



Defaults Make a Difference in Donation Rates.

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w/ Daniel Goldstein (Science, 2003; Transplantation, 2004)

w/ Goldstein and Mary Steffel (Health Psychology in press)

w/ Goldstein and Kaiya Liu (in progress)

Defaults Make a Difference in Donation Rates.

- i Obvious shortage of donations.
- i People approve of organ donation than register to be donors. In the United States,
 - 1 81% of Americans approve of organ donation.
 - 1 28% had granted permission by signing a donor card.
- i Two defaults:
 - 1 Explicit Consent (opt-in)
 - 1 Presumed Consent (opt-out)





Basic Contrast

i Economics

- 1 Diagnosis: People do not derive enough value from organ donation
- 1 Treatment: Increase incentives.

i Psychology/Behavioral Economics:

- 1 Diagnosis: People do not know whether they want to donate organs, they generate an answer when asked
- 1 Treatment:
 - i Ask questions in a way that gives the answer they would give if they thought about it a lot.
 - i Realize this is an unpleasant question, cost in making a decision.

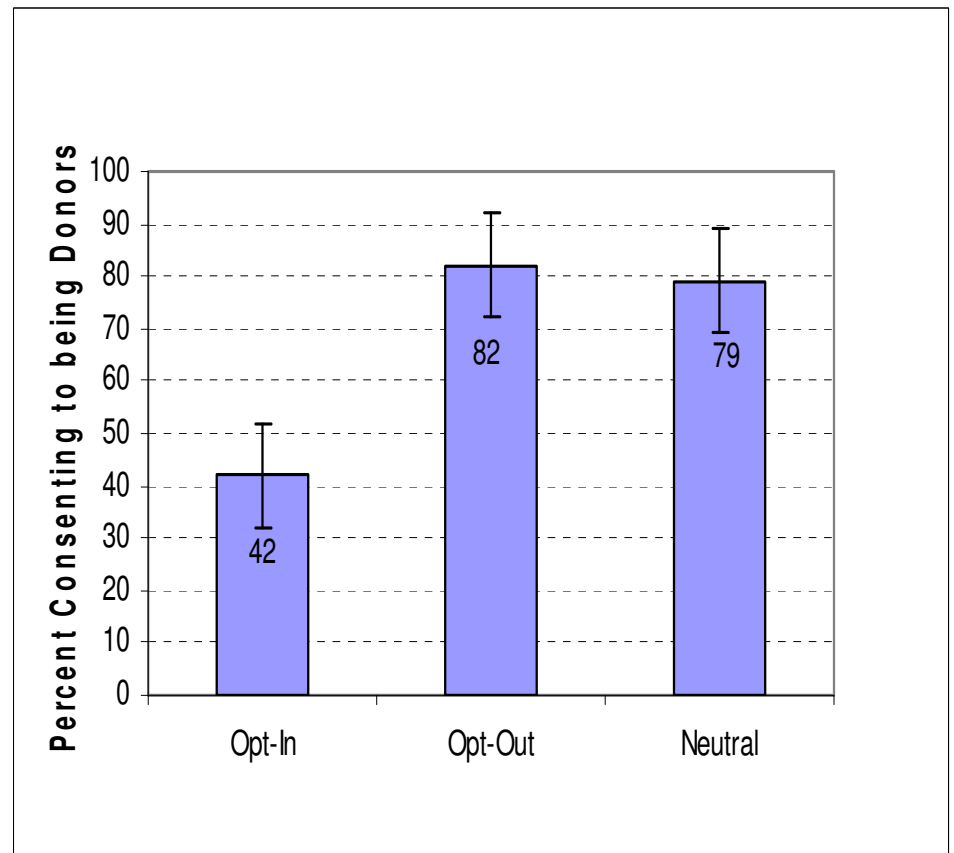


Default and Status Quo Effects

- i Samuelson and Zeckhauser proposed that the 'Status Quo' is chosen too often.
- i Empirical Examples:
 - 1 Auto Insurance (Johnson et al, 1993)
 - 1 Pension plan contributions (Madrian and Shea)
 - 1 Internet Privacy Policies
- i Defaults have large effects.
- i Explanations:
 - 1 Implied Endorsement
 - 1 Cognitive and Physical Inertia.
 - 1 Framing and Loss Aversion.

