Curriculum Vitae

Sonja Vogt

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Employment

University of Lausanne, Faculty of Business and Economics (HEC), Department of Organizational Behavior — Full Professor, since Sept. 2026.

University of Lausanne, Faculty of Business and Economics (HEC), Department of Organizational Behavior — Associate Professor, since Sept. 2021.

University of Bern, Faculty of Business, Economics, and Social Sciences, Institute of Sociology — Associate Professor, Sept. 2018–Aug. 2021.

Nuffield College, University of Oxford, Centre for Experimental Social Sciences — Senior Research Fellow, Jun. 2017–Aug. 2018.

University of Zurich, Department of Economics — Postdoctoral Research Associate/Senior Research Associate, Aug. 2008–May 2017.

Utrecht University, Department of Sociology — Postdoctoral Research Associate, Jun. 2007–Jul. 2008.

Utrecht University, Interuniversity Center for Social Science Theory and Methodology/ICS — Ph.D. student, Sept. 2002–May 2007.

Affiliations

The Centre for Human Progress, The London School of Economics and Political Science/LSE and New York University/NYU — Trustee and member of the scientific advisory board since 2025.

Lausanne Center For Health Economics, Behavior, and Policy, University of Lausanne — Co-director since 2022.

PACE Lab, Policy and Cultural Evolution Lab, University of Lausanne — Co-PI since 2019.

Centre for Development and Environment (CDE), University of Bern — Affiliated member since 2019.

Nuffield College, University of Oxford — Affiliated member since 2018.

Centre for Experimental Social Sciences, University of Oxford — Affiliated member since 2018.

Department of Sociology, University of Oxford — Affiliated member since 2017.

Publications

von Flüe, L., Vogt, S., & Efferson, C. (2026). The (anti-) conformity strategy space: How flexible is social learning when group membership and incentive alignment vary? *Journal of Experimental Psychology: General*.

Efferson, C., and Vogt, S. (2025). The cover of randomness: Validating implicit methods for the study of sensitive topics. *Evolutionary Human Sciences*, 7, e6.

Efferson, C., Vogt, S., and von Flüe, L. (2025). Activating cultural evolution for good when people differ from each other. In *The Oxford Handbook of Cultural Evolution*. Eds. J. Kendal, R. Kendal, J. Tehrani, pp. 827-841.

von Flüe, L., and Vogt, S. (2024). Integrating social learning and network formation for social tipping towards a sustainable future. *Current Opinion in Psychology*, 101915.

Schief, M., Vogt, S., Churilova, E., and Efferson, C. (2024). Isolating a culture of son preference among Armenian, Georgian, and Azeri parents in Soviet-era Russia. *Evolutionary Human Sciences*, 6, e19.

Soraperra, I., Köbis, N., Shalvi, S., Vogt, S., Efferson, C., and Offerman, T. (2023). A market for integrity: The use of competition to reduce bribery in education. *Journal of Behavioral and Experimental Economics*, 102110.

Efferson, C., Ehret, S., von Flüe, L., and Vogt, S. (2023). When norm change hurts. *Philosophical Transactions of the Royal Society B*, 379 (1897), 20230039.

von Flüe, L., Efferson, C., and Vogt, S. (2023). Green preferences sustain greenwashing: Challenges in the cultural transition to a sustainable future. *Philosophical Transactions of the Royal Society B*, 379 (1893), 20220268.

Ehret, S., Constantino, S. M., Weber, E. U., Efferson, C., and Vogt, S. (2022). Group identities can undermine social tipping after intervention. *Nature Human Behaviour*, 6 (12), 1669-1679.

Constantino, S. M., Sparkman, G., Kraft-Todd, G. T., Bicchieri, C., Centola, D., Shell-Duncan, B., Vogt, S., and Weber, E. U. (2022). Scaling up change: A critical review and practical guide to harnessing social norms for climate action. *Psychological Science in the Public Interest*, 23(2), 50–97.

Berger, J., Vogt, S., and Efferson, C. (2022). Pre-existing fairness concerns restrict the cultural evolution and generalization of inequitable norms in children. *Evolution and Human Behavior*, 43(1), 1–15.

