
NOTES

Chapter 1

- 11 *and a hero of mine*. Peter Singer. 2009. *The Life You Can Save: Acting Now to End World Poverty*. New York: Random House. Singer uses slightly different facts. But his writing, and conversations with him, inspired this directly. I made tweaks simply to rebut a couple of standard objections to the analogy. For instance, Singer traditionally has ruining a fancy pair of shoes as the “cost” of saving the drowning child, but then one may object, “Why don’t you just take your shoes off?” For other (funny) challenges to the analogy, watch Stephen Colbert’s interview of Singer. It is available online at <http://www.colbertnation.com/the-colbert-report-videos/221466/march-12-2009/peter-singer> (accessed 4/26/10).
- 14 *a real Facebook page*: <http://failbooking.com/2010/02/05/funny-facebook-fails-texts-cost-money> (accessed 3/28/10).
- 16 *how it really works*. Kiva is clearer now about its inner workings than it used to be, thanks largely to the urging of David Roodman from the Center for Global Development. But the truth is still in the small print. As of this writing (March 2010), the Web site says, “Your funds will be used to backfill this loan.” Then three lines below, in much larger type, it says: “Raised so Far” and “Still Needed.” Needed for what exactly? To finish the backfilling? The impression they are trying—successfully—to create is that your funds go straight to the person you clicked on. And the interest rate is not called interest rate, but rather “portfolio yield.” I wonder how many Kiva investors/donors realize that portfolio yield is the same as interest rate?
- 16 *over a hundred million as of November 2009*. <http://www.kiva.org/about> (accessed 3/28/10).
- 17 *three times as much as the sum of all corporations, foundations, and bequests*. *Giving USA*, a publication of Giving USA Foundation, researched and written by the Center on Philanthropy at Indiana University.

Chapter 2

- 28 *here in the United States*. Two of the seminal papers on randomized evaluations of social programs are (1) Ashenfelter, O. 1978. "Estimating the Effect of Training Programs on Earnings," *Review of Economics and Statistics*, Volume 60, 47–57, and (2) Gary Burtless and Jerry A. Hausman, 1978. "The Effect of Taxation on Labor Supply: Evaluating the Gary Negative Income Tax Experiment," *The Journal of Political Economy*, Vol. 86, pp. 1103–1130.
- 37 *effectively in society*." http://www.un.org/esa/socdev/unyin/documents/ydiDavidGordon_poverty.pdf (accessed 2/22/10).

Chapter 3

- 39 *the Slanket was born*. For a discussion of the battle to launch and spread the sleeved blanket, check out the *New York Times* article (among many other Internet write-ups): <http://www.nytimes.com/2009/02/27/business/media/27adco.html?adxnnl=1&adxnnlx=1269796090-dAy7Jkx4XGUQxoRpQwit0g> (accessed 3/28/10). For an amusing comparison of the Snuggie and the Slanket, and two other similar products (the Freedom Blanket and the Blankoat), see <http://gizmodo.com/5190557/ultimate-battle-the-snuggie-vs-slanket-vs-freedom-blanket-vs-blankoat> (accessed 3/28/10).
- 41 *\$412 billion*. <http://www.intenseinfluence.com/blog/how-much-money-is-spent-on-advertising-per-year> (accessed 4/26/10).
- 42 *every year from diarrhea*. http://www.who.int/water_sanitation_health/publications/factsfigures04/en/ (accessed 3/28/10).
- 43 *ashamed to eat [them]*." <http://people.ischool.berkeley.edu/~hal/people/hal/NYTimes/2006-06-01.html> (accessed 3/3/10).
- 44 *Sendhil uses in many of his talks*. One of the talks where Sendhil explains the Last-Mile Problem is available to the public thanks to TED. You can find it at http://www.ted.com/talks/sendhil_mullainathan.html (accessed 3/28/10).
- 45 *designed an RCT*. Marianne Bertrand, Dean Karlan, Sendhil Mullainathan, Eldar Shafir, and Jonathan Zinman. "What's Advertising Content Worth? A Field Experiment in the Consumer Credit Market." *Quarterly Journal of Economics*, 125(1), February 2010.
- 49 *did a choice experiment*. S. S. Iyengar and Mark Lepper. 2000. "When Choice Is Demotivating: Can One Desire Too Much of a Good Thing?" *Journal of Personality and Social Psychology* 79:995–1006.
- 50 *designed an RCT to find out*. Shawn Cole, Xavier Giné, Jeremy Tobacman, Petia Topalova, Robert Townsend, and James Vickery. 2008. "Barriers to Household Risk Management: Evidence from India." Mimeo, World

