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Get Thee To The Gym! A Field Experiment on Improving Exercise Habits

Simon Condliffe , Ebru Işgın , Brynne Fitzgerald

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## Highlights

- Field experiment to study efficacy of individual and team incentives on exercise.
- Impacts of information about peers' gym activity are also analyzed.
- Team incentives and information feedback spur greater gym use by participants.
- These interventions also encourage people to become gym-users.
- Information feedback on peers has longer lasting effects than other interventions.

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