Bellamy, A., McKay, R., Vogt, S., and Efferson, C. (2022). What is the extent of a frequency-dependent social learning strategy space? *Evolutionary Human Sciences*, 4, e13.

Berger, J., Efferson, C., and Vogt, S. (2021). Tipping pro-environmental norm diffusion at scale: Opportunities and limitations. *Behavioural Public Policy*, 7 (3), 581-606.

Schimmelpfennig, R., Vogt, S., Ehret, S., and Efferson, C. (2021). Promotion of behavioural change for health in a heterogeneous population. *Bulletin of the World Health Organization*, 99(11), 819.

Schief, M., Vogt, S., and Efferson, C. (2021). Investigating the structure of son bias in Armenia with novel measures of individual preferences. *Demography*, 58(5), 1737–1764.

Travers, H., Walsh, J., Vogt, S., Clements, T., and Milner-Gulland, E. J. (2021). Delivering behavioural change at scale: What conservation can learn from other fields. *Biological Conservation*, 257, 109092.

Efferson, C., Vogt, S., and Fehr, E. (2020). The promise and the peril of using social influence to reverse harmful traditions. *Nature Human Behaviour*, 4(1), 55–68.

Efferson, C., and Vogt, S. (2018). Behavioural homogenisation with spillovers in a normative domain. *Proceedings of the Royal Society B*, 285(1879).

Vogt, S., Efferson, C., and Fehr, E. (2017). The risk of female genital cutting in Europe: Comparing immigrant attitudes toward uncut girls with attitudes in a practicing country. *Social Science & Medicine: Population Health*, 3, 283–293.

Richard, F., . . . , Vogt, S., et al. (2017). Female genital mutilation/cutting: Sharing data and experiences to accelerate eradication and improve care. *Reproductive Health*, 14.

Vogt, S., Zaid, N. A. M., Ahmed, H. E. F., Fehr, E., and Efferson, C. (2016). Changing cultural attitudes on

female genital cutting. *Nature*, 538, 506–509.

Bozoyan, C., and Vogt, S. (2016). The impact of third-party information on trust: Valence, source, and reliability. *PLoS ONE*, 11(2), e0149542.

Efferson, C., Vogt, S., Elhadi, A., Ahmed, H. E. F., and Fehr, E. (2015). Female genital cutting is not a social coordination norm. *Science*, 349, 1446–1447. (Shared first authorship)

Efferson, C., Roca, C., Vogt, S., and Helbing, D. (2016). Sustained cooperation by running away from bad behavior. *Evolution and Human Behavior*, 37(1), 1–9.

Vogt, S., Efferson, C., Berger, J., and Fehr, E. (2015). Eye spots do not increase altruism in children. *Evolution and Human Behavior*, 36(3), 224–231.

Kuwabara, K., Vogt, S., Watabe, M., and Komiya, A. (2014). Trust, cohesion, and cooperation after early versus late trust violations in two-person exchange: The role of generalized trust in the U.S. and Japan. *Social Psychological Quarterly*, 77(4), 344–360. (Shared first authorship)

Vogt, S., Efferson, C., and Fehr, E. (2013). Can we see inside? Predicting strategic behavior given limited information. *Evolution and Human Behavior*, 34, 258–264.

Efferson, C., and Vogt, S. (2013). Viewing men's faces does not lead to accurate predictions of trustworthiness. *Scientific Reports*, 3, 1–7.

Vogt, S., Buskens, V., Raub, W., and Weesie, J. (2011). Prosoziales Verhalten und Reziprozität in einem asymmetrischen sozialen Dilemma: Ein Beitrag zur experimentellen Spieltheorie. *Zeitschrift für Soziologie*, 40(5), 338–355.

Weesie, J., Vogt, S., Buskens, V., and Raub, W. (2007). Support in asymmetric social dilemmas. In E. Poppe and M. Verkuyten (Eds.), *Culture and Conflict*. Amsterdam: Aksant, 155–180.

Vogt, S., and Weesie, J. (2006). Social support among heterogeneous partners: An experimental test. *Journal of Economic Interaction and Coordination*, 1, 215–232.

