

## Information for authors and readers

**Manuscript submission:** All articles should be submitted through ScholarOne Manuscripts at [mc.manuscriptcentral.com/bpp](https://mc.manuscriptcentral.com/bpp). All manuscripts should follow the manuscript preparation guidelines available online. For more information and style instructions please see [cambridge.org/core/journals/behavioural-public-policy/information/instructions-contributors](https://cambridge.org/core/journals/behavioural-public-policy/information/instructions-contributors).

**Subscriptions:** *Behavioural Public Policy* is published four times a year in January, April, July and November. The 2021 price for an online and print subscription for institutions (excluding VAT or sales tax) is \$443.00 in the USA, Canada, and Mexico and £296.00 in the UK and elsewhere. The 2021 price for an online-only subscription is \$328.00 in the USA, Canada, and Mexico and £219.00 in the UK and elsewhere. EU subscribers (outside the UK) who are not registered for VAT should add VAT at their country's rate. VAT registered subscribers should provide their VAT registration number. Prices include delivery by air when appropriate. Japanese prices for institutions are available from Kinokuniya Company Ltd, P.O. Box 55, Chitose, Tokyo 156, Japan. Orders, which must be accompanied by payment, may be sent to a bookseller, subscription agent or direct to the publisher: Cambridge University Press, Journals Fulfilment Department, University Printing House, Shaftesbury Road, Cambridge CB2 8BS, UK, email [journals@cambridge.org](mailto:journals@cambridge.org); or in the USA, Canada and Mexico: Cambridge University Press, Journals Fulfilment Department, 1 Liberty Plaza, Floor 20, New York, NY 10006, USA, email [subscriptions\\_newyork@cambridge.org](mailto:subscriptions_newyork@cambridge.org). Prices include delivery by air. Periodicals postage paid at New York, NY and at additional mailing offices.

**Permissions information:** All rights reserved. No part of this publication may be reproduced, in any form or by any means, electronic, photocopying, or otherwise, without permission in writing from Cambridge University Press. Policies, request forms and contacts are available at: [cambridge.org/about-us/rights-permissions/](https://cambridge.org/about-us/rights-permissions/). Permission to copy (for users in the USA) is available from Copyright Clearance Center: [copyright.com](https://copyright.com), email [info@copyright.com](mailto:info@copyright.com).

**Advertising:** Enquiries should be sent to the publisher at [ad\\_sales@cambridge.org](mailto:ad_sales@cambridge.org).

**Open Access:** Please visit Open Access Publishing at Cambridge ([cambridge.org/openaccess](https://cambridge.org/openaccess)) for information on our Open Access policies, compliance with major funding bodies, and guidelines on depositing your manuscript in an institutional repository.

*Behavioural Public Policy* and all other Cambridge journals can be found at [cambridge.org/core](https://cambridge.org/core)

This journal has been printed on FSC-certified paper and cover board. FSC is an independent, non-governmental, not-for-profit organization established to promote the responsible management of the world's forests. Please see [www.fsc.org](https://www.fsc.org) for information.

Editorial Introduction: field experiments and public policy George Akerlof, Adam Oliver and Cass Sunstein	1
How can experiments play a greater role in public policy? Twelve proposals from an economic model of scaling Omar Al-Ubaydli, Min Sok Lee, John A. List, Claire L. Mackevicius and Dana Suskind	2
How can experiments play a greater role in public policy? Three notions from behavioral psychology Scott McConnell	50
Scaling up experiments to reduce educational inequality Stephen W. Raudenbush	60
Success at scale: six suggestions from implementation and policy sciences Teck-Hua Ho, Ching Leong and Catherine Yeung	71
Successfully scaled solutions need not be homogenous Dilip Soman and Tanjim Hossain	80
The realities of scaling within evidence-based policy Lauren H. Supplee and Maggie C. Kane	90
Experimental evidence, scaling and public policy: a perspective from developing countries Anandi Mani	103
Let's walk before we can run: the uncertain demand from policymakers for trials Peter John	112
Field experiments and public policy: <i>festina lente</i> Glenn W. Harrison	117
A rejoinder: 'How can experiments play a greater role in public policy? Twelve proposals from an economic model of scaling' Omar Al-Ubaydli, Min Sok Lee, John A. List, Claire L. Mackevicius and Dana Suskind	125

Cambridge Core

For further information about this journal  
please go to the journal website at:

[cambridge.org/bpp](https://www.cambridge.org/bpp)



MIX  
Paper from  
responsible sources  
FSC® C007785

CAMBRIDGE  
UNIVERSITY PRESS