Norway

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Linking Social and Personal Preferences: Theory and Experiment

Study Documentation

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Linking Social and Personal Preferences: Theory and Experiment

Overview

Identification	LinkingSocialAndPersonalPreferences

Abstract
Paper abstract: The attitudes of a Decision Maker toward riskless and risky choices-both personal choices and social choices-enter virtually every realm of individual decision-making. This paper asks when it is possible to link these attitudes. We provide a simple formalization of this question and necessary and sufficient conditions that such a link exists. We also offer an experimental test of the theory in which subjects were confronted with choices (involving monetary outcomes) in three domains: risky personal choices, riskless social choices and risky social choices. Revealed preference tests show that subject choices are generally consistent with utility maximization within each choice domain but frequently involve at least some errors. We test for consistency across choice domains using a novel nonparametric revealed preference test that accounts for these errors.

The data contains information from lab experiments at University of Bergen (April 11, 2013) and NHH Norwegian School of Economics (November 7, 2013).

Unit of Analysis	Individuals

Scope & Coverage

Keywords	Social preferences, Risk preferences, Revealed preference, Experiment
Countries	Norway

Geographic Coverage
Bergen, Norway

Universe
Undergraduate students at University of Bergen and NHH Norwegian School of Economics.

Producers & Sponsors

Primary Investigator(s)	Zame, William, University of California, Los Angeles Tungodden, Bertil, NHH Norwegian School of Economics Sørensen, Erik Ø., NHH Norwegian School of Economics Kariv, Shachar, University of California, Berkeley Cappelen, Alexander W., NHH Norwegian School of Economics
Funding Agency/ies	Research Council of Norway (RCN) Research Council of Norway (RCN) National Science Foundation (NSF) Peder Sather Center for Advanced Study

Sampling

Sampling Procedure
By invitation to undergraduate students.

Weighting
No weights applied.

Data Collection	
Data Collection Mode	Lab experiment with purpose-made computer interface, also a questionnaire administered with pen and paper.

Files Description

Dataset contains 2 file(s)

mmzame-decisions	
# Cases	61998
# Variable(s)	11
File Structure	Type: relational Key(s): id (Participant) , phase (Phase) , bset (Within individual numbering of budget set)
Notes The session with 200 < id < 300 had a technical glitch, and needed restarting. As a consequence, session 2 does not have the same budget sets across all treatments. Because of the glitch, the participants with id=214,225 have only 199 choices registered.	

mmzame-background	
# Cases	310
# Variable(s)	16
File Structure	Type: relational Key(s): id
Notes Data coded from paper questionnaires	

Variables List

Dataset contains 27 variable(s)

File mmzame-decisions

#	Name	Label	Type	Format	Valid	Invalid	Question
1	id	Participant	discrete	numeric-3.0	61998	0	-
2	place	-	discrete	numeric-1.0	61998	0	-
3	phase	Phase	discrete	numeric-1.0	61998	0	-
4	treatment	Treatment	discrete	character-8	61998	0	-
5	round	Round	discrete	numeric-2.0	61998	0	-
6	bset	Within individual numbering of budget set	continuous	numeric-3.0	61998	0	-
7	time	Time spent on decision (in seconds).	continuous	numeric-3.0	61998	0	-
8	maxx	Extreme of budget set, X axis	continuous	numeric-3.0	61998	0	-
9	maxy	Extreme of budget set, Y axis	continuous	numeric-3.0	61998	0	-
10	x	Implemented choice, X-axis	continuous	numeric-3.0	61998	0	-
11	y	Implemented choice, Y-axis	continuous	numeric-3.0	61998	0	-

