In modern academic economics, many scholars are running field experiments. I can point you to researchers such as <u>John List</u> of University of Chicago or <u>Esther Duflo</u> of MIT. <u>In this 8 minute video</u>, I sketch the simple economics of why it is very important for someone to run this field experiment for learning how to cost effectively lower our GHG emissions. We are the "green guinea pig".