

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

Science of Behavior Change

Final Exam

February 15, 2016

(2-hour closed book exam)

Please note that the language used in your exam paper must correspond to the language of the title for which you registered during exam registration. I.e. if you registered for the English title of the course, you must write your exam paper in English. Likewise, if you registered for the Danish title of the course or if you registered for the English title which was followed by “eksamen på dansk” in brackets, you must write your exam paper in Danish.

This exam question consists of 2 pages in total

Question 1

- Define the “Framing effect” and in particular the “gain and loss frame”.
- Describe one intervention that we have discussed in class that used the “Loss Frame” as a tool to change people’s behavior.

Question 2

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

Ariely, Kamenica & Prelec (2008). Man’s Search for Meaning: The Case of Legos. *Journal of Economic Behavior and Organization*, 67, 671-677.

- Summarize the study.
- Explain the main result, discussing the following Figure.



- Discuss possible weaknesses and implications of this study.

Question 3

Design an intervention to increase saving among university students.

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