Bank. The working paper is at <http://www.hbs.edu/research/pdf/09-116.pdf> (accessed 4/26/10).

Chapter 4

- 58 *go beyond the tangible*. The story of Mrs. Potosí comes from FINCA's Web site. <http://www.villagebanking.org/site/apps/nlnet/content2.aspx?c=erKPI2PCIoE&b=5004173&ct=7159949> (accessed 1/5/10).
- 59 *to change lives*. The newsletter featuring Marta's story is available at: <http://www.opportunity.org/wp-content/uploads/2010/06/Impact-2008-Spring.pdf> (accessed 1/5/10). It appeared originally in *Impact* (spring 2008 edition), published by Opportunity International, 2122 York Road, Suite 150, Oak Brook, IL 60523. Janna Crosby, editor.
- 60 *banking services to the poor*. For the full story, told in his own words, see: Muhammad Yunus and Alan Jolis. 2003. *Banker to the Poor: Micro-lending and the Battle Against World Poverty*. New York: Public Affairs, hardcover pp. 20–29. ISBN 978-1-89162-011-9.
- 61 *approaching \$650 million*. These figures are taken from Mix Market, a great source of industry data on microfinance: <http://www.mixmarket.org/mfi/grameen-bank> (accessed 3/7/10).
- 61 *some 155 million borrowers*. *State of the Microcredit Summit Campaign Report 2009*. Washington, DC: Microcredit Summit Campaign.
- 62 *will eat for a lifetime*. <http://www.nytimes.com/2005/09/21/readersopinions/bono-questions.html> (accessed 4/9/10).
- 65 *82 percent APR yield*. APR (for “annual percentage rate”) is the most common way to quote interest rates. It's the way we usually talk about costs and returns for borrowing, saving, and investments. Credit card agreements, certificate of deposit accounts, car financing, and mortgages are just a few places where you'll find APR being discussed. These microcredit interest rate figures are portfolio yield numbers, from publicly available accounting data. See, for example, <http://www.themix.org> for how these data are calculated.
- 67 *that would serve everybody*. Dean Karlan and Jonathan Zinman. January 2010. “Expanding Credit Access: Using Randomized Supply Decisions to Estimate the Impacts.” *Review of Financial Studies*, 23(1).
- 70 *the poor really had*. Suresh de Mel, David McKenzie, and Christopher Woodruff. 2008. “Returns to Capital: Results from a Randomized Experiment.” *Quarterly Journal of Economics* 123(4):1329–72. The same researchers are also replicating and expanding the study in Ghana and Sri Lanka with the help of IPA in the field.
- 72 *less than \$2.50 per day*. <http://www.globalissues.org/article/26/poverty-facts-and-stats> (accessed 4/4/10).

- 73 *returns were actually negative*. For a more complete analysis of the gender results, see Suresh de Mel, David McKenzie, and Christopher Woodruff. 2009. "Are Women More Credit Constrained? Experimental Evidence on Gender and Microenterprise Returns." *American Economic Journal: Applied Economics*, 1(3):1–32. This is the companion paper to the *Quarterly Journal of Economics* article cited above.
- 75 *made entrepreneurial loans*. Dean Karlan and Jonathan Zinman. 2010. "Expanding Microenterprise Credit Access: Using Randomized Supply Decisions to Estimate the Impacts in Manila." Working Paper.
- 78 *to conduct an RCT*. Abhijit Bannerjee, Esther Duflo, Rachel Glennerster, and Cythia Kinnan. May 2009. "The Miracle of Microfinance? Evidence from a Randomized Evaluation." Poverty Action Lab Working Paper 101.

