

**Novel Measurement Methods for Understanding Economic Behaviour II****25 September 2009, IFS (London)****Programme*****09:45-10:15 Welcome, coffee, registration*****Session 1: Measuring Consumption****10:15-11:00 Martin O'Connell (IFS)**

"The Use of Market Research Data for Research into Nutrition" - Rachel Griffith and Martin O'Connell

**11:00-11:45 Liam Delaney (Geary Institute UCD)**

"Experimental Tests of Survey Responses to Expenditure Questions" - David Comerford, Liam Delaney and Colm Harmon

***11:45-12:00 Break*****Session 2: Measuring Trust****12:00-12:45 John Ermisch (Essex)**

"Do Strong Family Ties Inhibit Trust?" - John Ermisch and Diego Gambetta

**Lunch and Talk****12:45-1:45 Robert Manchin (Gallup)**

"Between Social Research and Business Applications: Two Decades of Gallup Experience."

***1:45-2:00 Break*****Session 3: Econometrics****2:00-2:45 Joachim Winter (Munich)**

"Rounding and Limited Recall: A Structural Model of Survey Response Behaviour" - Stefan Hoderlein and Joachim Winter.

**2:45-3:30 Frank Windermeyer (Bristol and cemmap)**

"Genetic Markers as Instrumental Variables: An Application to Child Weight and Academic Achievement" - Stephanie von Hinke Kessler Scholder; Carol Propper; George Davey Smith; Debbie Lawlor.

**3:30-3:45 Break****Session 4: Measuring Risk Preferences****3:45-4:30 Syngjoo Choi (UCL)**

"Consistency and Risk Preferences: A Panel Experiment." - Syngjoo Choi, Shachar Kariv and Wieland Muller.

**4:30-5:15 David Huffman (Swathmore)**

"Stability of Risk Attitudes over Time: Experimental and Survey Measures." - Thomas Dohmen, Armin Falk, James Heckman, David Huffman, Jurgen Schupp, Uwe Sunde, and Gert Wagner.