

Written Exam at the Department of Economics winter 2019-20

Science of Behavior Change

Re-Exam

February 6, 2020

(2-hour closed book exam)

Answers only in English.

This exam question consists of 3 pages in total

Falling ill during the exam

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.
- leave the examination.
- contact your GP and submit a medical report to the Faculty of Social Sciences no later than five (5) 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

- Define three strategies for reducing failures of self-control.
- Provide some examples of the strategies defined above.
- Explain the classification seen in class in self-deployed or other-deployed strategies and in approaches that modify one's situation or cognition.

Question 2

During the second part of the course (lecture on “Development”) we have seen and discussed the paper “*No margin, no mission? A field experiment on incentives for public service delivery*” written by Ashraf, Bandiera and Jack (2014). The following Figure (Figure 2 in the original paper) shows the main result(s) of this paper.

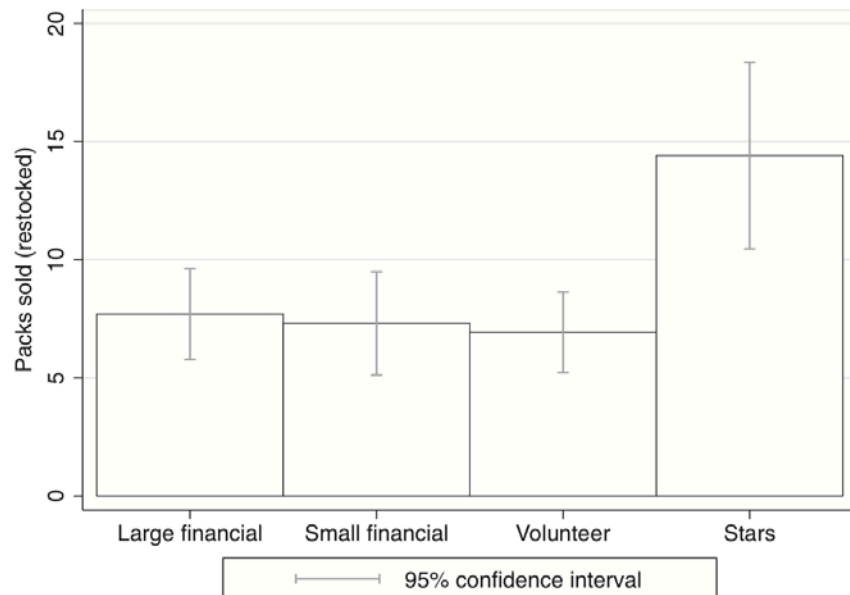


Fig. 2. Average yearly sales by treatment group. Notes: Each bar measures the average number of packs sold over the year by agents in each of the four groups with 95% confidence intervals.

- Describe the intervention.
- Explain the main result reported in the figure above. What are the mechanisms behind this result?
- Are these findings in line or in contrast with other papers seen during the course?

Question 3

Design an intervention to reduce cellphone use when driving.

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