Chapter 5

- 89 *work on a given day*. Colin Camerer, Linda Babcock, George Loewenstein, and Richard H. Thaler. 1997. "Labor Supply of New York City Cab Drivers: One Day at a Time." *Quarterly Journal of Economics* 112(2):407–441.
- 92 *self-employed or casual workers*. http://www.wiego.org/stat_picture (accessed 3/30/10). Microcredit clients are doubly unlikely to be formally employed because so much of microcredit is directed toward individuals who own their own businesses.
- 93 *skills they already know*. . . . Muhammad Yunus and Alan Jolis. 2003. *Banker to the Poor: Micro-Lending and the Battle Against World Poverty*. New York: Public Affairs, p. 140.
- 94 *Peruvian microlender FINCA Peru*. FINCA Peru is not affiliated with FINCA International, the organization I worked with in El Salvador. It shares the name because it was originally founded as an arm of FINCA.
- 95 *their weekly meetings*. Dean Karlan and Martín Valdivia. "Teaching Entrepreneurship: Impact of Business Training on Microfinance Clients and Institutions." *Review of Economics and Statistics*, forthcoming.
- 96 *business training for its clients*. <http://personal.lse.ac.uk/fischer/Assets/Drexler%20Fischer%20Schoar%20-%20keep%20it%20Simple.pdf>.
- 97 *enterprises in this study*. Miriam Bruhn, Dean Karlan, and Antoinette Schoar. May 2010. "What Capital Is Missing from Developing Countries?" *American Economic Review Papers & Proceedings*.
- 104 *same technique in a project*. Dean Karlan and Jonathan Zinman. 2010. "A Methodological Note on Using Loan Application and Survey Data to Measure Poverty and Loan Uses of Microcredit Clients." Working paper.
- 105 *proceeds for consumption*. October 2008. "The Unbanked: Evidence from Indonesia." *World Bank Economic Review* 22(3):517–537.

Chapter 6

- 111 *Ghana's per capita annual income.* The UN statistics division, reported here by UNICEF, states Ghana's 2008 gross national income (GNI) per capita as \$670: http://www.unicef.org/infobycountry/ghana_statistics.html#69 (accessed 5/7/10).
- 114 *Who Is the Borrower?* The economic jargon for this phenomenon is "adverse selection." It was first explicitly written out in economics by Nobel laureate Joseph Stiglitz and Andrew Weiss. The paper is: Joseph Stiglitz and Andrew Weiss. June 1981. "Credit Rationing in Markets with Imperfect Information." *American Economic Review* 71(3):393–410.
- 115 *How Do We Know the Borrower Can Pay?* The economic jargon for this phenomenon, where a lack of incentives to repay (e.g., not holding collateral) causes borrowers to try less hard to repay their loans or take bigger risks with borrowed funds, is "moral hazard in effort" or "ex-ante moral hazard."
- 116 *most employment in Ghana is informal.* <http://unstats.un.org/unsd/demographic/products/indwim/ww2005/tab5e.htm> (accessed 3/30/10).
- 120 *to children's education.* http://www.grameen-info.org/index.php?option=com_content&task=view&id=22&Itemid=109 (accessed 3/30/10).
- 124 *3.7 million by 2004.* Again, this is thanks to the Mix Market. The client figures for Grameen are found at http://mixmarket.org/node/3110/data/100636/products_and_clients.total_borrowers/usd/2000-2004 (accessed 4/26/10).
- 125 *group-liability loans head-to-head.* Xavier Giné and Dean Karlan. May 2010. "Group versus Individual Liability: Long Term Evidence from Philippine Microcredit Lending Groups." Working Paper.
- 129 *FINCA Peru's loan clients.* Dean Karlan. December 2005. "Using Experimental Economics to Measure Social Capital and Predict Financial Decisions." *American Economic Review* 95(5):1688–1699.
- 134 *better performance as clients.* Dean Karlan. February 2007. "Social Connections and Group Banking." *Economic Journal* 117:F52–F84.
- 136 *frequency, group dynamics, and client default.* Benjamin Feigenberg, Erica Field, and Rohini Pande. June 2010. "Building Social Capital through Microfinance." Harvard Kennedy School Working Paper No. RWP10-019.
- 139 *Kiva.org, the \$2 million.* From the Whole Planet Foundation's 2009 annual report, available at http://www.wholeplanetfoundation.org/files/uploaded/WPF_2009_Audited_Financials.pdf (accessed 3/25/10).
- 141 *most of the time—it's savings.* Stuart Rutherford's *The Poor and Their Money* is a wonderful quick read that talks a lot about this basic idea, and also makes the point that what the poor need more than anything is a

