

## Publication

### Blood Donations and Incentives: Evidence from a Field Experiment

#### Discussion paper / Internet publication

**ID** 4517137

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**Year** 2019

**Month and day** 11-13

**Year: comment** 2019

**Title** Blood Donations and Incentives: Evidence from a Field Experiment

**Series title** WWZ Working Paper

**Volume** 2019

**Number** 20

**Pages** 56

**Publisher / Institution** WWZ

**Keywords** blood donations, field experiment, material rewards, motivation crowding effect, pro-social behavior

There is a longstanding concern that material rewards might undermine pro-social motivations, thereby leading to a decrease in blood donations. This paper provides an empirical test of how material rewards affect blood donations in a three-month large-scale field experiment and a fifteen-month follow-up period, involving more than 10,000 previous donors. We examine the efficacy of a lottery ticket as a reward vis-à-vis a standard invitation, an appeal, and a free cholesterol test. The offer of a lottery ticket, on average, increases the probability to donate blood during the experiment by 5.6 percentage points over a baseline donation rate of 46 percent. We find that this effect is driven by less motivated donors. Moreover, no reduction in donations is observed after the experiment.

**edoc-URL** <https://edoc.unibas.ch/73000/>

**Full Text on edoc** Available;

**ISI-Number** WOS:000329273600027