

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

Science of Behavior Change

Final Exam

19 February, 2015

(2 hours, closed book)

This exam question consists of 3 pages in total

Question 1

- a) Define what is the default effect and provide an example.
- b) Explain how default setting can be used as a policy instrument

Question 2

In week 44 we have seen the following paper:

Charness and Gneezy (2009) "Incentives to Exercise" *Econometrica*, 77 (3), 909-931.

- a) Summarize what is the research question of this paper.
- b) Explain the difference between study 1 and study 2
- c) Discuss what the following figure shows.

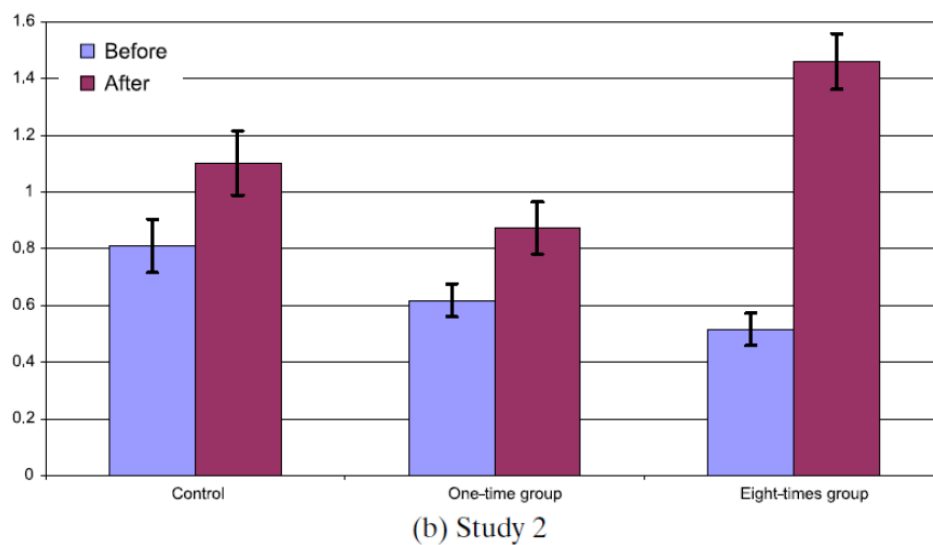


FIGURE 1.—Average weekly gym visits. Error bars reflect 1 standard error.

Question 3

Design an intervention to increase charitable giving.

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