

## Pete Lunn - CV

Behavioural Research Unit, Economic and Social Research Institute  
Whitaker Square, Sir John Rogerson's Quay, Dublin 2  
☎ +353 1 863 2013, ✉ [pete.lunn@esri.ie](mailto:pete.lunn@esri.ie)

### CURRENT POST

**Research Professor, ESRI**

**Head of Behavioural Research Unit (BRU)**

**Adjunct Professor, Department of Economics, Trinity College Dublin**

Responsibilities:

- Senior Research Officer, Research Officer, 2 Post-docs, 3 Research Assistants
- Principal Investigator on c.12 behavioural Research Programmes, including for Department of the Taoiseach, Department of Finance, Department of Health, Department of Agriculture, Health Service Executive, Environmental Protection Agency, National Transport Authority, Health Insurance Authority
- Editor, Social Division Research Bulletins

Active memberships:

- COVID-19 Advisory Group, Department of Health
- National Social and Behavioural Advisory Group on Climate Action
- Climate Change and Biodiversity Advisory Group, Community Foundation of Ireland
- Expert Advisory Group, Italian Behavioural Insights Team, 2020-
- Editorial Board, *Behavioural Public Policy* (Cambridge University Press)
- Editorial Board, *Journal of Behavioural and Experimental Finance* (Elsevier)

Teaching:

- M.Sc., Economic Policy, Trinity College Dublin
- M.Sc., Behavioural Economics, University College Dublin
- Behavioural Insights Training Course, European Commission

Other memberships:

- International Association of Researchers in Economic Psychology (IAREP)
- Society for the Advancement of Behavioral Economics (SABE)
- Association for Psychological Science
- Society for Judgment and Decision Making

### PREVIOUS POSTS

Associate Research Professor, ESRI (2018-2020)

Senior Research Officer, ESRI (2013-2017)

Research Officer, ESRI (2009-2013)

Post-Doctoral Fellow, ESRI (2006-2009)

### ACADEMIC QUALIFICATIONS/AWARDS

M.Sc. Economics (Distinction), Birkbeck College, London, 1999

Ph.D., Visual Perception, University of London, 1995

B.A. Hons., Psychology, Philosophy & Physiology, Oxford, 1991

English Speaking Union Scholar, 1994  
Richard Blackwell Scholar, Oxford University, 1988, 1989 & 1990

### **PREVIOUS MEMBERSHIPS**

Rapid Testing Expert Advisory Group, Department of Health, 2021-2022  
Communications and Behavioural Advisory Committee, Department of Health, 2020-2021  
Expert Advisory Committee, Health Information and Quality Authority, 2021  
Behavioural Change Subgroup, National Public Health Emergency Team (NPHE), 2020  
Expert Advisory Group, Behavioural Economics Unit, Sustainable Energy Authority of Ireland, 2017-2020  
Patient Correspondence Behavioural Advisory Group, 2018-2020  
Co-organiser, Irish Behavioural Science and Policy Network, 2015-2020  
Expert Steering Group Member, DAFM Agricultural Catchments Programme, 2016-2019  
Expert Panel, European Commission Study on Consumer Detriment, 2016  
Expert Panel, European Commission Study on EU Consumer Law, 2014-2015  
Royal Irish Academy Social Sciences Committee, 2009-2013

### **REFEREEING**

Selected journals:

British Medical Journal; Nature Human Behaviour; Social Science & Medicine; British Journal of Psychology; BMC Public Health; PLOS One; Health Psychology Bulletin; Economic Inquiry; Behavioural Public Policy; Journal of Behavioural and Experimental Finance; Trends in Cognitive Sciences; Journal of Policy Analysis and Management; Energy Policy; Economics Bulletin; Personality and Individual Differences; New Ideas in Psychology; Management Decision; Attention Perception and Psychophysics; Societies; Journal of Empirical Legal Studies; Economic and Social Review

Institutions:

OECD; European Commission; Financial Conduct Authority

### **EXAMINING**

External Examiner:

- M.Sc., Behavioural Science, University of Stirling

PhD examiner:

- Leiden University, 2020
- Hasselt University, 2019
- University of Warwick, 2019
- Trinity College Dublin, 2011

### **CONFERENCE ORGANISATION**

Co-organiser, IAREP/SABE Annual Conference 2019, Croke Park, Dublin  
Host/Co-organiser, Irish Economics and Psychology Conferences, 2012, 2015 and 2019

