you will consider submitting some of your research to our Journal and tell others about our Journal.

Sincerely,  
ROGER FRANTZ  
*San Diego State University*

Dear *JBEP* reader:

As a President of SABE, it gives me great satisfaction to announce the first issue of the *Journal of Behavioural Economics for Policy*. It has taken us almost two years to go from the original idea to the first issue. First, my thanks and congratulations to all members of the SABE community (members and close friends) who made this possible: authors who submitted papers –even if they were rejected–, referees who provided valuable feedback, associate editors for handling papers and, obviously, to the Editor, Roger Frantz, who is at the centre of it all.

Why do we need a new journal? In the last five years, the interest in behavioural economics outside of academia has dramatically increased. This interest includes the enormous impact of the randomized control trials (RCT) on several disciplines within economics and applied to countries of different levels of development. RCTs have shown that even small interventions may nudge people to behave in the “right” way and this can lead to large efficiency gains. The interest also reflects the results of surveys, meta-analyses, case studies, and simulation-based analyses, to mention but a few methods of analysis.

Other well-established academic journals in the field –*Experimental Economics*, *Games and Economic Behavior*, *Journal of Economic Behavior & Organization*, *Journal of Economic Psychology*, *Journal of Experimental and Behavioral Economics*, and *Management Science*– are excellent in that they advance the pure research that is necessary for the advancement of the field. However, these journals have been timid in publishing research related to real interventions.

Additionally, professionals outside of academia can find these journals difficult to read and apply. The largest barriers are that the content tends to be very technical and the papers tend to be excessively long. In contrast, these professionals are looking for accessible, short, and informative papers with clear answers to their specific real world problems. Therefore, *Journal of Behavioural Economics for Policy* is designed with this clear mission: to inform people how behavioural economics can improve peoples’ lives.

Everyone behind the *Journal of Behavioural Economics for Policy* shares the same vision: behavioural economics cannot be confined to academic journals with only a tenuous connection to the real world. We need to strive so that the insights generated by behavioural economics that can improve peoples’ lives, actually reach the people, practitioners and policy makers, who can use these insights to improve outcomes. This is the reason why SABE, as a pioneering organization in the field, has taken the lead on this matter.

Another important goal for the *Journal of Behavioural Economics for Policy* is to inform practitioners and policy makers about the design of a good experiment. We are all aware that errors in our discipline can have serious consequences. Once you have conducted an experiment, design flaws can render the data useless. Therefore, the journal should help professionals make good choices, use the appropriate mechanism, etc. In conclusion, I expect the journal to not only communicate applicable insights from experiments but also to inform practitioners about scientific data acquisition techniques.

Today is an exciting for our discipline. Congratulations to all the people involved in the first step in this this amazing journey.

PABLO BRAÑAS-GARZA  
*Middlesex University London*

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