

No Pain, No Gain: Lose-Now-Gain-Later Intertemporal Choices Better Predict Self-Care Behaviors

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Intertemporal Choice

\$50 Today



\$100 in 3 Months



Types of Intertemporal Choices

GAIN



LOSS



LOSE-NOW-
GAIN-LATER



GAIN-NOW-
LOSE-LATER



Types of Intertemporal Choices

GAIN

Receive \$75 today vs.
\$100 three months from
now

Pay \$75 today vs. \$100
three months from now

LOSS

LOSE-NOW-
GAIN-LATER

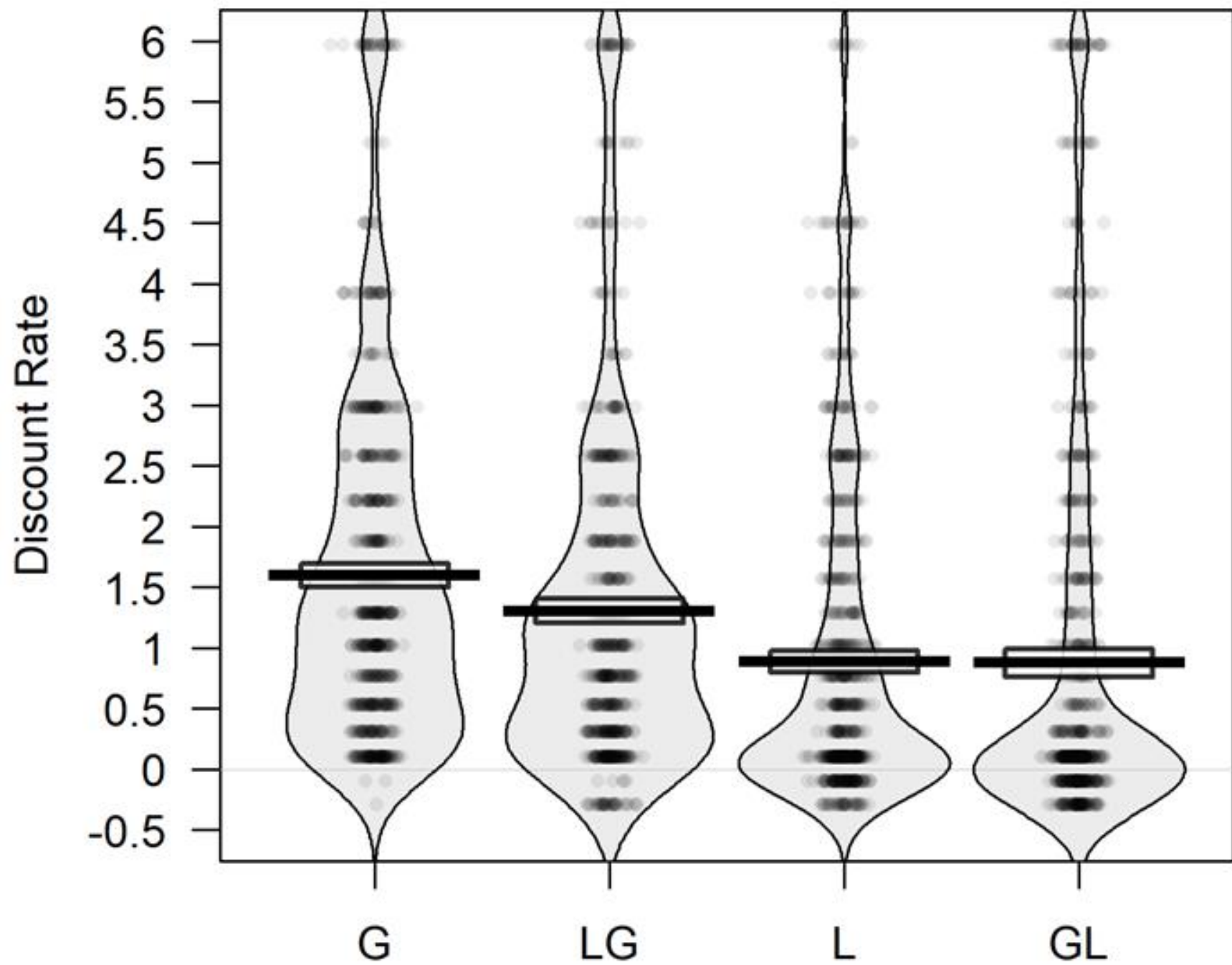
Receive \$50 today OR pay
\$25 today and receive
\$100 three months from
now

Pay \$50 today OR receive
\$25 today and pay \$100
three months from now

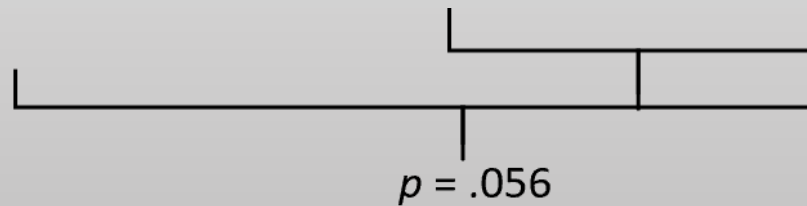
GAIN-NOW-
LOSE-LATER

Experimental Design

- N = 3,121 Mturkers
- Four between-subjects conditions: Gain, Loss, Lose-Now-Gain-Later, Gain-Now-Lose-Later
- 27 behavioral measures used in discounting literature (e.g. cigarette usage, going to the dentist, saving money)



	G	LG	L	GL
Financial Behaviors	-.21**	-.20**	-.10**	-.13**
Impulsive Behaviors	.05	.02	.03	.00
Self-Care Behaviors	-.16**	-.22**	-.02	-.14**
Fitness Behaviors	.05	-.02	.04	.07
Vice Behaviors	.12**	.14**	.03	.05
Average	.12	.12	.04	.08



Summary of Findings

Finding 1: Discount rates calculated from Lose-Now-Gain-Later measures are lower than those calculated with gain measures and higher than those calculated with loss measures

Finding 2: Overall, Lose-Now-Gain-Later discount rates are as good or better at predicting real-world behavior (esp. self-care) than standard gain measures

Our methods are easy to adopt and publicly available:

<http://tiny.cc/moic>

Thank you!