## MEDIA

### Broadcasting:

- Regular contributor on RTÉ Television and Radio, BBC, Virgin, NewsTalk, Today FM
- Monthly radio slot on behavioural science, NewsTalk, 2013-2020
- TV Presenter, *My Money and Me*, RTÉ Television Series

### Writing (selected):

The Irish Times; The Sunday Times; The Daily Telegraph; The Irish Independent; Mail on Sunday; BBC Magazine; Prospect; New Scientist; Royal Society Journal; Significance (Royal Statistical Society)

## JOURNALISM (1995 – 2006)

### Posts:

- Freelance Journalist, 2004-2006; Author, Lavinia Trevor Literary Agency (Selected clients: RTÉ Prime Time, RTÉ Radio 1, The Irish Times)
- Founding Editor, NewsTalk, Dublin, 2002-2003
- Producer, Assistant Editor, Newsnight, BBC TV, 1996-2002
- Producer, Peter Snow Budget/Election Specials, BBC TV 2000-2001
- One O'Clock News, BBC TV, 1995-1996

### Awards:

- PPI Irish Radio Awards winner, 2002 & 2003
- Royal Television Society award winner, 2001
- Broadcast Magazine 'Young Journalist to Watch', 1998

## VOLUNTARY WORK

Chairperson, Rathfarnham Educate Together National School, 2016-2019

## PUBLICATIONS

1. Barjaková, M. and Lunn P.D. (2022). Behavioural Science and the COVID-19 Pandemic: How understanding human behaviour helps policy-makers in times of crisis. *Sistemi Intelligenti*, in press.
2. Julienne, H., Lavin, C., Belton, C.A., Barjaková, M., Timmons, S., and Lunn P.D. Behavioral pre-testing of COVID Tracker, Ireland's contact-tracing app. *Journal of Behavioral Public Administration*, 5(1), 1-17. <https://doi.org/10.30636/jbpa.51.291>
3. Gormley, L., Belton, C.A., Lunn, P.D, and Robertson, D.A., (2022). Interventions to Increase Physical Activity: A Review of Behavioural Mechanisms. *Preventive Medicine Reports*, 28, 101880. <https://doi.org/10.1016/j.pmedr.2022.101880>
4. Robertson, D.A., Mohr, K.S. Barjaková, M. and Lunn, P.D. (2022). Experimental pre-tests of public health communications on the COVID-19 vaccine: A null finding for medical endorsement, risk and altruism. *Vaccine*, 40, 3788-3796. <https://doi.org/10.1016/j.vaccine.2022.05.029>
5. Belton, C.A., Robertson, D.A., and Lunn, P.D. (2022). An Experimental Approach to Measuring Consumer Preferences for Water Charges. *Utilities Policy*, 76, 101375. <https://doi.org/10.1016/j.jup.2022.101375>

