

George MacKerron

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Employment

- 2018 – present **Senior Lecturer**
2012 – 2018 **Lecturer**
Department of Economics, University of Sussex
- 2013 – present **Co-founder and Chief Technical Officer** — Psychological Technologies (PSYT) Ltd.
- 2011 – 2012 **Research Associate** — Centre for Advanced Spatial Analysis, UCL
- 2001 – 2006 Cambridge Assessment (UCLES), Charity Commission, TEFL teaching in UK and Italy

Education

- 2007 – 2011 **LSE**
PhD: *Happiness and Environmental Quality*
Supervisors: Susana Mourato and Steve Gibbons
- 2006 – 2007 **Imperial College London**
MSc Environmental Technology: Environmental Economics & Policy (distinction + 5 prizes)
- 1998 – 2001 **King's College, University of Cambridge**
BA Archaeology & Anthropology (double first)

Journal articles

- Published* Seresinhe, C. I., Preis, T., MacKerron, G. & Moat, H. S. 2019 'Happiness is greater in more scenic locations'. *Scientific Reports*, 9: 4498.
- Bryson, A. & MacKerron, G. 2017 'Are you happy while you work?' *Economic Journal* 127 (599), 106–125.
- Fujiwara, D., Lawton, R. & MacKerron, G. 2017 'Experience sampling in and around airports. Momentary subjective wellbeing, airports, and aviation noise in England'. *Transportation Research Part D: Transport and Environment*, 56, 43–54.
- Baumberg-Geiger, B. & MacKerron, G. 2016 'Can alcohol make you happy? A subjective wellbeing approach'. *Social Science & Medicine* 156, 184 – 191.
- MacKerron, G. & Mourato, S. 2013 'Happiness is greater in natural environments'. *Global Environmental Change* 23, 992 – 1000
- Millner, A., Calel, R., Stainforth, D. & MacKerron, G. 2013 'Do climate scientists have probabilistic knowledge about climate change?' *Climatic Change*, 116(2), 427 – 436.
- MacKerron, G. 2012 'Happiness economics from 35,000 feet'. *Journal of Economic Surveys* 26, 705 – 735.
- MacKerron, G. 2011 'Implementation, implementation, implementation: old and new options for putting surveys and experiments online'. *Journal of Choice Modelling* 2, 20 – 48.
- MacKerron, G. & Mourato, S. 2009 'Life satisfaction and air quality in London'. *Ecological Economics* 68, 1441 – 1453.
- MacKerron, G., Egerton, C., Gaskell, C., Parpia, A. & Mourato, S. 2009 'Willingness to pay for carbon offset certification and co-benefits among (high-)flying young adults in the UK'. *Energy Policy* 37, 1371 – 1381.

Selected conference papers

- Sept. 2018 *How does terrorism affect citizens' wellbeing?* (with Alex Bryson)
European Association of Labour Economists Conference, Lyon
- March 2018 *Fever pitch: are football fans irrational?* (with Peter Dolton)
Royal Economic Society Conference, Sussex

Selected policy impact

- 2020 **UN World Happiness Report**
Co-author (with Christian Krekel), chapter 5
- 2017 – 2019 **World Government Summit, Dubai**
Invited participant and (in 2019) speaker, Global Happiness Dialogue
- October 2018 **Mad World Forum** on workplace mental health and wellbeing
Digital Innovation Award winner, pitching on behalf of PSYT Ltd
- 2018 **HM Government Inclusive Economy Partnership**
Grant winner on behalf of PSYT Ltd, award reception at 10 Downing Street
- June 2018 **Wellbeing concepts and analysis in the Green Book: Roundtable 2018**
HM Treasury and Social Impacts Task Force — invited participant
- 2015 **Arts Council England: evidence on artforms and wellbeing**
Co-authored commissioned report on subjective wellbeing of audiences for different artforms and cultural activities
- 2014 **Airports Commission: Quality of Life Assessment**
Contributed parts of the subjective wellbeing analysis in PwC/SImetrica *Quality of Life Assessment* for Airports Commission
- 2011 – 2014 **Cabinet Office**
Advice to Behavioural Insights Team on subjective wellbeing findings
- June 2013 **OECD**
Invited speaker, 'Workshop on the policy uses of data on affect and experienced well-being'
- 2010 **UK National Ecosystem Assessment (NEA)**
Contributor, Economic Assessment of Cultural Benefits team

Selected media, public engagement

- 2011 – present Live TV interviews including BBC World News (2018, audience: 100m), Sky News (2017).
Recorded TV interviews including CNN.

Live and recorded radio interviews, including BBC Radio 4's *Today* programme (2017),
BBC Radio 2, 5 Live, and national and regional stations in the UK, US, Australia, and France.

Interviews for print media, including The Observer, Independent, Telegraph, Sunday Times,
Wall Street Journal, and Le Figaro (front page).
- Sept. 2017 *Happiness quantified* — lecture at Google London for Talks@Google
- Jan. 2017 Royal Society/Digital Catapult: *Hacking Happiness* hackathon (keynote and participant)
- Aug. 2016 Science Museum Lates, *Our Lives in Data: Mappiness drop-in*
- Feb. 2016 PwC Behavioural Science Network (speaker)
- July 2014 Royal Geographical Society, 21st Century Challenges — 'Escape to the City'
- Jan. 2011 TEDx Brighton — video at <http://mappin.es/TEDx>