File mmzame-background

#	Name	Label	Type	Format	Valid	Invalid	Question
1	id	-	discrete	numeric-3.0	310	0	-
2	Session	Session	discrete	numeric-1.0	310	0	-
3	place	-	discrete	numeric-1.0	310	0	-
4	sex	Sex	discrete	numeric-1.0	310	0	What is your gender?
5	age	Age in years	discrete	numeric-2.0	310	0	What is your age in years?
6	expendit ..	Own total expenditures in 2012 (Thousands NOK)	continuous	numeric-4.0	297	13	What is your best estimate of your total expenditures the previous calendar year (2012)?
7	parental ..	Estimate of gross parental yearly income	discrete	numeric-4.0	310	0	What is the total (gross) income of your parents? Please make your best guess and tick off the corresponding circle.
8	soc_equa ..	A society should aim at equalizing income	discrete	numeric-1.0	310	0	A society should aim at equalizing incomes.
9	nor_equa ..	In the present situation in Norway, we should do more to equalize incomes	discrete	numeric-1.0	310	0	In the present situation in Norway, we should do more to equalize incomes.
10	two_equa ..	Two people, one earning twice as much. High earner should pay more than double t	discrete	numeric-1.0	306	4	Imagine two people, one earning twice as much as the other: The person earning twice as much should pay more than double of the other in tax.
11	poor_equ ..	The government should spend more on services and benefits to the poor	discrete	numeric-1.0	308	2	The government should spend more of the tax revenues on social services and benefits targeting the poor than the rich.
12	ptax200	Ideal tax of person earning 200' NOK a year	continuous	numeric-5.0	301	9	What total amount of tax per year, if any at all, should in your opinion be paid by a person earning NOK 200,000 a year?

File mmzame-background

#	Name	Label	Type	Format	Valid	Invalid	Question
							By taxes, we mean all personal income taxes. Indicate your answers in NOK.
13	ptax400	Ideal tax of person earning 400' NOK a year	continuous	numeric-6.0	301	9	And what total amount of tax should be paid by a person earning NOK 400,000?
14	ptax800	Ideal tax of person earning 800' NOK a year	continuous	numeric-6.0	300	10	And what total amount of tax should be paid by a person earning NOK 800,000?
15	ptax1600	Ideal tax of person earning 1600' NOK a year	continuous	numeric-7.0	300	10	And what total amount of tax should be paid by a person earning NOK 1,600,000?
16	politica ..	Where would you place yourself on political views	discrete	numeric-1.0	305	5	Below is a seven-point scale on which the political views that people might hold are arranged from very left-wing to very right-wing. Where would you place yourself on this scale?

Variables Description

Dataset contains 27 variable(s)

File : mmzame-decisions

id: Participant

Information	[Type= discrete] [Format=numeric] [Range= 102-760] [Missing=*]
Statistics [NW/ W]	[Valid=61998 /-] [Invalid=0 /-]
Definition	Non-informative identifier of participant. First digit indicates the session number.

place

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]
Statistics [NW/ W]	[Valid=61998 /-] [Invalid=0 /-]
Definition	Location of session, at either University of Bergen (UoB) or NHH Norwegian School of Economics (NHH).

Value	Label	Cases	Percentage
1	UoB	26998	43.5%
2	NHH	35000	56.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

phase: Phase

Information	[Type= discrete] [Format=numeric] [Range= 1-4] [Missing=*]
Statistics [NW/ W]	[Valid=61998 /-] [Invalid=0 /-]
Definition	Indicates sequence of treatment within session.

Value	Label	Cases	Percentage
1		15498	25.0%
2		15500	25.0%
3		15500	25.0%
4		15500	25.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

treatment: Treatment

Information	[Type= discrete] [Format=character] [Missing=*]
Statistics [NW/ W]	[Valid=61998 /-] [Invalid=0 /-]
Definition	Indicates the meaning of X- and Y-axis in a given phase of the session.The names in the dataset maps to the names used in the paper as follows: "dictator": Social Choice; "moral": Social Risk; "observer": Not used in first paper; "risk": Personal Risk.

Value	Label	Cases	Percentage
dictator		15500	25.0%
moral		15498	25.0%
observer		15500	25.0%
risk		15500	25.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

round: Round

Information	[Type= discrete] [Format=numeric] [Range= 1-50] [Missing=*]
Statistics [NW/ W]	[Valid=61998 /-] [Invalid=0 /-]
Definition	Sequence number of decision within a phase/treatment for individuals.

bset: Within individual numbering of budget set

Information	[Type= continuous] [Format=numeric] [Range= 1-100] [Missing=*]
Statistics [NW/ W]	[Valid=61998 /-] [Invalid=0 /-]
Definition	A non-informative within-individual number of the budget sets (a (maxx, maxx) combination).