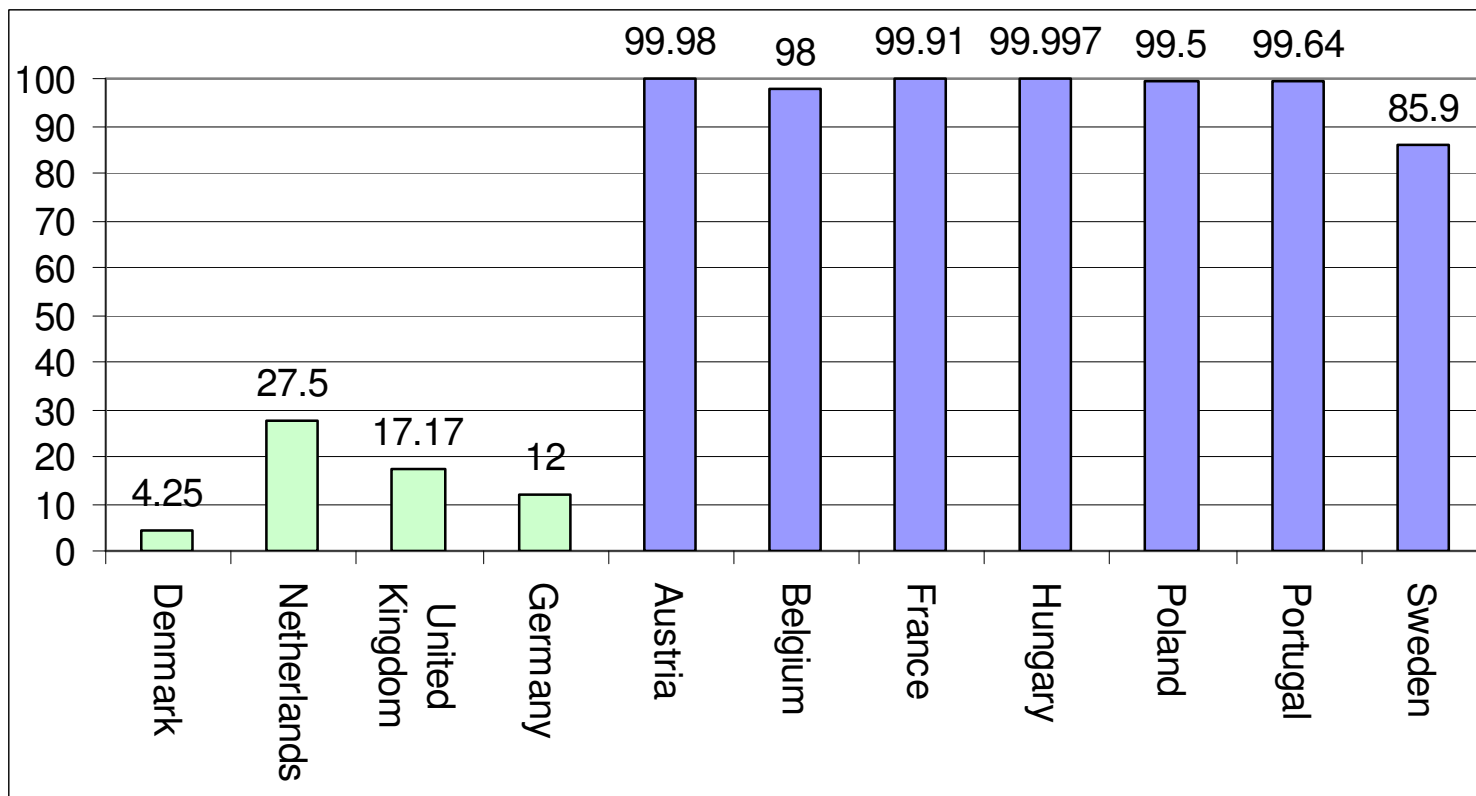
Questionnaire Study

- i n=176 Web participants
- i "You are moving to a new state. In that state, everyone is (is not) a organ donor unless they choose not (choose to) be. Click here to change..."
- i Neutral Condition: You must make a choice.



