

Written Exam for the M.Sc. in Economics Winter 2014-15

**Science of Behavior Change**

Final Exam

January 5, 2015

(2 hours, closed book)

**This exam question consists of 3 pages in total**

## Question 1

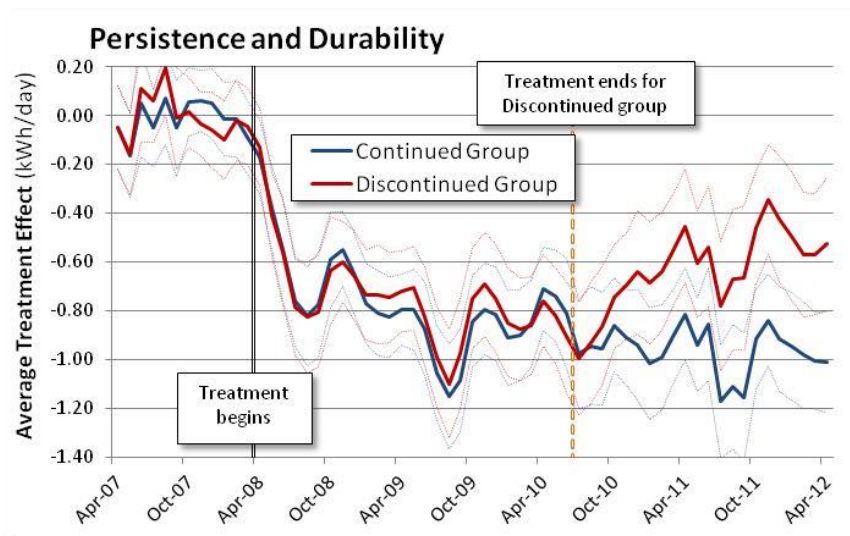
- a) Define what is a cognitive bias and provide an example.
- b) Explain what we mean with the terms “Debiasing” and “Rebiasing”.

## Question 2

In week 43 we have seen the following paper:

Allcott and Rogers (2014) “The Short-Run and Long-Run Effects of Behavioral Interventions: Experimental Evidence from Energy Conservation”.

- a) Summarize what the authors study in this paper.
- b) Explain in words what the following figure shows.
- c) Discuss the implications of these results.



### **Question 3**

Design an intervention to reduce obesity among teenagers.

Remember to use the scheme we have used in class:

- a) Brief description of context
- 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