File : mmzame-decisions

# time: Time spent on decision (in seconds).	
Information	[Type= continuous] [Format=numeric] [Range= 0-721] [Missing=*]
Statistics [NW/ W]	[Valid=61998 /-] [Invalid=0 /-] [Mean=4.512 /-] [StdDev=6.716 /-]
# maxx: Extreme of budget set, X axis	
Information	[Type= continuous] [Format=numeric] [Range= 0.1-100] [Missing=*]
Statistics [NW/ W]	[Valid=61998 /-] [Invalid=0 /-] [Mean=56.505 /-] [StdDev=27.994 /-]
# maxy: Extreme of budget set, Y axis	
Information	[Type= continuous] [Format=numeric] [Range= 0.1-100] [Missing=*]
Statistics [NW/ W]	[Valid=61998 /-] [Invalid=0 /-] [Mean=56.404 /-] [StdDev=27.94 /-]
# x: Implemented choice, X-axis	
Information	[Type= continuous] [Format=numeric] [Range= 0-100] [Missing=*]
Statistics [NW/ W]	[Valid=61998 /-] [Invalid=0 /-] [Mean=26.915 /-] [StdDev=28.191 /-]
# y: Implemented choice, Y-axis	
Information	[Type= continuous] [Format=numeric] [Range= 0-100] [Missing=*]
Statistics [NW/ W]	[Valid=61998 /-] [Invalid=0 /-] [Mean=37.338 /-] [StdDev=29.528 /-]

File : mmzame-background

id

Information	[Type= discrete] [Format=numeric] [Range= 102-760] [Missing=*]
Statistics [NW/ W]	[Valid=310 /-] [Invalid=0 /-]

Session: Session

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=310 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1		33	10.6%
2		34	11.0%
3		34	11.0%
4		34	11.0%
5		57	18.4%
6		58	18.7%
7		60	19.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

place

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]
Statistics [NW/ W]	[Valid=310 /-] [Invalid=0 /-]
Definition	Location of session, at either University of Bergen (UoB) or NHH Norwegian School of Economics (NHH).

Value	Label	Cases	Percentage
1	UoB	135	43.5%
2	NHH	175	56.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

sex: Sex

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]
Statistics [NW/ W]	[Valid=310 /-] [Invalid=0 /-]
Definition	Note that individuals age 30 and above has had their age replaced by the group average in order to minimize risk of indirect identification.
Literal question	What is your gender?

Value	Label	Cases	Percentage
1	male	183	59.0%
2	female	127	41.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

age: Age in years

Information	[Type= discrete] [Format=numeric] [Range= 18-36] [Missing=*]
Statistics [NW/ W]	[Valid=310 /-] [Invalid=0 /-] [Mean=22.716 /-]
Literal question	What is your age in years?
Notes	To ensure against indirect identification, individuals who reported age>=30 have had their age replaced by the average in this group.

Value	Label	Cases	Percentage
18		3	1.0%
19		21	6.8%

File : mmzame-background

age: Age in years

Value	Label	Cases	Percentage
20		46	14.8%
21		52	16.8%
22		45	14.5%
23		52	16.8%
24		28	9.0%
25		28	9.0%
26		12	3.9%
27		5	1.6%
28		6	1.9%
29		4	1.3%
36		8	2.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

expenditures: Own total expenditures in 2012 (Thousands NOK)

Information	[Type= continuous] [Format=numeric] [Range= 0-3000] [Missing=*]
Statistics [NW/ W]	[Valid=297 /-] [Invalid=13 /-] [Mean=135.323 /-] [StdDev=182.044 /-]
Literal question	What is your best estimate of your total expenditures the previous calendar year (2012)?

parentalincome: Estimate of gross parental yearly income

Information	[Type= discrete] [Format=numeric] [Range= 125-2000] [Missing=*]
Statistics [NW/ W]	[Valid=310 /-] [Invalid=0 /-] [Mean=1038.306 /-]
Literal question	What is the total (gross) income of your parents? Please make your best guess and tick off the corresponding circle.

Value	Label	Cases	Percentage
125	0-250' NOK	17	5.5%
375	250'-500' NOK	30	9.7%
625	500'-750' NOK	47	15.2%
875	750'-1" NOK	84	27.1%
1125	1"-1.25" NOK	51	16.5%
1375	1.25"-1.5"NOK	22	7.1%
2000	+ 1.5" NOK	59	19.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

soc_equalize: A society should aim at equalizing income

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=310 /-] [Invalid=0 /-] [Mean=2.816 /-]
Pre-question	Please indicate how much you agree or disagree with the following statements by circling the corresponding number.
Literal question	A society should aim at equalizing incomes.

