

# IAB-Colloquium zur Arbeitsmarkt- und Berufsforschung

## Sanfte Politikmaßnahmen

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This paper reports the results of a field experiment in which we analyze how providing job seekers with information about job search strategies and the consequences of unemployment affects their employment prospects. Individuals who are randomly assigned to the treatment group receive a letter with an informational and motivational brochure, individuals in the control condition receive no brochure. We merge data on treatment status with administrative data from participants' social security records and find that the brochure has a positive causal impact on job seekers' employment prospects. Over the course of one year after the intervention, treated individuals are employed for approximately 2 to 5 additional days relative to the control group, with a corresponding increase in cumulative earnings of 150 to 800 Euros, depending on the specification and population under study. Notably, we find particularly large and statistically significant treatment effects for individuals who exhibit an increased risk of becoming long-term unemployed. Given the low cost of the intervention, our findings indicate that targeted information provision can be a highly effective policy tool in the labor market.

**Donnerstag,  
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