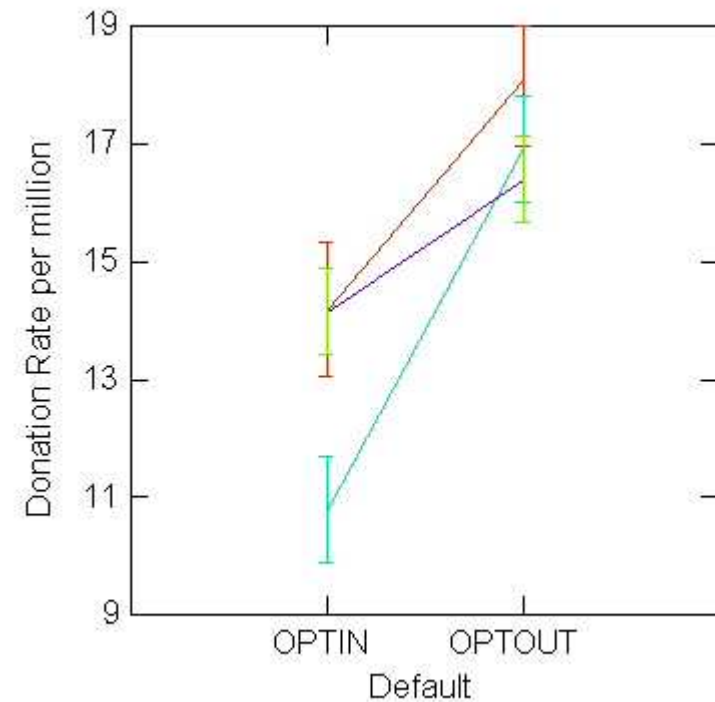
Actual (Implied) consent rates

Contacted registries or obtained survey data.
Examine proportion of people who would be classified as potential donors



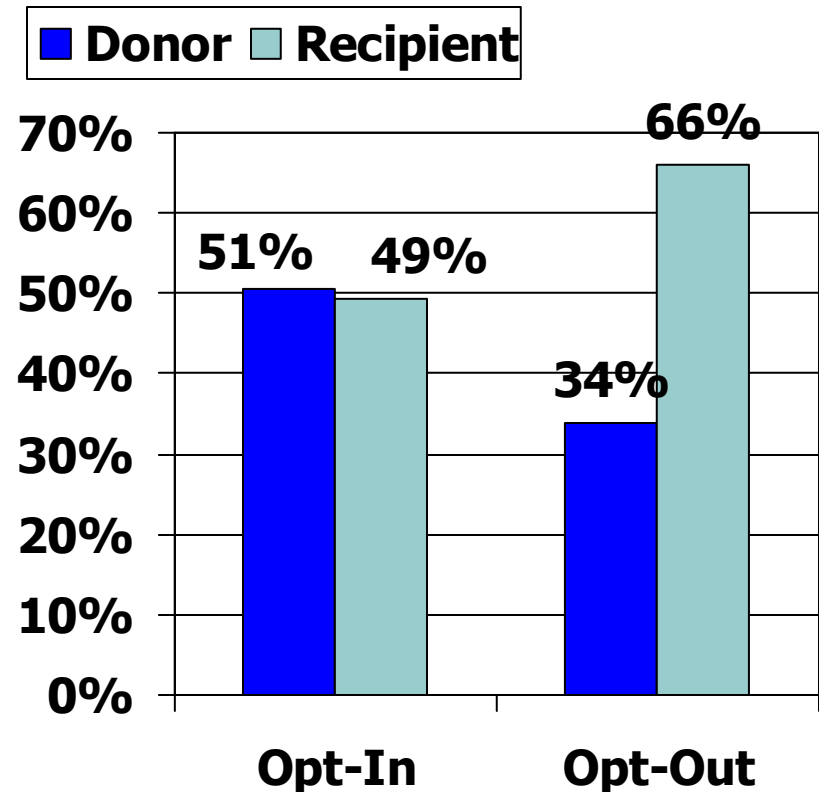
An econometric analysis of donation rates

- i Donation rates per million
 - 1 Years 1991-2001
 - 1 Presumed vs. Explicit Consent
 - 1 Controls
 - i Transplant Centers per million
 - i Percent post-secondary education
 - i Percent Roman Catholic
 - 1 Result: Defaults produce a 16% (Johnson and Goldstein), 25-30% (Abadie and Gay) to 50% (Gimble et al.) increase in donations.



Preference Construction: Evidence

- i Defaults: In part frames.
- i Do Different Frames provoke different queries and recall?
- i Coded responses from Science paper.
 - 1 Recipient and family
 - 1 Donor and family





Contrasts

- i Different views of why there are not enough donors make different diagnosis of the problem.
 - 1 Incentive based approaches: People have decided that it is not worth it to donate.
 - 1 Behavioral Approaches: People have not decided, but decisions are aversive.
- i Solutions differ depending upon the diagnosis.
- i Proposal: Defaults should be selected carefully. Libertarian Paternalism (Sunstein and Thaler)