

Report on Bachelor / Master Thesis

Institute of Economic Studies, Faculty of Social Sciences, Charles University in Prague

Student:	Tereza Tížková
Advisor:	Mgr. Petr Polák Msc.
Title of the thesis:	Priming as a tool for triggering prosocial behavior

OVERALL ASSESSMENT (provided in English, Czech, or Slovak):

Please provide your assessment of each of the following four categories, summary and suggested questions for the discussion. The minimum length of the report is 300 words.

Contribution

The author reviews types and effects of priming discussed in the academic literature and designs her own research project including data gathering and evaluation. The aim is to test whether priming can trigger prosocial behaviour. According to the author, there is already empirical evidence that priming can trigger prosocial behaviour and the motivation for providing an additional piece of evidence is not very clear. However, the author sets up her own empirical investigation, which demonstrates originality and her knowledge of basic empirical methods, their application and limitations. The conclusion could have been more elaborate, e.g. by relating to theoretical concepts or practical implications mentioned in the introduction.

Methods

The author combines elements of empirical studies to set up her own empirical investigation with the help of online questionnaires. The tools used are relevant to the research question being investigated, and adequate to the author's level of studies. The puzzling result of the negative priming group as compared to the control group could have been discussed further.

Literature

The author quotes relevant literature in a proper way. However, the literature review is an enumeration of different aspects of priming research but does not help identifying controversies or research gaps in the field. The author could have used the literature review to better justify her research question and approach. Which researchers have inspired her own investigation most? It is not clear from where the author took the questions used in the priming questionnaire. The general history of economic thought in the beginning of the introduction seems a bit out of context.

Manuscript form

The thesis is well structured, only the conclusion is too short. The author effectively refers to graphs and tables even though they have no numbers and titles. The text has a complete biography.

Summary and suggested questions for the discussion during the defense

The author provides additional descriptive evidence in line with a positive effect of priming on prosocial behaviour. Doing her own empirical investigation is ambitious but the author successfully demonstrates her command of the chosen method. The theoretical (or practical) motivation for the investigation are not very clear. Accordingly, the interpretation of results and conclusion lack references to theory or practical application.

Questions:

1. How do your results relate to the concept of bounded rationality mentioned in the introduction?
2. On what literature do you base the questions in the priming questionnaire?
3. Can we conclude anything from the fact that the negatively primed group has a higher GPS score mean than the control group?
4. How can your results be applied to the non-profit sector?

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SUMMARY OF POINTS AWARDED (for details, see below):

CATEGORY	POINTS
Contribution (max. 30 points)	21
Methods (max. 30 points)	25
Literature (max. 20 points)	12
Manuscript Form (max. 20 points)	18
TOTAL POINTS (max. 100 points)	76
GRADE (A - B - C - D - E - F)	C

NAME OF THE REFEREE: SARAH GODAR

DATE OF EVALUATION:



Referee Signature

EXPLANATION OF CATEGORIES AND SCALE:

CONTRIBUTION: *The author presents original ideas on the topic demonstrating critical thinking and ability to draw conclusions based on the knowledge of relevant theory and empirics. There is a distinct value added of the thesis.*

Strong	Average	Weak
30	15	0

METHODS: *The tools used are relevant to the research question being investigated, and adequate to the author's level of studies. The thesis topic is comprehensively analyzed.*

Strong	Average	Weak
30	15	0

LITERATURE REVIEW: *The thesis demonstrates author's full understanding and command of recent literature. The author quotes relevant literature in a proper way.*

Strong	Average	Weak
20	10	0

MANUSCRIPT FORM: *The thesis is well structured. The student uses appropriate language and style, including academic format for graphs and tables. The text effectively refers to graphs and tables and disposes with a complete bibliography.*

Strong	Average	Weak
20	10	0

Overall grading:

TOTAL	GRADE
91 – 100	A
81 - 90	B
71 - 80	C
61 – 70	D
51 – 60	E
0 – 50	F

