

## Chair for Business Information Systems

**Topic:** More money, more problems: Do digital dual-purpose tokens cause cognitive stress?

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Starting date: as soon as possible  
Type: Master's Thesis  
Language: German/ English

### Motivation:

Every group of people that wants to achieve a shared goal needs to have some way to find a consensus and make decisions. For communities that are either large or not at the same location, this presents a large challenge, particularly in terms of diffusion of responsibilities. Recent technological developments have attempted to offer solutions. One of these solutions is to program a platform for voting and managing access to these votings via digital tokens (e.g. a NFT). A new type of organization called a Decentralized Autonomous Organization utilizes this type of voting and hands out these digital tokens (called Governance Tokens) either for purchase or to contributors. Due to their digital nature, these tokens can have a dual purpose, in managing both access to voting and having a financial value. In a laboratory experiment, we attempt to investigate the implications of this dual-purpose: Do people react differently than with other tokens? Does more money really mean more problems?

**Note:** This thesis is part of a larger experiment to understand the dual-purpose of these tokens, meaning you will not have to design your own experiment.

### The goal of this thesis is to:

- Conduct an experiment to investigate the impact of governance tokens dual-purpose on individuals

### Starting Literature:

- Ellinger, E. W., Gregory, R. W., Mini, T., Widjaja, T., & Henfridsson, O. (2024). Skin in the game: The transformational potential of Decentralized Autonomous Organizations. *MIS quarterly*, 48(1), 245–272.
- Dimoka, A., Davis, F. D., Gupta, A., Pavlou, P. A., Banker, R. D., Dennis, A. R., Ischebeck, A., Müller-Putz, G., Benbasat, I., & Gefen, D. (2012). On the use of neurophysiological tools in IS research: Developing a research agenda for NeuroIS. *MIS quarterly*, 679–702.
- Deci, E. L., Koestner, R., & Ryan, R. M. (1999). A meta-analytic review of experiments examining the effects of extrinsic rewards on intrinsic motivation. *Psychological Bulletin*, 125(6), 627–668.