

Written Exam at the Department of Economics Winter 2017-18

Science of Behaviour Change

Final Exam

December 18, 2017

(2-hour closed book exam)

This exam question consists of 3 pages in total

NB: If you fall ill during an examination at Peter Bangsvej, you must contact an invigilator in order to be registered as having fallen ill. In this connection, you must complete a form. Then you submit a blank exam paper and leave the examination. When you arrive home, you must contact your GP and submit a medical report to the Faculty of Social Sciences no later than seven (7) days from the date of the exam.

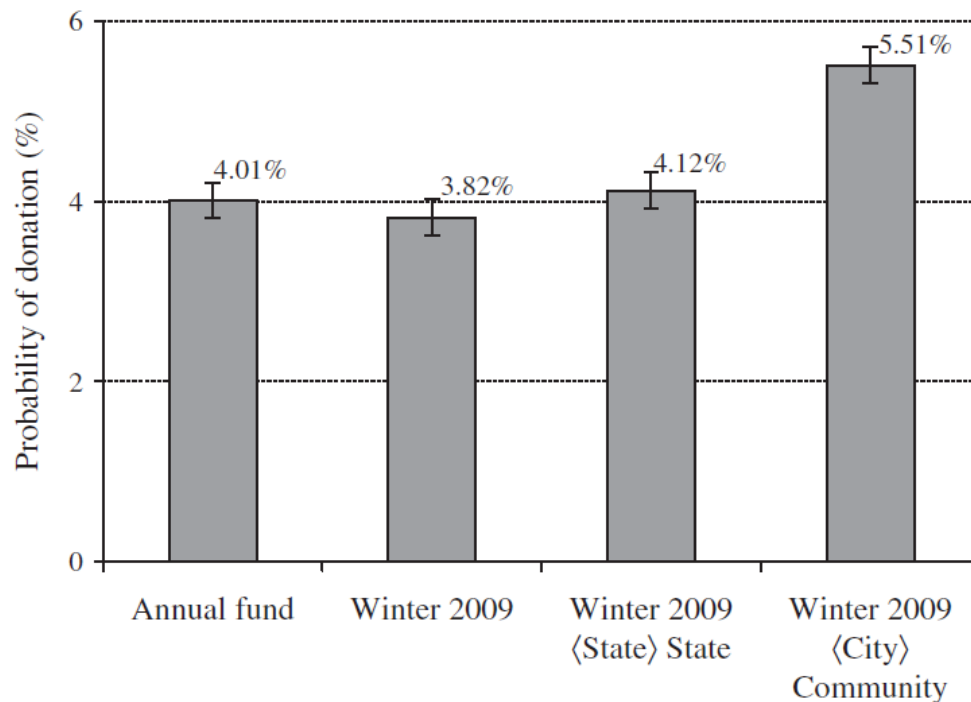
Question 1

- Define what we mean with the term “incentive”.
- In class we have seen several examples of monetary incentives that produced unexpected results. Summarize these findings.
- Discuss why sometimes the introduction of an incentive can change how agents perceive the situation.

Question 2

During the second part of the course (lecture 16) we have seen and discussed the paper “*Identity in Charitable Giving*” written by Judd Kessler and Katherine Milkman. The following figure shows one of the main results of this paper.

Figure 4 Probability of Donation in Each of the Conditions of the *Identity as a Community Member* Experiment



Note. Standard error bars are shown around each mean.

- Summarize the experiment.
- Explain the main results summarized by the figure above.
- Do you remember if the treatment effect of the “city community drive” condition was larger or smaller in smaller cities? Why?

Question 3

Design an intervention to increase the number of female university students in Economics.

Remember to use the scheme we have used in class:

- a) Brief description of context and target agent
- b) Behavior change desired
- c) Decision mapping (bottlenecks)
- d) Relevant phenomena, principles and concepts you use
- e) Description of the intervention
- f) Design, plan for data analysis and predictions