

# Decision Processes Colloquia

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**Monday, April 10, 2017**

Where: 260 JMHH

When: 12:00 – 1:15 pm

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## **When Do People Prefer Carrots to Sticks? A Robust “Matching Effect” in Policy Evaluation**

**ABSTRACT:** I will discuss a set of experiments demonstrating strong framing effects on the acceptance of equivalent policies. Policies targeting desirable voluntary behavior are preferred when they are framed as advantaging those who act desirably (rather than disadvantaging those who do not). Conversely, policies targeting obligations are preferred when they are framed as disadvantaging those who fail to act desirably (rather than advantaging those who do). These differences in policy acceptance do not result from common causes of framing effects, such as a misunderstanding of outcomes or insufficient deliberation about the implications. Rather, they seem to follow from beliefs about when punishment is and is not appropriate.