

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.

Tereza Tížková focuses, in her thesis, on priming and applies it on the area of prosocial behavior. Her thesis belongs to the area of behavioral economics, and I find priming very interesting for analysis and application in economics (I have to thank Julie Chytilova since she is the author of the original idea). Tereza uses a questionnaire to see if people can be primed to behave more socially. There is quite extensive research on priming, but the combination used in this thesis makes it unique. My expectation based on the previous research was to see clear evidence of how priming work, but this thesis finds only a little.

Contribution

The thesis uses original self-gathered dataset, and the topic itself has not been examined to my knowledge for such setting yet. Tereza used several high-quality sources to create the questionnaire, and it was not easy at all.

Methods

The methods used in the thesis are suitable for this type of analysis since the aim is to compare 3 groups of respondents, and no econometric analysis is necessary. However, statistical tests could be added to confirm that there are almost no differences. The deduction of points stems from the fact that the data should be described more thoroughly and interpreted with more caution. It is a weak point of the analysis, which has a correct direction.

Literature

The Literature overview is very well done and provides an excellent summary for the reader. Some of the most interesting stories from these works could be added, but it is not necessary. In the thesis, the literature review is not just to be there, but Tereza uses it as a cornerstone for the definition of questions in the questionnaire.

Manuscript form

The manuscript is the weakest point of the thesis, and I reflected this fact in the final score. Usage of a standard template would help the thesis a lot. The first part of the thesis is quite readable and with a clear structure, which is easy to follow. The latter part is missing a unified look and description of figures. Since the presentation of the content is very important for the reader to get the correct message, the lack of work in that area, unfortunately, downgrades the work the student has done.

Summary and suggested questions for the discussion during the defense

Tereza worked on her thesis very independently and with passion for the topic of her analysis. From my perspective, the final document is missing a lot of work, especially in the manuscript. It is hard to ignore it and focus on the job done. It is a pity since Tereza did a lot

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of work, which is not fully presented to the reader. When I focus on the positive things and content and put aside the feelings about the look, my conclusion is:

I recommend the thesis for defence and for reasons stated above I suggest grade D.

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

CATEGORY	POINTS
Contribution (max. 30 points)	30
Methods (max. 30 points)	15
Literature (max. 20 points)	20
Manuscript Form (max. 20 points)	5
TOTAL POINTS (max. 100 points)	70
GRADE (A – B – C – D – E – F)	D

NAME OF THE REFEREE: Petr Polák

DATE OF EVALUATION: 29. 8. 2019



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.*

<i>Strong</i>	<i>Average</i>	<i>Weak</i>
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.*

<i>Strong</i>	<i>Average</i>	<i>Weak</i>
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.*

<i>Strong</i>	<i>Average</i>	<i>Weak</i>
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.*

<i>Strong</i>	<i>Average</i>	<i>Weak</i>
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