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 研究課題名(英文) Towards a Behavioural Theory of the Household

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研究成果の概要(和文)：夫婦の意思決定方法を理解する為、ウガンダと日本で以下の実験を行った。1. 夫婦、個人、他人同士が新しい情報をどう処理するか比較する実験。この結果、夫婦では従うべきではない助言を聞いてしまい、他人同士では従うべき助言を無視する傾向があった。2. 日本人夫婦を対象にした家庭内意思決定とコミュニケーションに関するオンライン実験。3. 東京の公共施設において、夫婦を対象とする初めての実験。この結果、たとえ有益であっても男女の役割分担の調整に非常に消極的であることが分かった。その後、世帯の情報処理の方法について新しい理論を見出した。COVID-19の影響で計画が厳しく制限され予算の大部分は返還した。

研究成果の学術的意義や社会的意義

I have pioneered economics experiments with married couples and this methodology has spread around the world to other research groups in Europe and the USA. On the basis of the method, new interventions to improve household well-being have been devised in Africa.

研究成果の概要(英文)：I do experiments in Uganda and Japan to understand how married couples make decisions. I conducted:

1.The first economics experiment to compare how married couples, individuals and pairs of strangers process new information. Married couples are worse than strangers, but better than individuals. When spouses are advised by their spouses, they listen to advice when they should not. In contrast, strangers ignore advice when they should follow it. 2.An online experiment with Japanese couples on household decision-making and communication. 3.An experiment run in community centres in Tokyo. This is the first economics experiment with households in Japan. I find couples are extremely reluctant to adjust gender roles even when it would be profitable for them to do so. I then developed new theories about how households process information. Plans were heavily restricted by the Covid-19 epidemic. To avoid wasting public money, significant parts of the budget were returned unspent.

研究分野：Behavioral economics

キーワード：household experiments behavioral economics economics experiments Uganda Household decisions Bayes Theorem

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1 . 研究開始当初の背景

Across the world, the majority of adults live with other adults with whom they share some decisions. Yet, despite the importance of households in economic life, economists still lack a detailed understanding of intra-household decisions. One reason is that often we do not get direct evidence from household members about what they want and value. Instead, it is common in Economics to make informed guesses about what goes on inside the family, based on data from the aggregate decisions of the household. This data might include, for example, food and clothing purchases and details about individual incomes. In the last twenty years, a few researchers have developed techniques based on experimental and behavioural economics. These methods allow us to go inside the ‘black box’ of the household and understand how decisions are made. Despite progress, there are many areas of intra-household behaviour that have not received much attention from experimentalists. Partly this is because there are so few experiments with families. Whereas by 2016 there have been several thousand experiments run with individual subjects across the world, there are only 40-50 experiments involving households. Four particular areas of continuing ignorance stand out: (i) how new information is processed by couples; (ii) how decisions made with blood relatives (rather than married couples); (iii) the role of communication and discussion; (iv) how issues of fairness affect intra-household behaviour when work is required. A further issue that holds back research into household behaviour is the state of the theory. Though there has been some preliminary work on asymmetric information in households) and some prior work on household models where intentions matter, there is no well-developed behavioural theory of the household.

2 . 研究の目的

The major purpose of the research was to conduct economic experiments and develop new theoretical models in order to produce a behavioural theory of the multi-person household. A particular focus of the research was to understand how information is shared between married couples compared to how information is used by unrelated individuals. We wish to understand the situations where being married brings an advantage in information sharing and where it is a disadvantage. The wider purpose of the research is to build a framework that might be useful for policy makers. It is known that in most countries of the world – perhaps all the countries – men have more power than women in decision-making. A common challenge for policy makers is how to improve the well-being of women, men and children. Without an adequate understanding of how households work, policies may be poorly designed.

3 . 研究の方法

The main methodology was experimental economics. In an economics experiment, participants make simple decisions in a controlled environment. A key feature of most economic experiments is that usually some part of the decisions are real. The purpose of this is to encourage participants to take the decisions seriously. One part of the research involved an on-line experiment with Japanese subjects. In fact, this experiment was not incentivized. The other two parts of the research were field experiments (‘lab-in-the-field’) and involved real decisions. One took place with married couples at community centers in Koto-ku, Tokyo. The other took place in east Uganda at community centers and schools on the slopes of Mt. Elgon.

4 . 研究成果

The major achievements of this research include, the first intra-household experiment run with Japanese couples; the first experiment on information processing in households and the development of a behavioural model of household decisions.

In terms of experiments, the specifics are:

1. An experiment involving several hundred subjects across East Uganda that analysed household decision-making by married couples and compared it to Bayes’ theorem as well as the actual decisions made by individuals and decisions made by pairs of strangers. (This was the main goal of the project). We find that married couples are less able to process information compared to strangers, although they are better than individuals. We also find that when spouses are advised by their spouses, they often listen to

advice when they should not. On the other hand, strangers tend to ignore another person's advice when they should listen. Perhaps most unsurprisingly, women listen more to the advice from men than vice-versa.

2. An online experiment involving Japanese married couples on household decision-making, communication and traditional roles. This experiment is notable because it applied the methods of choice experiments to decisions about favoured life-style.

3. An experiment with married couples run in community centres in Koto-ku, Tokyo to better understand how Japanese couples favour traditional roles within marriage. This experiment is notable because it is the first economics experiment with households in Japan. We find couples are extremely reluctant to adjust gender roles even when it would be profitable for them to do so.

On the basis of the experiments, I have developed new theoretical ideas about how households process information.

Plans for follow-up experiments were heavily affected by the Covid-19 epidemic and so only about 2/3 of the planned research was conducted. So as not to waste public money, significant parts of the budget were returned unspent. Despite this set-backs I was invited to present my results at several universities and conferences. This included a key note speech at the Society for Economic Experiments in Developing Countries – a global group of social scientists who apply experiments to issues of economic development. The prospects for this research are good. I am already invited to collaborate with a group of economists doing more experiments on households in east Africa. And on the basis of the research, my co-author was invited to write a blog piece for the IMF website, as well as doing interviews for international media. Meanwhile, I have been invited to write two chapters in Handbook for other researchers and gave the invited lecture as . One Handbook is for development economists. This chapter will be published in 2022. The other handbook is for field experiments and will be published in 2023.

5. 主な発表論文等

〔雑誌論文〕 計0件

〔学会発表〕 計1件（うち招待講演 0件 / うち国際学会 1件）

1. 発表者名 Alistair Munro
2. 発表標題 Guilt, gender and work-life balance in Japan: a choice experiment.
3. 学会等名 Western Economic Association, International Conference (国際学会)
4. 発表年 2019年

〔図書〕 計0件

〔産業財産権〕

〔その他〕

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6. 研究組織

氏名 (ローマ字氏名) (研究者番号)	所属研究機関・部局・職 (機関番号)	備考
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7. 科研費を使用して開催した国際研究集会

〔国際研究集会〕 計0件

8. 本研究に関連して実施した国際共同研究の実施状況

共同研究相手国	相手方研究機関
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