Advanced Manuscripts/Under Review

The limits of digital advisory services: Evidence from a field experiment in Madhya Pradesh, with Mirko Reul, LM Tiwari, and Charles Efferson

Can combining education and entertainment in video games promote pro-environmental behaviour?, with Stefania Innocenti and Ximeng Fang.

Can Democratic Development Scale? Experimental Evidence from Nepal, with Mirko Reul, Hritika Rana, K.C. Pramod, and Lodewijk Gelauff.

Can Deliberation Aid Nepal's Political Crisis?, with Mirko Reul, Hritika Rana, K. C. Pramod, and Lodewijk Gelauff.

Social tipping our way – or maybe not – to some kind of future, with Sönke Ehret, Sara Constantino, Elke Weber, and Charles Efferson.

Identities and Global Cooperation across 18 countries, with Raymond Duch, Thomas Robinson, and Alexei Zakharov.

Leading with the (Recently) Successful? Performance Visibility and the Evolution of Risk Taking, with Andreas Hefti, Sönke Ehret, and Charles Efferson.

Studying Different Types of Social Influence in Isolation Distorts Our Understanding of How Humans Learn From Each Other, with Robin Schimmelpfennig, Sönke Ehret, and Charles Efferson.

Exploring Gender Differences in the Acceptability of Digital Agricultural Tools: Experimental Evidence from Rural India, with Eva Marti and Charles Efferson.

Unpacking Pathways to Digital Inclusion: Structural Conditions and Gender Hierarchies in the Adoption of

Digital Advisory Services, with Eva Marti and Maurice Tschopp.

Ongoing Projects

Stimulating effort: a randomized controlled trial study on job search in India, with Duch, R., and Moorthy, A.

Active and passive information acquisition: belief formation and decision making, with Duch, R., and Moorthy, A.

Not just a women's issue: menstrual stigma in farming households in Nepal, with Marti, E., Hakimov, R., and Paudel, R.

Son preferences and economic prosperity in India, with Kashyap, R., and Poddar, P.

Perceived threats and backlash after policy interventions, with Zhang, H., and Efferson, C.

Selected Grants

International Co-Investigator Grant, Swiss National Science Foundation, *Can talking to machines improve financial decision making?*, 1.25 million CHF, principal investigator together with Raymond Duch (University of Oxford), 2024-2028.

Enterprise for Society Grant (EPFL, University of Lausanne), 80,000 CHF, *Digital advice with artificial intelligence in the context of smallholder farming in the Global South*, principal investigator together with Klaus Schönenberger (EPFL), 2022-2023.

German Agency for International Cooperation (GIZ), *Digital solutions for sustainable land management*, 1.8 million Euros, principal investigator together with Albrecht Ehrensperger (University of Bern), 2021-2026.

Transform Grant, Swiss Agency for Development and Cooperation (SDC), *AgriPath: Empowering farmers' transition to sustainable agriculture through effective and efficient digital pathways*, 5 million CHF, principal investigator together with Albrecht Ehrensperger (University of Bern), 2021-2026.

University of Bern Research Foundation, *Digitalization and cultural norms*, 15,000 CHF, principal investigator together with Sönke Ehret (University of Bern), 2020-2021.

John Fell Fund, University of Oxford, *Methodological innovations for measuring son preference and sex selection in India*, 30,000 GBP, principal investigator together with Ridhi Kashyap (University of Oxford), 2020-2021.

Swiss National Science Foundation, *The power and the peril of applied cultural evolution*, 1.25 million CHF, principal investigator together with Charles Efferson (University of Lausanne), 2019-2024.

University of Bern Research Foundation, *Social information and corruption*, 55,000 CHF, principal investigator, 2019-2020.

ERINN, University of Oxford, *Narrative communication and development*, 30,000 GBP, principal investigator together with James Walsh (University of Oxford), 2018.

John Fell Fund, University of Oxford, *Promoting behaviour change*, 20,000 GBP, principal investigator, 2018.

Swiss National Committee of UNICEF, *Cultural and social processes underlying female genital cutting in Sudan*, c. 2 million USD, principal investigator together with Charles Efferson (University of Zurich) and Ernst Fehr (University of Zurich), 2011-2014.

