

Uphill Self-Control*

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Abstract

This paper is motivated by the idea that self-control is more difficult to exert the more it is exerted. We extend the theory of temptation and self-control introduced by Gul and Pesendorfer (2001) to allow for an increasing marginal cost of resisting temptation, that is, convex self-control costs. We also prove a general representation theorem that admits a general class of self-control cost functions. Both models maintain Gul and Pesendorfer's Order, Continuity and Set-Betweenness axioms but violate Independence.

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