6. Mallon P.W.G., Horgan M., McAloon C.G., Lunn P.D., Little J., Beck A., Bennett A., Shaver N., McConway A., O'Regan R., Whelan B., Rapid Testing Expert Advisory Group, Ireland (2022). Development of a risk assessment profile tool to determine appropriate use of SARS-CoV-2 rapid antigen detection tests for different activities and events in Ireland, since October 2021. *Eurosurveillance*, 27(3), pii=2101202. <https://doi.org/10.2807/1560-7917>
7. Timmons, S., Belton, C.A., Robertson, D.A., Barjaková, M., Lavin, C., Julienne, H. & Lunn P.D. (2022). Is it riskier to meet 100 people outdoors or 14 people indoors? Comparing public and expert perceptions of COVID-19 risk. *Journal of Experimental Psychology: Applied*, published online 24 February. <http://dx.doi.org/10.1037/xap0000399>
8. Timmons, S. and Lunn, P.D. (2022). Public understanding of climate change and support for mitigation. *ESRI Research Series No. 135*.
9. Barjaková, M., & Lunn, P.D (2021). *Perception, Behaviour and Communication in relation to Rapid Antigen Detection Tests – A Narrative Review of Evidence*. Paper published by the Rapid Testing Expert Advisory Group to the Department of Health. Available at <https://www.gov.ie/en/collection/8b585-minutes-and-agendas-from-meetings-of-the-rapid-testing-expert-advisory-group/#other-documents>
10. Fisher, N.I., Lunn, P.D. & Sasse, S.M. (2021). Enhancing Value by Continuously Improving Enterprise Culture. *Journal of Creating Value*, 7(2), 232-254.
11. Lunn, P.D & Somerville, J. (2021). Experimental Measures of Consumers' Ability to Identify Surplus with Non-Linear Attributes. *Judgment and Decision Making*, 16(5), 1186-1220.
12. Robertson, D.A., Mohr, K.S., Barjaková, M. and Lunn P.D. (2021). A lack of perceived benefits and a gap in knowledge distinguish the vaccine hesitant from vaccine accepting during the COVID-19 pandemic. *Psychological Medicine* 1–4. <https://doi.org/10.1017/S0033291721003743>
13. Lunn, P.D. (2021). Coronavirus in Ireland: One Behavioural Scientist's View. *Mind & Society*, 20(2), 229-233. <https://doi.org/10.1007/s11299-021-00275-3>
14. Julienne, H., Barjaková, M., Robertson, D. & Lunn, P.D. (2021). *The effects of disclosure about personalised pricing on consumers: Results from a lab experiment in Ireland & Chile*. Paris: OECD Publishing. <https://doi.org/10.1787/1ce1de63-en>
15. Robertson, D.A., Lavin, C. and Lunn, P.D. (2021) Can Visual Cues to Portion Size Reduce Consumption of HFSS Snack Foods? *Annals of Behavioral Medicine*, 55, 746-757. <https://doi.org/10.1093/abm/kaaa098>
16. Timmons, S. and Lunn, P.D. (2021) Using Experiments to Inform Consumer Protection Policy in Financial Services. In *Financial Education and Risk Literacy* (R. Viale et al., eds.). Edward Elgar. DOI: [10.4337/9781789908855.00020](https://doi.org/10.4337/9781789908855.00020)
17. Lunn, P.D., Robertson, D.A and Timmons, S. (2020). *Survey Evidence on Attitudes, Plans and Expectations for Christmas 2020*. Published in the letter to the Minister for Health from the Chief Medical Officer, 26 November 2020. Available at: <https://www.gov.ie/en/collection/ba4aa0-letters-from-the-cmo-to-the-minister-for-health/#november>
18. Ahrens, A., Barlow, P., Broderick, B., Carthy, P., Donnelly, A., Gillespie, T., Hennessy, M., Lyons, R., Lyons, S., Lunn, P., Mac Domhnaill, C., McLaughlin, F., Meneto, S., Moriarty, F., Naughton, O., Nolan, A., O'Domhnaill, A., O'Mahony, M., Robertson, D., Siedschlag, I., Timmons, I., Tong Koecklin, M. and Yan, W. Editor: Nolan, A. (2020). Research 358: Research on the Environment, Health, Consumer Behaviour and the Economy: ESRI Environment Research Programme 2018–2020. *Environmental Protection Agency Research Report No. 358*. Dublin: EPA.
19. Lunn P.D., Timmons, S., Julienne, H., Belton, C.A., Barjaková, M., Lavin, C. & McGowan, F.P. (2020). Using Decision Aids to Support Self-Isolation During the COVID-19 Pandemic. *Psychology & Health*, 36(2), 195-213. <https://doi.org/10.1080/08870446.2020.1849701>

