

On the mixed effect of incentives, and the value of repeated betting on achieving personal goals.

Initiative: Niedersächsisches Vorab (nur ausgewählte Ausschreibungen)

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Laufzeit:

The aim is to study the immediate and long-term effects of low monetary incentives and to optimize their use; Helping people to make healthier choices and achieve their personal goals more often, which could have a positive impact on society. Recent research has shown mixed results for the use of monetary incentives to motivate people to achieve their personal goals, such as using stairs rather than a lift or having a regular visit to the gym. This could be due to a large gap between planning and ongoing decisions. When people plan their behavior, they tend to show a high sensitivity to (rare) events with low probability. For example, they plan to develop good habits and give credit to the fact that most efforts to develop those habits fail. Assuming that people have a high sensitivity to rare events in planning decisions, it should be possible to develop a "repeated wager" that they are happy to accept during the planning process to help them comply with their plan as decisions are made. The researchers have translated these theoretical considerations into a concrete incentive mechanism based on repeated bets. Now, in several intervention studies under natural conditions, they want to evaluate the potential of repeated bets against themselves. Scientists expect repeated low-value bets to be the most effective (monetary) incentive tool compared to other forms of incentives. Ideally, it may self-sustain for longer periods of time and reliably deliver the desired positive behavioral changes.

Projektbeteiligte

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