

Centre For Health Economics Seminar Series 2017

GENDER DIFFERENCES IN GOAL SETTING: EVIDENCE FROM FUNDRAISING

Presenter: Sarah Smith, University of Bristol
Date: Wednesday 6 December 2017
Time: 11.00am -12.00pm
Venue: RB Scotton Room
Centre for Health Economics



Abstract:

We present new evidence on gender differences in goal-setting. We report results from a large-scale field experiment run by a major online fundraising platform, designed to nudge fundraisers to set a goal. We present findings on the effect of this “nudge” on goal-setting behaviour, i.e. how the default values affect goal-setting, and on the effect of goal-setting on fundraising outcomes, i.e. how setting a goal, and the value of the goal, affect the amount of money raised. We find differences between men and women with respect both to goal-setting behaviour and to the effects of goals on performance. First, women are less likely to set themselves a (challenging) fundraising goal. Second, when nudged to set a goal, both men and women increase the amount of money they raise. However, while the amount of money raised by men depends directly on the size of the goal, the same is not true for women. These findings are consistent with women having lower expectations about how much they can raise and lower expectations about returns to effort. Women who are nudged to set a goal are also less likely to fundraise again – suggesting they enjoy fundraising less when they have a goal to meet.

Presenter:

Sarah Smith is Professor of Economics and Head of Department at the University of Bristol. She is an applied micro-economist – her research focuses on the design and effects of public policy. In the past she has worked on saving, pensions and retirement. More recent work has looked at healthy eating and pro-social behaviour.

VISITORS ARE MOST WELCOME

The Seminar Series is free of charge. For further information please phone 9905 0733 or email che-enquiries@monash.edu

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