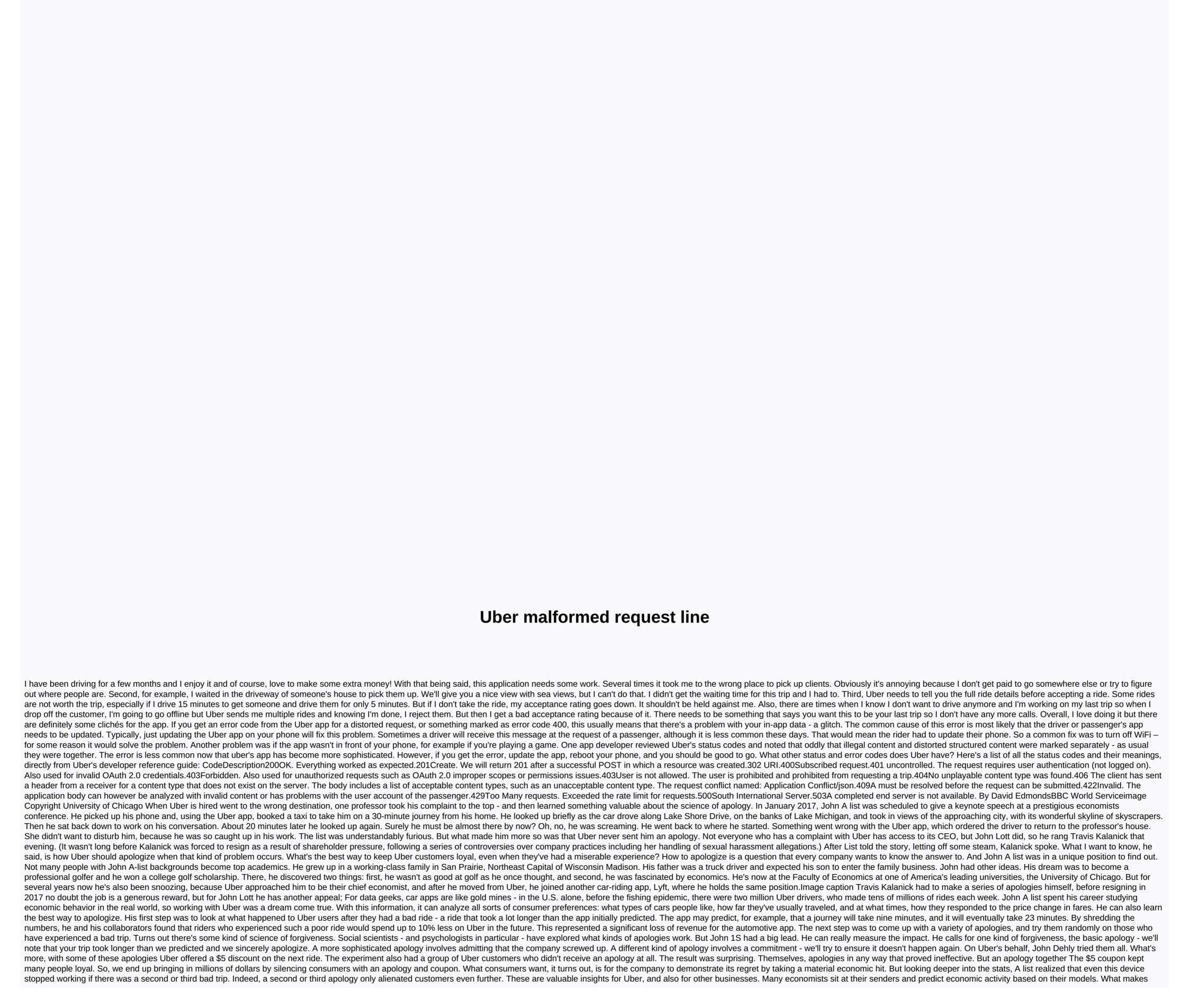
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John List a little unusual for an economist is that he likes to test theories in the real world. He experimented from Tanzania, to New Zealand, China to Bangladesh. The vast digital data sets held by Uber and other car apps allowed it to detect certain quirks in human behavior that armchair economists may not have uncovered. For example, when you order an Uber you never know if you will get a male or female drivers to earn the same. But in fact, male drivers earn about 7% more per hour than their female counterparts. Shocked by this gap, a list set about trying to find out the reason why. He revealed some explanations. One is that women who drive be speed: Men who drive Uber, so they give more rides in an hour. Image copyright Getty Imagesimage Image caption Taxi drivers are getting smaller tips (even when they're awake)lits on a different to add a tipping function - bringing Uber into line with other car apps. He then learned referring behavior. For every \$4 that women give as a tip, it happened, men give around \$5. What's more, women drivers get more tips than male drivers - except when those drivers are 65 or older. I think we can take this as further evidence of male shallowness. The research into economic behaviour using car app data is called Ubernomics - though JohnLick's data toy box is now delivered to him by Lyft, not Uber - and it continues to produce a stream of fascinating results. In analyzing the behavior of Lyft users, he recently calculated the power of what he calls left-handed digit bias. Cutting the journey price from \$15 to \$14.99 has roughly the same impact on consumer demand as reducing it from \$15.90 to \$15. Some of the discoveries in Obernomics are not surprising. Consumers care about the price: the lower the price, the more likely we are to call a taxi. But the analysis of how we Car apps also reveal some of the biases and uniqueness of human economic behavior. By the way, if you ever decide to become an Uber driver, and think that being nice to a customer will have a significant impac

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