Design of a Self-Efficacy Task (developed internally)

1.1 Goal-setting

This behavioral measure tries to capture people’s tendency to set themselves challenging goals, an important link to medical adherence. It allows us to understand individual heterogeneity in the setting of goals and it also enables us to analyze whether individual goals will strongly influence future performance conditional on an ability measure and people’s beliefs about their identity. This behavioral measure contributes to the literature on “seeking challenges” (Niederle and Yestrumskas, 2008).

1.1.1 Stage 1: Piece-rate real effort task

Respondents are told that they have three minutes in which they should complete as many matches in a real effort slider task as possible (based off of Gill & Prowse, 2013). In the slider-matching task, respondents must touch the screen to move a slider to its “goal” position on the screen. They are told that they will be paid according to a piece rate of 10 KSH per correctly completely match. Respondents are then asked about their belief as to how many matches they correctly completed in the first stage and how confident they are in their answer.

1.1.2 Stage 2: Goal-setting

After completely round 1, respondents are told that they will complete a round in which they will complete the same kind of real effort task for another three minutes, but that they will be paid according to the following payment scheme: They have to set a goal in terms of how many matches they can correctly make in 3 minutes. If they meet their goal, they will receive 20 KSH multiplied with the target that they specified. If they do not meet the target, they will receive nothing for round 2. This non-linear payment scheme gives people the incentive to set a goal that they can realistically reach.

1.1.3 Stage 3

Respondents complete round 2 of the task. They will only be told whether they met their target at the very end of the experiment. This allows us to measure people’s “endogenous effort” and to examine whether that is affected by the goal that they set.

