



# Brown Bag Research Workshop Ethics & Accounting

Wednesday, May 5, 2021, 12:30 p.m.

[Click here](#) to go to the Zoom meeting (Meeting-ID: 863 1708 4757, PW: 718747)

Prof. Nora Szech (Karlsruhe Institute of Technology)

## Choice architecture and incentives increase COVID-19 vaccine intentions and test demand

Abstract: Willingness to vaccinate and test are critical in the COVID-19 pandemic. We study the effects of two measures to increase vaccination and testing: “choice architecture” and monetary compensations. Choice architecture has the goal of “nudging” people into a socially desired direction without affecting their choice options. Compensations reward vaccine takers and are already in use by some organizations. Yet there is the concern that compensations may decrease vaccination if compensations erode intrinsic motivation to vaccinate. We show that both approaches, compensations and choice architecture, significantly increase COVID-19 test and vaccine demand. Yet, for vaccines, low compensations can backfire. [https://econpapers.wiwi.kit.edu/downloads/KITe\\_WP\\_150.pdf](https://econpapers.wiwi.kit.edu/downloads/KITe_WP_150.pdf)



Nora Szech is a full professor at Karlsruhe Institute of Technology, which is a research University in the Helmholtz Association. She is head of the Chair of Political Economy. Her research focus is on market design, institutions, and moral values. She works theoretically as well as empirically in order to understand market mechanisms and their impact on welfare, revenues, and values. At the moment she is doing a lot of research on corona.

This research workshop provides an informal setting for discussing current research from economic ethics, behavioral economics, management accounting, and related fields. The term "brown bag" alludes to the brown paper bags in which lunch is wrapped, especially in the USA. Accordingly, you are welcome to have your lunch break during our guest's talk (turn off your microphone!). We are looking forward to seeing many colleagues, doctoral candidates, and professors at the talk! Registration is not necessary.