Value	Label	Cases	Percentage
1	disagree completely	34	11.0%
2	disagree	114	36.8%
3	neither agree nor disagree	48	15.5%
4	agree	103	33.2%
5	agree completely	11	3.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

File : mmzame-background

nor_equalize: In the present situation in Norway, we should do more to equalize incomes

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=310 /-] [Invalid=0 /-] [Mean=2.552 /-]
Pre-question	Please indicate how much you agree or disagree with the following statements by circling the corresponding number.
Literal question	In the present situation in Norway, we should do more to equalize incomes.

Value	Label	Cases	Percentage
1	disagree completely	41	13.2%
2	disagree	127	41.0%
3	neither agree nor disagree	81	26.1%
4	agree	52	16.8%
5	agree completely	9	2.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

two_equalize: Two people, one earning twice as much. High earner should pay more than double t

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=306 /-] [Invalid=4 /-] [Mean=2.82 /-]
Pre-question	Please indicate how much you agree or disagree with the following statements by circling the corresponding number.
Literal question	Imagine two people, one earning twice as much as the other: The person earning twice as much should pay more than double of the other in tax.

Value	Label	Cases	Percentage
1	disagree completely	34	11.1%
2	disagree	113	36.9%
3	neither agree nor disagree	60	19.6%
4	agree	72	23.5%
5	agree completely	27	8.8%
Sysmiss		4	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

poor_equalize: The government should spend more on services and benefits to the poor

Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]
Statistics [NW/ W]	[Valid=308 /-] [Invalid=2 /-] [Mean=3.646 /-]
Pre-question	Please indicate how much you agree or disagree with the following statements by circling the corresponding number.
Literal question	The government should spend more of the tax revenues on social services and benefits targeting the poor than the rich.

Value	Label	Cases	Percentage
1	disagree completely	9	2.9%
2	disagree	38	12.3%
3	neither agree nor disagree	60	19.5%
4	agree	147	47.7%
5	agree completely	54	17.5%
Sysmiss		2	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

ptax200: Ideal tax of person earning 200' NOK a year

Information	[Type= continuous] [Format=numeric] [Range= 0-85000] [Missing=*]
Statistics [NW/ W]	[Valid=301 /-] [Invalid=9 /-] [Mean=20859.189 /-] [StdDev=23071.859 /-]

File : mmzame-background

ptax200: Ideal tax of person earning 200' NOK a year

Literal question	What total amount of tax per year, if any at all, should in your opinion be paid by a person earning NOK 200,000 a year? By taxes, we mean all personal income taxes. Indicate your answers in NOK.

ptax400: Ideal tax of person earning 400' NOK a year

Information	[Type= continuous] [Format=numeric] [Range= 3.2-180000] [Missing=*]
Statistics [NW/ W]	[Valid=301 /-] [Invalid=9 /-] [Mean=52776.734 /-] [StdDev=53504.197 /-]
Literal question	And what total amount of tax should be paid by a person earning NOK 400,000?

ptax800: Ideal tax of person earning 800' NOK a year

Information	[Type= continuous] [Format=numeric] [Range= 6.4-800000] [Missing=*]
Statistics [NW/ W]	[Valid=300 /-] [Invalid=10 /-] [Mean=128270.95 /-] [StdDev=133961.228 /-]
Literal question	And what total amount of tax should be paid by a person earning NOK 800,000?

ptax1600: Ideal tax of person earning 1600' NOK a year

Information	[Type= continuous] [Format=numeric] [Range= 12-1000000] [Missing=*]
Statistics [NW/ W]	[Valid=300 /-] [Invalid=10 /-] [Mean=283239.456 /-] [StdDev=285480.274 /-]
Literal question	And what total amount of tax should be paid by a person earning NOK 1,600,000?

politicalview: Where would you place yourself on political views

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=305 /-] [Invalid=5 /-]
Literal question	Below is a seven-point scale on which the political views that people might hold are arranged from very left-wing to very right-wing. Where would you place yourself on this scale?

Value	Label	Cases	Percentage
1	very left-wing	2	0.7%
2	left-wing	23	7.5%
3	slightly left-wing	51	16.7%
4	moderate	74	24.3%
5	slightly right wing	95	31.1%
6	right-wing	58	19.0%
7	very right-wing	2	0.7%
Sysmiss		5	

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.