20. Timmons, S., McGinnity, F., Belton, C.A., Barjaková, M. and Lunn, P.D. (2020). It depends on how you ask: measuring bias in population surveys of compliance with COVID-19 public health guidance. *Journal of Epidemiology & Community Health*, 75(4), 387-389. <http://dx.doi.org/10.1136/jech-2020-215256>
21. Lunn, P. D., Timmons, S., Barjaková, M., Belton, C. A., Julienne, H. and Lavin, C. (2020). Motivating social distancing during the Covid-19 pandemic: An online experiment. *Social Science & Medicine*. 265, 113478. <https://doi.org/10.1016/j.socscimed.2020.113478>
22. Timmons, S., Barjaková, M., Robertson, D.A., Belton, C.A., and Lunn, P.D. (2020) Public Understanding and Perceptions of the COVID-19 Test-and-Trace System. *ESRI Survey and Statistical Report Series*, 96. <https://doi.org/10.26504/sustat96>
23. Ní Choisdealbha, Á. and Lunn, P.D. (2020). Green and Simple: An Experimental Test of Alternative Formats for Environmental Product Information. *Journal of Consumer Policy*, 43(4), 699-722. <https://doi.org/10.1007/s10603-020-09465-x>
24. Murphy, R., Taaffe, C., Delaney, L., Lunn, P., Ryan, H., Wood, A., Byrne, M. & Boyce, C. (2020). *The Better Letter Initiative: An Impact Evaluation of a Redesigned Inpatient and Day Case Appointment Letter*, Department of Health Research Paper. <https://www.gov.ie/en/collection/3c5bc8-health-research-and-statistics/>
25. Murphy, R., Taaffe, C., Delaney, L., Lunn, P., Robertson, D., Ryan, H., & Wood, A. (2020). *The Better Letter Initiative: An Impact Evaluation of a Redesigned Waiting List Validation Letter*, Department of Health Research Paper. <https://www.gov.ie/en/collection/3c5bc8-health-research-and-statistics/>
26. Carthy, P., Lunn, P.D. and Lyons, S. (2020). Demographic variation in active consumer behaviour: on-line search for retail broadband services. *Heliyon*, 6, e04478. <https://doi.org/10.1016/j.heliyon.2020.e04478>
27. Belton, C., Julienne, H., Timmons, S., Barjaková, M., Lavin, C., McGowan, F. and Lunn, P.D. (2020). Public expectations for lifting Covid-19 restrictions. *ESRI Survey and Statistical Report Series*, No. 88. <https://doi.org/10.26504/sustat88>
28. Lunn, P. D., Belton, C. A., Lavin, C., McGowan, F. P., Timmons, S., & Robertson, D. A. (2020). Using Behavioral Science to help fight the Coronavirus. *Journal of Behavioral Public Administration*, 3(1), 1-15. <https://doi.org/10.30636/jbpa.31.147>
29. Choisdealbha, Á. N., Timmons, S. and Lunn, P. D. (2020). Experimental evidence for the effects of emissions charges and efficiency information on consumer car choices. *Journal of Cleaner Production*, 254, 120140. <https://doi.org/10.1016/j.jclepro.2020.120140>
30. Belton, C. A. and Lunn, P. D. (2020). Smart choices? An experimental study of smart meters and time-of-use tariffs in Ireland. *Energy Policy*, 140, 111243. <https://doi.org/10.1016/j.enpol.2020.111243>
31. Lunn, P.D., Lyons, S. and Murphy, M. (2020) Predicting Farms' Noncompliance with Regulations on Nitrate Pollution. *Journal of Environmental Planning and Management*, 63:13, 2313-2333. <https://doi.org/10.1080/09640568.2020.1719050>
32. Timmons S., Barjaková, M, McElvaney T.E. and Lunn, P.D. (2020) Official Advice Improves Mortgage-Holders' Perceptions of Switching: Experimental Evidence. *Behavioural Public Policy*. Published Online. 6 January. <https://doi.org/10.1017/bpp.2019.38>
33. Robertson, D.A. and Lunn, P.D. (2020). The Effect of Spatial Location of Calorie Information on Choice, Consumption and Eye Movements. *Appetite*, 144, 104446. <https://doi.org/10.1016/j.appet.2019.104446>
34. Lunn, P.D., Bohacek, M., McGowan, F.P. and Ní Choisdealbha, Á. (2020). The Surplus Identification Task and Limits to Multi-Attribute Consumer Choice. *Journal of Experimental Psychology: Applied*, 26(2), 312–338. <https://doi.org/10.1037/xap0000252>

