

Written Exam at the Department of Economics Winter 2017-18

Science of Behaviour Change

Re Exam

February 8, 2018

(2-hour closed book exam)

This exam question consists of 3 pages in total

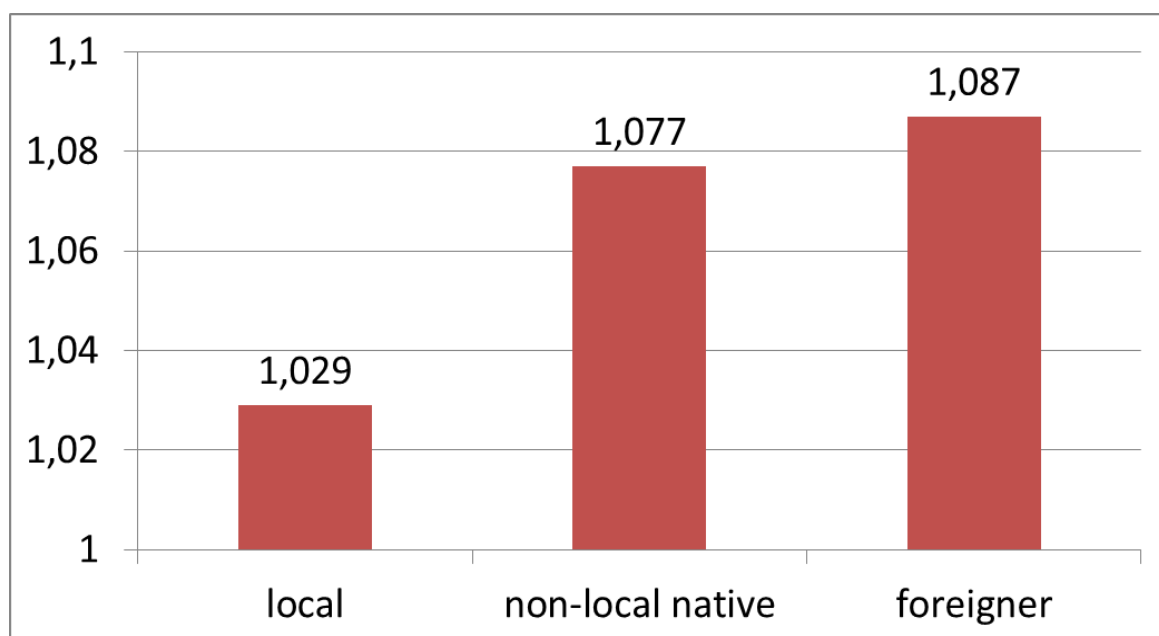
NB: If you fall ill during an examination at Peter Bangsvej, you must contact an invigilator in order to be registered as having fallen ill. In this connection, you must complete a form. Then you submit a blank exam paper and leave the examination. When you arrive home, you must contact your GP and submit 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 “social proof”.
- In class we have seen several examples of the use of “social proof” to change people’s behavior. Summarize these findings.
- Discuss when “social proof” can produce undesired behaviors.

Question 2

During the second part of the course (lecture 13) we have seen and discussed the paper “*What Drives Taxi Drivers? A Field Experiment on Fraud in a Market for Credence Goods*” written by Balafoutas, Kerschbamer and Sutter. The following figure shows the “Overtreatment index” in their three conditions.



- Summarize the experiment.
- Explain the take-home message of the figure above.
- Do you remember if the authors reported the same result regarding the “overcharging frequency”? Explain.

Question 3

Design an intervention to increase parents' participation in the education of their children.

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