

Written Exam at the Department of Economics winter 2020-21

Science of Behavior Change

Final Exam

December 15, 2020

(2-hour open book exam)

Answers only in English.

The paper must be uploaded as one PDF document. The PDF document must be named with exam number only (e.g. '127.pdf') and uploaded to Digital Exam.

This exam question consists of 3 pages in total

This exam has been changed from a written Peter Bangsvej exam to a take-home exam with helping aids. Please read the following text carefully in order to avoid exam cheating.

Be careful not to cheat at exams!

You cheat at an exam, if you during the exam:

- Copy other people's texts without making use of quotation marks and source referencing, so that it may appear to be your own text. This also applies to text from old grading instructions.
- Make your exam answers available for other students to use during the exam
- Communicate with or otherwise receive help from other people
- 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
- Use parts of a paper/exam answer that you have submitted before and received a passed grade for without making use of source referencing (self plagiarism)

You can read more about the rules on exam cheating on the study information pages in KUnet and in the common part of the curriculum section 4.12.

Exam cheating is always sanctioned with a warning and dispassion from the exam. In most cases, the student is also expelled from the university for one semester.

Question 1:

- Define “Implementation Intentions”.
- Describe two interventions seen during the course using “Implementation Intentions” as a tool to change people’s behavior.
- Explain why Implementation Intentions can increase follow-through.

Question 2:

During Part 2 of the course we have seen the following paper: Charness and Gneezy (2009) "Incentives to Exercise", *Econometrica*, 77 (3), 909-931.

- Summarize the research question and the experimental design of this paper explaining in particular the difference between Study 1 and Study 2.
- Discuss the result presented in the figure below.

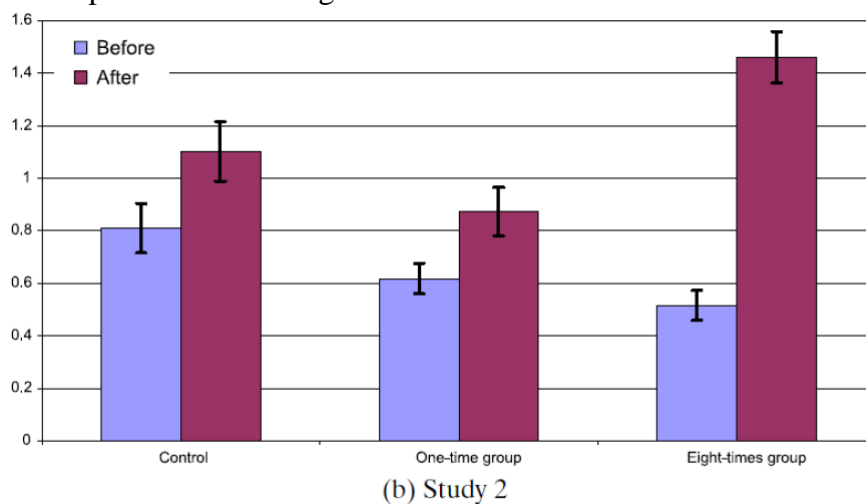


FIGURE 1.—Average weekly gym visits. Error bars reflect 1 standard error.

- The paper reports different effects for “regular” and “non-regular” attendees. Summarize the findings and discuss why studying “heterogeneous” effects is important for policy.

Question 3:

Design an intervention to increase the use of face masks for the prevention of COVID-19 among university students.

Remember to use the scheme we have used in class:

- Give a brief description of the context in which the behavioral intervention is going to happen.
- Articulate the specific behavior that you want to change as a result of the behavioral intervention.
- Map the decision making process and the various bottlenecks.
- Make a linkage between that map, the process that you have identified, and some of the concepts seen during the course.
- Describe your behavioral intervention.
- Explain how you want to test the efficacy of your intervention: output measure, number of treatments, sample size, predictions and statistical analysis you intend to use.