35. McGowan, F.P. and Lunn, P.D. (2020). Supporting decision-making in retirement planning: do diagrams on pension benefit statements help? *Journal of Pension Economics and Finance*, 19(3), 323-343. <https://doi.org/10.1017/S1474747219000015>
36. Timmons, S., McElvaney, T. and Lunn, P.D. (2019) An experiment for regulatory policy on broadband speed advertising. *Journal of Behavioral Economics for Policy*, 3, 17-24. <https://sabeconomics.org/jbep/jbep-3-2/>
37. Lunn, P. D. (2019). Nudger beware: Diagnosis precedes remedy. *Journal of Behavioral Economics for Policy*, 3(S), 23-26. <https://sabeconomics.org/jbep/jbep-3-s/>
38. Ahrens, A., Curtis, J., Dempsey, S., Devine, M.T., Gillespie, T., Grilli, G., Hynes, S., Lunn, P.D., Lyons, R.C., Lyons, S., McElvaney, T.J., Morgenroth, E., Moore, K., Murphy, M., Ní Choisdealbha, Á. and Nolan, A. (2019). Research on Aspects of Ireland's Environment, Consumer Behaviour and Health: ESRI Environment Research Programme 2016-2018. Environmental Protection Agency Research Report No. 295. Dublin: EPA.
39. Delaney, L., Doyle, O., Lunn, P. and Weber, T. (2019). Field and lab experiments training at UCD School of Economics. In *Economics in Action: Topics and Resources* (Brancaccio, T. et al., eds.), Chapter 2, pp. 22-35.
40. Lunn, P.D. (2019). Economic Psychology. *Journal of Economic Psychology*, 74, 102203. <https://doi.org/10.1016/j.joep.2019.102203>
41. Lunn, P.D & Kelly, E. (2019) Participation in Rugby in Ireland: A Statistical Analysis, *ESRI Research Series*, 97. <https://doi.org/10.26504/rs97.pdf>
42. Timmons, S., McGowan, F.P. & Lunn, P.D. (2019). Setting defaults for online banking transactions: Experimental evidence from personal loan repayment terms. *Journal of Behavioral and Experimental Finance*, 23, 161-165. <https://doi.org/10.1016/j.jbef.2019.06.002>
43. Lunn, P., McGowan, F. and Howard, N. (2018). Do some financial product features negatively affect consumer decisions? A review of evidence. *ESRI Research Series*, No. 78. <https://doi.org/10.26504/rs78>
44. McElvaney, T., Lunn, P. and McGowan, F. (2018) Do Consumers Understand PCP Car Finance? An Experimental Investigation. *Journal of Consumer Policy*, 41, 229-255. <https://doi.org/10.1007/s10603-018-9380-5>
45. Lunn, P.D. and Robertson, D.A. (2018). Using Behavioural Experiments to Pre-test Policy. In *Budget Perspectives 2018*, Dublin: ESRI. <https://doi.org/10.26504/bp201902>
46. Lunn, P.D. and Lyons, S. (2018). Consumer switching intentions for telecoms services: evidence from Ireland. *Heliyon*, 4, e00618. <https://doi.org/10.1016/j.heliyon.2018.e00618>
47. Lunn, P.D. and Ní Choisdealbha, Á. (2018). The Case for Laboratory Experiments in Behavioural Public Policy, *Behavioural Public Policy*, Vol 2(1), 22-40. <https://doi.org/10.1017/bpp.2016.6>
48. Lunn, P.D. and Bohacek, M (2017). Price Transparency in Residential Electricity: Experiments for Regulatory Policy. *Journal of Behavioral Economics for Policy*, 1(2), 31-37. <https://sabeconomics.org/jbep/jbep-1-2/>
49. Lunn, P.D. and Duffy, D. (2017). Are Perceptions of Greatness Accurate? A Statistical Analysis of Brian O'Driscoll's Contribution to the Irish Rugby Team. *Economic and Social Review*, 48, 85-107. <https://www.esr.ie/issue/view/31>
50. Lunn, P.D & Kelly, E. (2017) Participation in Golf in Ireland: A Statistical Analysis, Confederation of Golf in Ireland/ESRI.
51. Lunn, P.D. (2017). Measuring Participation or Participating in Measurement? The Cautionary Tale of An Accidental Experiment in Survey Accuracy. Forthcoming in Prieto, J. (ed.), *Enhancing Cultural Participation in the EU. Challenges and Methods*. Berlin: Springer.
52. Lunn, P.D., Bohacek, M. and Rybicki, A. (2016). An Experimental Investigation of Personal Loan Choices. Dublin: ESRI, Irish Central Bank, CCPC, CER, ComReg.

