

## Erratum to: Nudging museums attendance: a field experiment with high school teens

Patrizia Lattarulo<sup>1</sup> · Marco Mariani<sup>1</sup> ·  
Laura Razzolini<sup>2</sup> 

Published online: 11 January 2017  
© Springer Science+Business Media New York 2016

### Erratum to: J Cult Econ DOI 10.1007/s10824-016-9285-6

In the original article, the Tables 1, 2 and 4 are published incorrectly. The correct tables are given below. The original article was corrected.

---

The online version of the original article can be found under doi:[10.1007/s10824-016-9285-6](https://doi.org/10.1007/s10824-016-9285-6).

---

✉ Laura Razzolini  
lrazzolini@vcu.edu  
Patrizia Lattarulo  
patrizia.lattarulo@irpet.it  
Marco Mariani  
marco.mariani@irpet.it

<sup>1</sup> IRPET – Tuscany’s Regional Institute for Economic Planning, Villa La Quiete alle Montalve, Via Pietro Dazzi, 1, 50141 Firenze, Italy

<sup>2</sup> Department of Economics, School of Business, Virginia Commonwealth University, 301 West Main Street, Box 4000, Richmond, VA 23284, USA

**Table 1** Experimental design and descriptive statistics about students

	Treatment			
	Overall	Flier	Present	Reward
<b>Information about the sample</b>				
No. of classes	15	5	5	5
No. of Students (%)	294 (100 %)	93 (32 %)	97 (33 %)	104 (35 %)
<b>Information about the students</b>				
Male (1/0)	0.354	0.215	0.299	0.529
Born abroad (1/0)	0.061	0.022	0.093	0.067
Suburban resident(1/0)	0.422	0.387	0.320	0.548
Older than cohort (1/0)	0.058	0.075	0.062	0.039
<b>Information about the high school</b>				
Most friends are classmates (1/0)	0.486	0.452	0.474	0.529
No. classmates who are friends	3.582	4.441	2.635	3.773
Current GPA (out of 10)	6.817	6.720	6.789	6.931
Interested only in humanities (1/0)	0.262	0.226	0.392	0.173
<b>Leisure and Cultural habits</b>				
Interested in politics (1/0)	0.228	0.215	0.206	0.260
Volunteer (1/0)	0.167	0.204	0.144	0.154
No. museum visits during last year	3.867	3.269	4.742	3.587
Visited Palazzo Vecchio previously (1/0)	0.721	0.677	0.763	0.721
<b>Parents' education</b>				
At least one parent unemployed (1/0)	0.157	0.151	0.175	0.144
Both parents high school degree (1/0)	0.327	0.376	0.247	0.356
At least one has college degree (1/0)	0.455	0.398	0.516	0.452
Parents regularly go to museums (1/0)	0.197	0.183	0.247	0.163

**Table 2** Timeline

When	W = flier    W = presentation    W = reward
<i>First visit</i>	Students are informed that they will be involved in a study about cultural consumption. A flier of Palazzo Vecchio with opening hours is distributed. A brief text written by the experimenters stating the importance of museums' attendance is also distributed
Late March/early April 2014	<p>A museum operator talks about Palazzo Vecchio for 15 min</p> <p>Students are told that the visit to Palazzo Vecchio will be rewarded with extra credit points</p> <p>Students complete a questionnaire about their background characteristics, cultural consumption habits and within-classroom friendship ties</p> <p>Students who visit Palazzo Vecchio within two months bring the entry ticket back to their teacher</p>
<i>Second visit</i>	Collect entry tickets from the assigned teachers
After two months	
<i>Third visit</i>	Students complete a questionnaire about the number of individual visits to museums done in town and out of town in the past six months
After eight months (six months after collection of entry ticket)	

**Table 4** Descriptive statistics at the class level by treatment

Variable	Obs	Mean	SD	Min	Median	Max
<b>Flier</b>						
(a) share of students undertaking the encouraged visit	5	0.033	0.075	0.000	0	0.167
(b) No. of voluntary museum visits six months later	5	1.756	2.013	0.000	1.158	4.875
(c) No. of voluntary museum visits in previous 12 months	5	3.286	0.677	2.760	3.158	4.444
Difference (b - c)	5	-1.530	1.541	-3.222	-2.000	0.431
<b>Presentation</b>						
(a) share of students undertaking the encouraged visit	5	0.118	0.263	0.000	0	0.588
(b) No. of voluntary museum visits six months later	5	4.303	2.346	2.500	3.263	8.368
(c) No. of voluntary museum visits in previous 12 months	5	4.749	1.237	3.760	4.533	6.857
Difference (b - c)	5	-0.446	1.303	-2.147	-0.522	1.511
<b>Reward</b>						
(a) share of students undertaking the encouraged visit	5	0.402	0.180	0.222	0.455	0.650
(b) No. of voluntary museum visits six months later	5	2.980	0.622	2.190	2.909	3.909
(c) No. of voluntary museum visits in previous 12 months	5	3.543	1.058	2.667	3.050	5.000
Difference (b - c)	5	-0.564	0.679	-1.409	-0.491	0.111