



American Economic Review

ISSN 0002-8282 (Print) | ISSN 1944-7981 (Online)

≡ Menu

Behavioral Economics: Past, Present, and Future

Richard H. Thaler

AMERICAN ECONOMIC REVIEW

VOL. 106, NO. 7, JULY 2016

(pp. 1577–1600)

Download Full Text PDF

Article Information

Citation

Thaler, Richard H. 2016. "Behavioral Economics: Past, Present, and Future." *American Economic Review* 106 (7): 1577–1600.

DOI: 10.1257/aer.106.7.1577

Choose Format:



This website uses cookies.

By clicking the "Accept" button or continuing to browse our site, you agree to first-party and session-only cookies being stored on your device to enhance site navigation and analyze site performance and traffic. For more information on our use of cookies, please see our [Privacy Policy](#).

Accept

JEL Classification

D91 Micro-Based Behavioral Economics: Role and Effects of Psychological, Emotional, Social, and Cognitive Factors on Decision Making

D11 Consumer Economics: Theory

D83 Search; Learning; Information and Knowledge; Communication; Belief; Unawareness

E03 Behavioral Macroeconomics

G02 Behavioral Finance: Underlying Principles

[Terms of Use](#)

[Privacy Policy](#)

Copyright 2025 American Economic Association. All rights reserved.

This website uses cookies.

By clicking the "Accept" button or continuing to browse our site, you agree to first-party and session-only cookies being stored on your device to enhance site navigation and analyze site performance and traffic. For more information on our use of cookies, please see our [Privacy Policy](#).

Accept