53. OECD (2016). *Protecting Consumers through Behavioural Insights: Regulating the Communications Market in Colombia*. Paris: OECD Publishing. (Authored in collaboration with OECD, UK Behavioural Insights Team and Denmark's iNudgeYou).
54. Lunn, P.D., Bohacek, M., Somerville, J., Ní Choisdealbha, Á. and McGowan, F. (2016). PRICE Lab: An Investigation of Consumers' Capabilities with Complex Products. Dublin: ESRI, Irish Central Bank, CCPC, CER, ComReg.
55. Lunn, P.D. and Duffy, D. (2015). Perceptual Noise and Perceived Inflation after the Euro Currency Changeover. *Journal of Behavioral and Experimental Finance*, 7, 1-16.  
<http://dx.doi.org/10.1016/j.jbef.2015.04.001>
56. Lunn, P.D. (2015). Are Consumer Decision-Making Phenomena a Fourth Market Failure? *Journal of Consumer Policy*, 38, 315-330. <https://doi.org/10.1007/s10603-014-9281-1>
57. Lunn, P.D. and Kelly, E. (2015). Participation in School Sport and Post-School Pathways: Evidence from Ireland. *National Institute Economic Review*, 232, R51-66.
58. Lunn, P. (2014). *Regulatory Policy and Behavioural Economics*. Paris: OECD Publishing.
59. Lunn, P.D. (2014). Researchers imply, Policymakers Infer: the Relationship between Evidence and Policy. *Journal of the Statistical and Social Inquiry Society of Ireland*, XLII, 96-106.  
<http://hdl.handle.net/2262/68198>
60. Lunn, P.D. (2013). The Role of Decision-making Biases in Ireland's Banking Crisis. *Irish Political Studies*, 28, 563-590. <http://dx.doi.org/10.1080/07907184.2012.742068>
61. Lunn, P.D. (2013). Protecting Consumers of Financial Services. In *Using Evidence to Inform Policy*, Lunn and Ruane (Eds.), Chapter 9. Dublin: Gill & Macmillan.
62. Lunn, P., Kelly, E. and Fitzpatrick, N. (2013). Keeping Them in the Game: Taking Up and Dropping Out of Sport and Exercise in Ireland. ESRI Research Series No. 33.
63. Kelly, E. and Lunn, P. (2013). *Swimming in Ireland: A Statistical Analysis*. Swim Ireland/Irish Sports Council/ESRI.
64. Lunn, P. and Ruane, F.P. (Editors) (2013). *Using Evidence to Inform Policy*. Dublin: Gill & Macmillan.
65. Ruane, F.P. and Lunn, P.D. (2013). Increasing the Contribution of Evidence to Policy. In *Using Evidence to Inform Policy*, Lunn and Ruane (Eds.), Chapter 13. Dublin: Gill & Macmillan.
66. Lunn, P.D. and Ruane, F.P. (2013). When and How Can Evidence Inform Policy? In *Using Evidence to Inform Policy*, Lunn and Ruane (Eds.), Chapter 1. Dublin: Gill & Macmillan.
67. Lunn, P. (2012). *The Impact of Recession on Migration: A Preliminary Analysis of Census 2011*. QEC Research Note, Summer 2012.
68. Watson, D., Lunn, P., Quinn, E. and Russell, H. (2012). Multiple Disadvantage in Ireland: An Equality Analysis of Census 2006. Dublin: The Equality Authority/ESRI.
69. Lunn, P.D. (2012). Telecommunications Consumers: A Behavioral Economic Analysis. *Journal of Consumer Affairs*, 47, 167-189. <https://doi.org/10.1111/j.1745-6606.2012.01245.x>
70. Lunn, P.D. (2012). Behavioural Economics and Policymaking: Learning from the Early Adopters. *Economic and Social Review*, 43, 423-449. <https://www.esr.ie/issue/view/8>
71. Lunn, P. (2012). *Can Policy Improve Our Financial Decision-Making?* ESRI Economic Renewal Series, No. 8.
72. McGinnity, F. and Lunn, P.D. (2011). Measuring discrimination facing ethnic minority job applicants: an Irish experiment. *Work, Employment and Society*, 25, 693-708.  
<https://doi.org/10.1177/0950017011419722>
73. Lunn, P. and Layte, R. (2011). *The Irish Sports Monitor: Third Annual Report 2009*. Dublin: The Irish Sports Council/ESRI.
74. Kelly, E. and Lunn, P. (2011). *Sport and Recreational Exercise among Adults in Local Sports partnership Areas*. A series of 8 short reports published by the Irish Sports Council/ESRI.