Swiss National Committee of UNICEF, *The abandonment of harmful social norms: Improving children's welfare with evidence-based research*, 330,000 CHF, principal investigator together with co-principal investigators Charles Efferson (University of Zurich) and Ernst Fehr (University of Zurich), 2013-2016.

Swiss National Science Foundation, *The social dynamics of normative behavior: Population fragmentation and divergent cultural evolution*, 370,000 CHF, principal investigator Charles Efferson (University of Zurich)

with co-principal investigators Ernst Fehr (University of Zurich) and Sonja Vogt (University of Zurich), 2010-2013.

Netherlands Organization for Scientific Research (NWO, Rubicon Grant), *Fairness among heterogeneous agents*, 60,000 Euros, principal investigator, 2008-2010.

Faculty of Social Sciences, Utrecht University, *Behavioral dynamics and asymmetric social dilemmas*, 24,000 Euros, principal investigator, 2007-2008.

Selected Talks

2026 — Conference on Social Norms and Experimental Economics, Turin, Italy (**Keynote**).

2025 — Institute for Advanced Studies, Toulouse, France; Analytical Sociology Conference, Leipzig, Germany (**Keynote**); Workshop on Sustainable Land Management and Resilience together with the German and the Swiss Development Agencies (GIZ, SDC), Bern, Switzerland.

2024 — Social Norms Workshop, Capri, Italy; Social Norms Conference, Ascona, CH (**Keynote**).

2023 — NYU Abu Dhabi, United Arab Emirates; Annual Conference of the European Political Science Association, Glasgow, UK.

2022 — Agricultural Studies Workshop, ETH, Switzerland; Annual International Behavioural Public Policy Conference, LSE, London, UK; Swiss Development Agency, Bern, Switzerland.

2021 — Institute for Advanced Studies, Toulouse, France; The New Institute, Hamburg, Germany.

2020 — University of Nottingham, School of Economics, UK; University of Amsterdam, Department of Political Sciences, Netherlands; National Institute of Economic and Social Research, UK; The New Institute, Hamburg, Germany; University of Amsterdam, Department of Psychology, Netherlands.

2019 — Department of Sociology and Nuffield College, University of Oxford; Association for Psychological Science, Annual Convention, Washington D.C., USA; European Consortium for Sociological Research, Collegio Carlo Alberto and NASP, Turin, Italy; Workshop on Behavioral Science, University of Oxford, UK.

2018 — Conservation Science Conference, Bangkok, Thailand; Kurt Lewin Institute, University of Amsterdam, The Netherlands; School of Economics, University of Nottingham, UK.

2017 — Birkbeck, University of London, UK; Department of Political and Social Sciences, European University Institute, Florence, Italy; Collegio Carlo Alberto, Moncalieri, Turin, Italy.

2016 — United Nations, New York, United States; Tinbergen Institute, University of Amsterdam, The Netherlands; UNFPA & European Commission, Brussels, Belgium; Third ISA Forum, Vienna, Austria; University of Bern, Switzerland; EHB/EHBEA meetings, London, UK; Tilburg University, The Netherlands; ETH Zurich, Switzerland.

Teaching at UniL

Social Norms and Social Tipping: Mechanisms of Behavioral Change (Master), University of Lausanne, ongoing.

Human Decision-Making and the SDGs (Master), University of Lausanne, ongoing.

Designing Sustainable Behavior (Bachelor), University of Lausanne, ongoing.

Referee Service

Proceedings of the Royal Society B: Biological Sciences, *Nature Human Behaviour*, *Evolution and Human Behavior*, *Social Science Research*, *American Sociological Review*, *International Health*, *Journal of Human Resources*, *Social Networks*, *Cognition*, *British Journal of Social Psychology*, *Journal of Experimental Social*

Psychology, *Journal of Development Economics*, *The Economic Journal*, *Analyse & Kritik*, *Rationality, Markets, & Morals*.

Conference Organisation

IMEBESS (International Meeting on Experimental and Behavioural Social Sciences) – Permanent member of the organizing committee for this annual meeting, which brings together leading experimental and behavioral social scientists from around the world to discuss methodological innovations and research findings.

References

Prof. Ernst Fehr — Department of Economics, University of Zurich, Switzerland.

Prof. Elke Weber — School of Public and International Affairs, Princeton University, United States.