way of making small deposits and large withdrawals. The order isn't quite so important to them, in many cases.

Chapter 7

- 149 *for either saving or borrowing*. The Financial Access Initiative offers a wealth of information about banking and other financial services in the developing world and beyond. This particular figure is the subject of one of their informative focus notes, available at http://financialaccess.org/sites/default/files/110109%20HalfUnbanked_0.pdf (accessed 4/26/10).
- 149 *western Kenya in 2006*. Pascaline Dupas and Jonathan Robinson. September 2010. "Savings Constraints and Microenterprise Development: Evidence from a Field Experiment in Kenya." Working Paper.
- 155 *SEED, the savings account*. Nava Ashraf, Dean Karlan, and Wesley Yin. May 2006. "Tying Odysseus to the Mast: Evidence from a Commitment Savings Product in the Philippines." *Quarterly Journal of Economics* 121(2):635–672.
- 158 *a little nudge*. A "nudge" is a tweak that changes our decisions without changing the underlying alternatives we have to choose from. An example of a nudge is changing the order of food in a buffet line: If you put the fruit before the brownies, people will probably choose more fruit. Thaler and Sunstein coined the term *nudge* and wrote a fascinating book about using nudges to help us make the choices we want to make. Richard Thaler and Cass Sunstein. 2008. *Nudge: Improving Decisions About Health, Wealth, and Happiness*. New Haven: Yale University Press.
- 159 *employees' saving progress*. Shlomo Benartzi and Richard Thaler. February 2004. "Save More Tomorrow: Using Behavioral Economics to Increase Employee Savings." *Journal of Political Economy* 112.1, Part 2: S164–S187. This study, in contrast with most of the other studies discussed in this book, was not implemented with a randomized control trial. The paper discusses the selection biases that would have to be present to pose serious concerns, and they are fairly stark and odd, thus leaving the reader (at least me) quite convinced of their findings. An important question does remain: Does the increase in retirement savings come at the cost of lower current consumption, or higher debt? If the latter, then this could be a smudge to the nudge.
- 163 *Bolivia, Peru, and the Philippines*. Dean Karlan, Maggie McConnell, Sendhil Mullainathan, and Jonathan Zinman. April 2010. "Getting to the Top of Mind: How Reminders Increase Saving." Working Paper.
- 164 *people were also 6 percent*. This figure of 6 percent is calculated from Table 4, Panel A, Column 3 of the paper cited above, as follows. The effect of receiving a reminder on the likelihood of reaching one's savings goal was

estimated at 3.1 percent. Across the entire sample, 54.9 percent of people reached their goals. So the reminders constitute a $(3.1/54.9=)$ 5.6 percent improvement.

- 164 *Peter Orszag, and Emmanuel Saez.* Esther Duflo, William Gale, Jeffrey Liebman, Peter Orszag, and Emmanuel Saez. November 2006. "Savings Incentives for Low- and Middle-Income Families: Evidence from a Field Experiment with H & R Block." *Quarterly Journal of Economics* 121(4):1311–1346.
- 165 *an RCT on retirement savings.* Emmanuel Saez. 2009. "Details Matter: The Impact and Presentation of Information on the Take-up of Financial Incentives for Retirement Saving." *American Economic Journal: Economic Policy* 1(1):204–228.