75. Lunn, P. and Fahey, T. (2011). *Households and Family Structures in Ireland*. Dublin: The Family Support Agency/ESRI.
76. Lunn, P., Fahey, T. and Hannan, C. (2010). *Family Figures: Family Dynamics and Types in Ireland, 1986 - 2006*. Dublin: The Family Support Agency/ESRI.
77. Watson, D. and Lunn, P. (2010). Multiple Disadvantage: Evidence on Gender and Disability from the 2006 Census. In L. Bond, F. McGinnity & H. Russell (eds.), *Making Equality Count: Irish and International Research Measuring Equality and Discrimination*. Dublin: Liffey Press.
78. Lunn, P.D. (2010). The Sports and Exercise Life-course: A Survival Analysis of Recall Data from Ireland, *Social Science and Medicine*, 70, 711-719.  
<https://doi.org/10.1016/j.socscimed.2009.11.006>
79. Lunn, P. (2010). *Sport and the City: An Analysis of Participation in Sport and Physical Activity in Dublin*. Dublin City Council/ESRI.
80. Lunn, P. and Lyons, S. (2010). *Behavioural Economics and "Vulnerable Consumers": A Summary of Evidence*. London: UK Communications Consumer Panel.
81. McGinnity, F., Nelson, J., Lunn, P. and Quinn, E. (2010). Are Eamon and Eithne More Employable than Hardeep and Heike? Evidence from a Field Experiment in Ireland. In L. Bond, F. McGinnity & H. Russell (eds.), *Making Equality Count: Irish and International Research Measuring Equality and Discrimination*. Dublin: Liffey Press.
82. Duffy, D. and Lunn, P.D. (2009). The Misperception of Inflation by Irish Consumers, *Economic and Social Review*, 40, 139-163. <http://hdl.handle.net/2262/58798>
83. Lunn, P. and Layte, R. (2009). *The Irish Sports Monitor: Second Annual Report 2008*. Dublin: The Irish Sports Council/ESRI.
84. Lunn, P., Layte, R. and Watson, D. (2009). *The Irish Sports Monitor: First Annual Report 2007*. Dublin: The Irish Sports Council/ESRI.
85. Lunn, P. (2009). Playing by Numbers: Trends in Children's Sport in Ireland, in *Proceedings of the Third Forum on Physical Education, Physical Activity and Youth Sport*, University of Limerick, Limerick.
86. McGinnity, F., Nelson, J., Lunn, P., & Quinn, E. (2009), Discrimination in Recruitment: Evidence from a Field Experiment. Dublin: The Equality Authority/ESRI.
87. Lunn, P. (2008). *Basic Instincts: Human Nature and the New Economics*. London: Marshall Cavendish.
88. Lunn, P. and Kelly, E. (2008). In the Frame or Out of the Picture? A Statistical Analysis of Public Involvement in the Arts. Dublin: National Economic and Social Forum/ESRI.
89. Lunn, P. (2008). Getting Out What You Put In: An Evaluation of Public Investment in Irish Sport. In *Budget Perspectives 2009*, T. Callan (ed.), pp. 51-74.
90. Lunn, P. and Layte, R. (2008). *Sporting Lives: An Analysis of a Lifetime of Irish Sport*. ESRI Research Series, 2.
91. Lunn, P. (2007). *Fair Play? Sport and Social Disadvantage in Ireland*. ESRI Books and Monographs, 190.
92. Lunn, P. (2007). *Ballpark Figures: Key research for Irish Sports Policy*. Dublin: Irish Sports Council/ESRI.
93. Lunn, P., Doyle, N. and Hughes, G. (2007). *Occupational Employment Forecasts 2012*. Dublin: FÁS/ESRI.
94. Doyle, N., Sexton, J. and Lunn, P. (2007). *Current Trends in Occupational Employment and Forecasts for 2010 and 2020*. Final Report to the Expert Group on Future Skills Needs, Dublin.
95. Lunn P.D. and Morgan M.J. (1997). Discrimination of the Spatial Derivatives of Horizontal Binocular Disparity, *Journal of the Optical Society of America*, 14, 360-371.  
<https://doi.org/10.1364/JOSAA.14.000360>



96. Lunn P.D. and Morgan M.J. (1995). The Analogy Between Stereo Depth and Brightness: A Re-examination, *Perception*, 24, 901-904. <https://doi.org/10.1068/p240901>
97. Lunn P.D. and Morgan M.J. (1994), Testing the role of the spatial derivatives of horizontal binocular disparity in the perception of corrugated stereoscopic surfaces, *Investigative Ophthalmology & Visual Science*, 35 (Supplement).
98. Lunn P.D. And Morgan M.J. (1993), Cyclopean texture segregation, *Perception*, 22, European Conference in Visual Perception (Supplement).

**PL 18/10/22**