



13 September 2013
Symposium:
Financial incentives in motivating socially desirable behaviours:
when is it effective and when is it right?

Venue: The Court Room, Cottrell Building
University of Stirling

On September 13th, 2013, the Behavioural Science Center at Stirling Management School will host a symposium on the theme: monetary incentives to promote socially desirable behaviours. Two questions that the symposium will address are:

1. What factors make monetary incentives effective in promoting socially desirable behaviours, and what factors compromise their efficacy?
2. Paying people to engage in socially desirable behaviours might have implications for ethics and the formation of norms. What do we know about these issues?

We are proud to have two pioneering behavioural scientists as keynote speakers:

[George Loewenstein](#) and [Peter Ubel](#)

If you wish to attend, please register on the following link before August 31st:

https://stir.qualtrics.com/SE/?SID=SV_78UkwQjAl6XLFkx

9.00 – 9.15 coffee and introduction

12.00 – 1.30 Lunch

Theme 1: Experiments in incentives

9.15 – 9.40 Ruth Hunter: Physical activity loyalty cards for behavioural change

9.40 – 10.05 Jonathan James: Changing Eating Habits

10.05 – 10.30 Dan Connolly: Financial incentives improve accuracy of political judgments

Coffee

Theme 2: Acceptability of incentives

10.45 – 11.10 David Meads: A contingent valuation study of financial incentives for health behavior change

11.10 – 11.35 Mirjam Plantinga: Financial incentives and stigma

11.35 – 12.00 Marianne Prominger: Perceived coerciveness of rewards for medical treatment

1.30 – 2.45 Peter Ubel keynote

2.45 – 3.25 Guided walk around campus

Theme 3: Meta-analyses

3.25 – 3.50 Jane Adams: A meta-analysis of financial incentives to encourage uptake of healthy behaviours

3.50 – 4.15 Nicola Lacetera: Economic rewards to motivate blood donations

4.15 – 5.30 George Loewenstein keynote

5.30 – 6 Q&A

Please contact David Comerford (david.comerford@stir.ac.uk) if you have any questions with regards to this event.