

Written Exam for the B.Sc. or M.Sc. in Economics winter 2015-16

Science of Behavior Change

Final Exam

December 14, 2015

(2-hour closed book exam)

This exam question consists of 2 pages in total.

Question 1

- Define “Implementation Intentions”.
- Describe (at least one) interventions that we have discussed in class that used “Implementation Intentions” as a tool to change people’s behavior.

Question 2

In the second part of the course we have seen the following paper:

Bettinger, Long, Oreopoulos & Sanbonmatsu (2012). The Role of Application Assistance and Information in College Decisions: Results from the H&R Block Fafsa Experiment. *The Quarterly Journal of Economics*, 127(3), 1205-1242.

- Summarize the motivation of this paper.
- Describe their intervention.
- Explain in words what the following table (Table 3) shows and what is the main message of this paper.

Table 3. OLS Regressions of the Effects on FAFSA Filing
Dependent Variable = Filed a FAFSA with the U.S. Dept. of Education

	Dependent Participants		Independent Participants with No Prior College Experience		Independent Participants with Prior College Experience	
	<i>Control Mean = .402</i>		<i>Control Mean = .138</i>		<i>Control Mean = .353</i>	
	(1)	(2)	(3)	(4)	(5)	(6)
FAFSA Treatment	.157** (.035)	.146** (.033)	.257** (.009)	.257** (.009)	.204** (.012)	.206** (.012)
Information-Only Treatment	-.012 (.060)	-.034 (.055)	-.011 (.013)	-.013 (.013)	.019 (.023)	.023 (.022)
Female		.120** (.032)		.079** (.009)		.139** (.012)
White		-.147 (.090)		-.005 (.028)		-.014 (.031)
Black		-.058 (.091)		.050* (.028)		.092** (.032)
Hispanic		-.019 (.155)		-.016 (.036)		.056 (.053)
Age (years)		.255** (.021)		-.010 (.001)		-.013** (.002)
Previous College Enrollment		.290** (.064)				
Father's Highest Educ = College		-.096 (.065)		-.003 (.016)		-.008 (.023)

Question 3

Design an intervention to increase charitable donations.

Remember to use the scheme we have used in class:

- Brief description of context
- Behavior change desired
- Decision mapping (bottlenecks)
- Relevant phenomena, principles and concepts you use
- Description of the intervention
- Design, plan for data analysis and predictions