Chapter 8

- 167 *over a billion of the world's poor are farmers.* WB World Development Report 2008, p.1. http://siteresources.worldbank.org/INTWDR2008/Resources/WDR_00_book.pdf
- 170 *evaluate DrumNet with an RCT.* Nava Ashraf, Xavier Giné, and Dean Karlan. November 2009. "Finding Missing Markets (and a Disturbing Epilogue): Evidence from an Export Crop Adoption and Marketing Intervention in Kenya." *American Journal of Agricultural Economics* 91(4).
- 172 *a simple RCT to find out.* Esther Duflo, Esther, Michael Kremer, and Jonathan Robinson. 2008. "How High Are Rates of Return to Fertilizer? Evidence from Field Experiments in Kenya." *American Economic Review* 98(2):482–488.
- 176 *price/service combination highest.* Richard Thaler. 1991. *The Winner's Curse: Paradoxes and Anomalies of Economic Life.* New York: Free Press, p. 69.
- 176 *pull on them as well.* Shlomo Benartzi and Richard Thaler. 2001. "Naïve Diversification Strategies in Defined Contribution Saving Plans." *American Economic Review* 91(1):79–98.
- 177 *following a major earthquake.* M. H. Bazerman. 1986. *Judgment in Managerial Decision Making.* Hoboken, NJ: John Wiley & Sons, Inc., p. 19.
- 178 *likelihood of an event happening.* Amos Tversky and Daniel Kahneman. 1973. "Availability: A Heuristic for Judging Frequency and Probability." *Cognitive Psychology* 5:207–232.
- 179 *Africa on this and other projects.* Esther Duflo, Michael Kremer, and Jonathan Robinson. July 2009. "Nudging Farmers to Use Fertilizer: Theory and Experimental Evidence from Kenya." NBER Working Paper No. 15131.
- 181 *adopt new tools and techniques.* Timothy Conley and Christopher Udry. March 2010. "Learning About a New Technology: Pineapple in Ghana." *American Economic Review* 100(1):35–69.

- 184 *For promised joy!* The lines come from Robert Burns's poem "To a Mouse." The actual (older) Scots text is: "The best laid schemes o' Mice an' Men, / Gang aft agley, / An' lea'e us nought but grief an' pain, / For promis'd joy!"
- 185 *grandparents had for ages.* DrumNet does continue to operate, but not in that area, and not working on those crops.
- 186 *track the sales of fish over time.* Robert Jensen. August 2007. "The Digital Provide: Information (Technology), Market Performance, and Welfare in the South Indian Fisheries Sector." *The Quarterly Journal of Economics* 122(3):879–924.
- 188 *the story of the challenger.* Michael Kremer. August 1993. "The O-Ring Theory of Development." *The Quarterly Journal of Economics* 108(3):551–575.

Chapter 9

- 192 *and greater gender equality.* Educated people have better jobs, better health, and greater gender equality. "Education and the Developing World." Center for Global Development, 2006.
- 198 *children around the world aren't in school.* "Education and the Developing World." Center for Global Development, 2006.
- 199 *a simple solution with an RCT.* David Evans, Michael Kremer, and Muthoni Ngatia. 2008. "The Impact of Distributing School Uniforms on Children's Education in Kenya." Mimeo.
- 202 *Progresá's impact on schools enrollment.* T. Paul Schultz. 2004. "School Subsidies for the Poor: Evaluating the Mexican Progresá Poverty Program." *Journal of Development Economics* 74(1):199–250.
- 203 *to design an evaluation.* Felipe Barrera-Osoria (World Bank), Marianne Bertrand (University of Chicago), and Francisco Pérez (GI Exponential). 2010. "Improving the Design of Conditional Transfer Programs: Evidence from a Randomized Education Experiment in Colombia." *American Economic Journal: Applied Economics*, forthcoming.
- 204 *counterparts in the control group.* These figures come from the paper cited in the previous endnote, Table 3, Column 7 as follows. The control group's average attendance rate of .786 implies an absence rate of .214. Treatment effects of attendance increases of .025, .028, and .055 for the basic program, first variation, and second variation represent decreases in absence of $(.025/.214=)$ 11.6 percent, $(.028/.214=)$ 13.1 percent, and $(.055/.214=)$ 25.7 percent, respectively.
- 205 *the second more than tripled it!* Evaluating the impact of school-based deworming on student health and attendance in Kenya. These figures come from the same paper, Table 7, Column 6, as follows. For the first variation, a treatment effect of .094 on the control group mean of .205

