

Blood ties: a field experiment on identity and compensation in blood donation (BlutspendeExp)

Projektbeteiligte

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Projektträger, Laufzeit und Mittel

Projektträger: Eigenmittel

Zeitraum: Seit Oktober 2022, Pilotstudie Okt-Dez 2023

Förderumfang: -

Projektziele

The project aims to investigate the relevance of the following factors for blood donation decision-making:

- Priming: Exposure to information on blood donation of same identity, e.g., to increase trust (Alsan et al, QJE 2018)
- Dynamic or static identity: Does this information relative to own preferences and behaviour change the identity?
- Financial incentives: Illicit willingness to accept (WTA) incentivized via the Becker-DeGroot-Mechanism (BDM): do explicit payments actually crowd out donation and is there a kink? (Slonim et al.)

Hintergrund und Projektbeschreibung

We analyze the supply curve (willingness-to-accept, WTA) using BDM alongside real opportunities for blood donation. We investigate how information about peer blood donation behavior affects supply and whether a respondent's own blood donation aligning (or not) with their identity group peers influences their identification with that group. We assess the persistence of such identity shifts, employing various identification measures, including two incentivized ones. Additionally, we explore how the perceived scarcity of one's blood impacts WTA as a secondary inquiry.

In our first pilot run in winter 2023, we did three survey rounds and the blood run between rounds 2 and 3 with our economics students. We estimated the supply curve for blood using the Becker-DeGroot-Mechanism linked to actual option for blood giving with the Red Cross afterwards in round 2. We then analyzed how the supply of blood can be shifted by peer behavior (information provision), and measured how concordance with actions with peers in an identity group shifts an individual's identity closeness using incentivized measures and a Likert scale score combining the baseline measures from round 1 with round 2 (500 participants). Finally, we measured the persistence of such identity closeness shifts for those who participated in all three surveys (185 students).

We are planning the genuine field experiment for summer 2026 using an email-information experiment with employees and students of the LUH (non-economics). The survey will be embedded in the email. The participants will be invited to the blood run, which will be incentivized again.