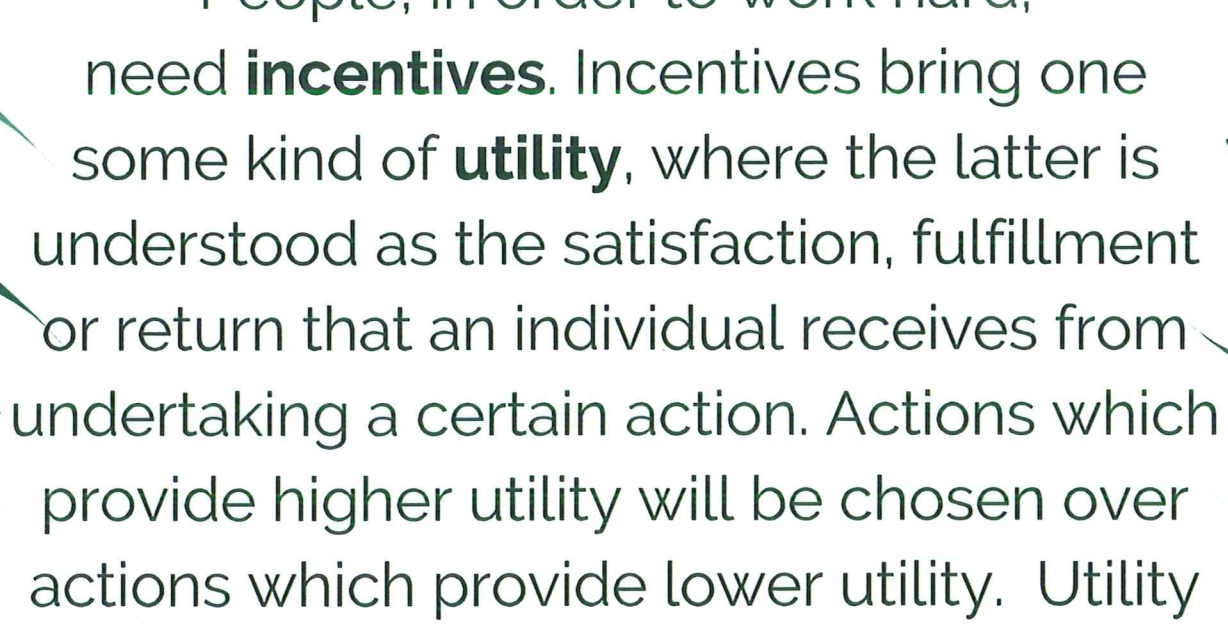




# HOW TO MAKE VOLUNTEERS WORK HARD A MICROECONOMICS THEORY



People, in order to work hard, need **incentives**. Incentives bring one some kind of **utility**, where the latter is understood as the satisfaction, fulfillment or return that an individual receives from undertaking a certain action. Actions which provide higher utility will be chosen over actions which provide lower utility. Utility is reduced by the unpleasantness of working hard. This is called **disutility of work**. Consequently, in order to make sure that **volunteers** work hard, it is important to explore each volunteer's **preferences**.