- represents a 46 percent increase in tertiary enrollment. For the second variation, a treatment effect of .487 on the control group mean of .205 represents a 237 percent increase in tertiary enrollment.
- 206 *is about twenty cents per pill*. <http://Web.worldbank.org/WBSITE/EXTERNAL/TOPICS/EXTHEALTHNUTRITIONANDPOPULATION/EXTPHAAG/0,contentMDK:20785786~menuPK:1314819~pagePK:64229817~piPK:64229743~theSitePK:672263,00.html> (accessed 3/31/10).
- 207 *in western Kenya in 1998*. Edward Miguel and Michael Kremer. 2004. "Worms: Identifying Impacts on Education and Health the Presence of Treatment Externalities." *Econometrica* 72(1):159–217.
- 208 *preschool students in Delhi, India*. Gustavo Bobonis, Edward Miguel, and Charu Puri-Sharma. 2006. "Iron Deficiency Anemia and School Participation." *Journal of Human Resources* 41(4):692–721.
- 209 *higher incomes in the long run*. Hoyt Bleakley. 2007. "Disease and Development: Evidence from Hookworm Eradication in the American South." *Quarterly Journal of Economics* 122:73–117.
- 209 *rolling in from Kenya*. Sarah Baird, Joan Hamory Hicks, Michael Kremer, and Edward Miguel. "Worms at Work: Long-run Impacts of Child Health Gains." Working Paper.
- 212 *school-age children*. <http://data.un.org/Data.aspx?q=India+population+age+5-14&d=PopDiv&f=variableID:20;crID:356> (accessed 3/31/10). This figure comes from a query of the UNdata online database, a useful resource for country-level statistics on economics, demographics, health, education, and more. The quarter-billion figure is the 2005 estimate for India population ages five to fourteen (returned 246,293,000).
- 212 *couldn't do basic arithmetic*. Pratham Organization. 2006. *Annual Status of Education Report 2005*. Mumbai: Pratham Resource Center.
- 215 *affected students' learning*. Abhijit Banerjee, Shawn Cole, Esther Duflo, and Leigh Linden. 2007. "Remedying Education: Evidence from Two Randomized Experiments in India." *Quarterly Journal of Economics* 122(3):1235–1264.
- 217 *designed another RCT*. Esther Duflo, Pascaline Dupas, and Michael Kremer. November 2008. "Peer Effects and the Impact of Tracking: Evidence from a Randomized Evaluation in Kenya." *American Economic Review*, forthcoming.
- 218 *A 2005 survey*. Pratham Organization. 2006. *Annual Status of Education Report 2005*. Mumbai: Pratham Resource Center.
- 220 *village education into gear*. Abhijit Banerjee, Rukmini Banerji, Esther Duflo, Rachel Glennerster, and Stuti Khemani. February 2010. "Pitfalls

of Participatory Programs: Evidence from a Randomized Evaluation in Education in India." *American Economic Journal: Economic Policy* 2(1):1–30.

