Written Exam at the Department of Economics winter 2018-19

Science of Behavior Change

Final Exam

December 17, 2018

(2-hour closed book exam)

Answers only in English.

This exam question consists of 3 pages in total

NB: If you fall ill during an examination at Peter Bangs Vej, you must contact an invigilator who will show you how to register and submit a blank exam paper. Then you 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.
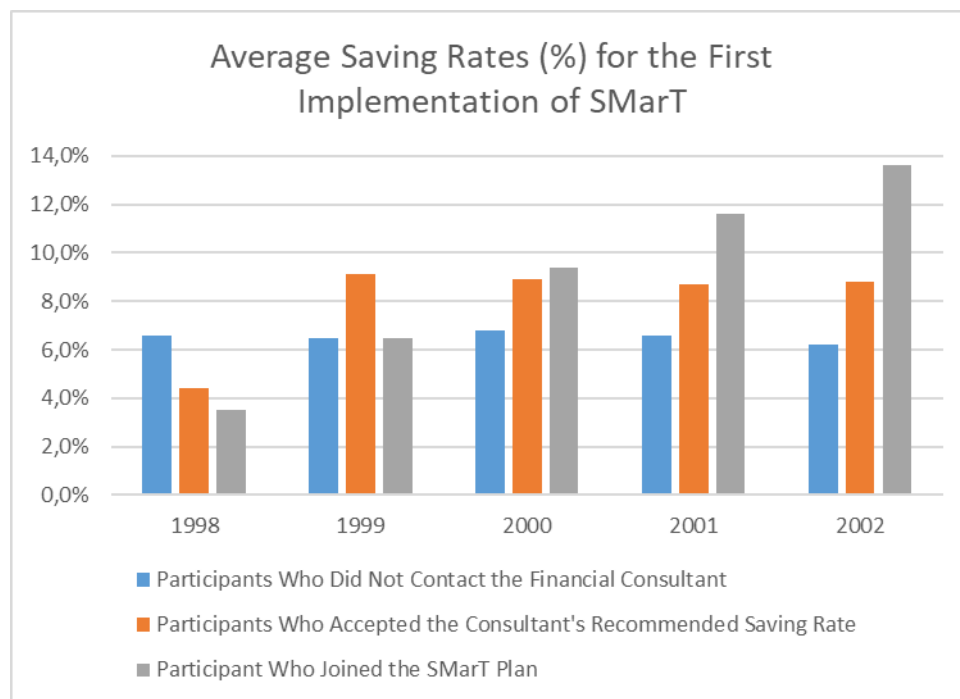
Be careful not to cheat at exams!

- You cheat at an exam, if during the exam, you:
- Make use of exam aids that are not allowed
- Communicate with or otherwise receive help from other people
- Copy other people's texts without making use of quotation marks and source referencing, so that it may appear to be your own text
- Use the ideas or thoughts of others without making use of source referencing, so it may appear to be your own idea or your thoughts
- Or if you otherwise violate the rules that apply to the exam

Question 1

  a) Define the "intention-action gap".
  b) Provide some examples of the "intention-action gap" that we saw and discussed in class.
  c) In relation to this gap, why do standard tools (regulation, information and incentives) sometimes fail to produce an effective change in behavior?

Question 2

During the second part of the course (lecture 17) we have seen and discussed the paper "*Save more tomorrow™: Using behavioral economics to increase employee saving*" written by Thaler and Benartzi (2004). The following (modified) figure shows one of the main results of this paper.

  a) Summarize the first implementation of SMarT.
  b) Explain the main result summarized by the figure above.
  c) What are the possible limitations of this paper according to what we discussed in class?

Question 3
Design an intervention to encourage judicious prescribing of opioids.
(Opioids: pain-management drugs that contain natural or synthetic chemicals based on morphine, the active component of opium).

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