Chapter 10

- 227 *scheduled operating hours*. Abhijit Banerjee, Angus Deaton, and Esther Duflo. 2004a. "Wealth, Health, and Health Services in Rural Rajasthan." *AER Papers and Proceedings* 94(2):326–330.
- 228 *evaluate it with an RCT*. Abhijit Banerjee, Esther Duflo, and Rachel Glennerster. 2007. "Putting a Band-Aid on a Corpse: Incentives for Nurses in the Indian Public Health Care System." *Journal of the European Economics Association* 6(2–3):487–500.
- 229 *looked as if they had been hurled into a wall*. From the footnote on p. 11 of "Putting a Band-Aid on a Corpse," cited previously.
- 232 *use of the public clinics*. Paul Gertler. 2004. "Do Conditional Cash Transfers Improve Child Health? Evidence from Progresa's Control Randomized Experiment." *American Economic Review* 94(2):336–341.
- 233 *Paul's study of it*. Paul Gertler and Simone Boyce. 2001. "An Experiment in Incentive-Based Welfare: The Impact of Progresa on Health in Mexico." Working Paper.
- 234 *A separate study*. John Hoddinott, and Emmanuel Skoufias. October 2004. "The Impact of Progresa on Food Consumption." *Economic Development and Cultural Change* 53(1):37–61.
- 235 *are being rigorously evaluated*. Laura Rawlings. 2005. "Evaluating the Impact of Conditional Cash Transfer Programs." *The World Bank Research Observer* 20(1):29–55.
- 236 *and test it with an RCT*. Xavier Giné, Dean Karlan, and Jonathan Zinman. 2010. "Put Your Money Where Your Butt Is: A Commitment Savings Account for Smoking Cessation." *American Economic Journal: Applied Economics* 2(4):1–26.
- 244 *malaria worldwide in 2007 alone*. This figure is from a press release about the president and CEO of PSI, Karl Hofmann. <http://mim.globalhealthstrategies.com/blog/wp-content/uploads/2009/10/Karl-Bio.pdf> (accessed 4/26/10).
- 245 *who worked together on an RCT*. Jessica Cohen and Pascaline Dupas. 2010. "Free Distribution or Cost-Sharing? Evidence from a Randomized Malaria Prevention Experiment." *Quarterly Journal of Economics* 125(1):1–45.
- 246 *each year worldwide*. From the World Health Organization Web site's fact sheet on water, sanitation, and hygiene: http://www.who.int/water_sanitation_health/publications/factsfigures04/en (accessed 3/28/10).

- 248 *stacked up against one another*. Michael Kremer, Edward Miguel, Sendhil Mullainathan, Claire Null, and Alix Peterson Zwane. 2009. "Making Water Safe: Price, Persuasion, Peers, Promoters, or Product Design?"

Chapter 11

- 254 *went to Mexico City*. Paul Gertler, Manisha Shah, and Stefano Bertozzi. 2005. "Sex Sells, but Risky Sex Sells for More." *Journal of Political Economy*, 113:518–550.
- 256 *that's the truth*." This and many other disheartening quotes from "Dr. Beetroot" can be found at <http://www.southafrica.to/people/Quotes/Manto/MantoTshabalalaMsimang.htm> (accessed 3/15/10).
- 259 *near Busia in 2004*. Pascaline Dupas. 2007. "Relative Risks and the Market for Sex: Teenage Pregnancy, HIV, and Partner Selection in Kenya." Mimeo, Dartmouth.
- 263 "Use Condoms." Available on YouTube: <http://www.youtube.com/watch?v=0ed1m16L1so>.
- 264 *to buy condoms*. Rebecca L. Thornton. 2008. "The Demand for, and Impact of, Learning HIV Status." *American Economic Review* 98(5):1829–1863.
- 264 *0.6 percent in the United States*). The UNICEF Web site has a wealth of economic, demographic, epidemiological, and other statistics for hundreds of countries. These were found at http://www.unicef.org/infobycountry/malawi_statistics.html#66 (accessed 6/22/10) and http://www.unicef.org/infobycountry/usa_statistics.html#66 (accessed 6/22/10), respectively.
- 265 *worth ten times as much*. In Thornton's paper, see the discussion on p. 14 and Table 4 on p. 51.

