

What is “Behavioral Science?”

Five Minute Academy

Social and Behavior Change Lab

BETA V2: 5-9-21

[For external sharing and feedback]

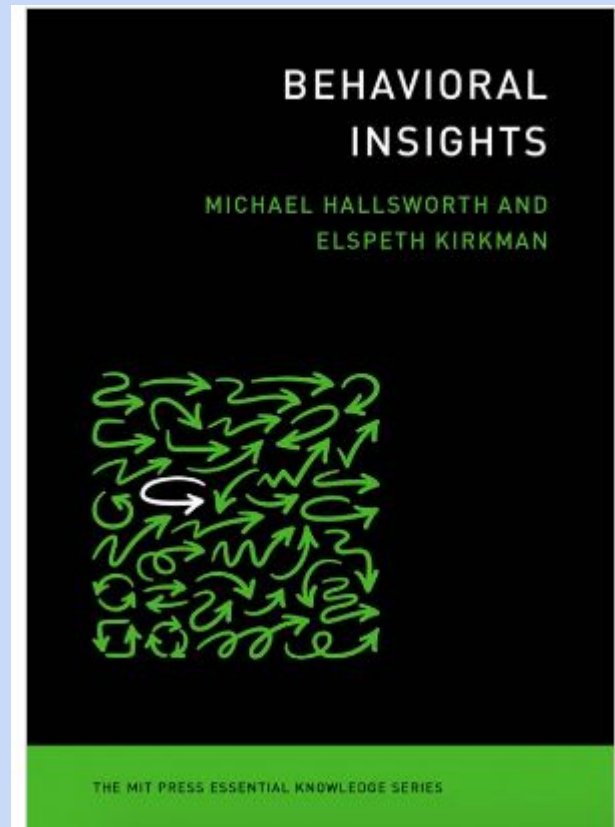
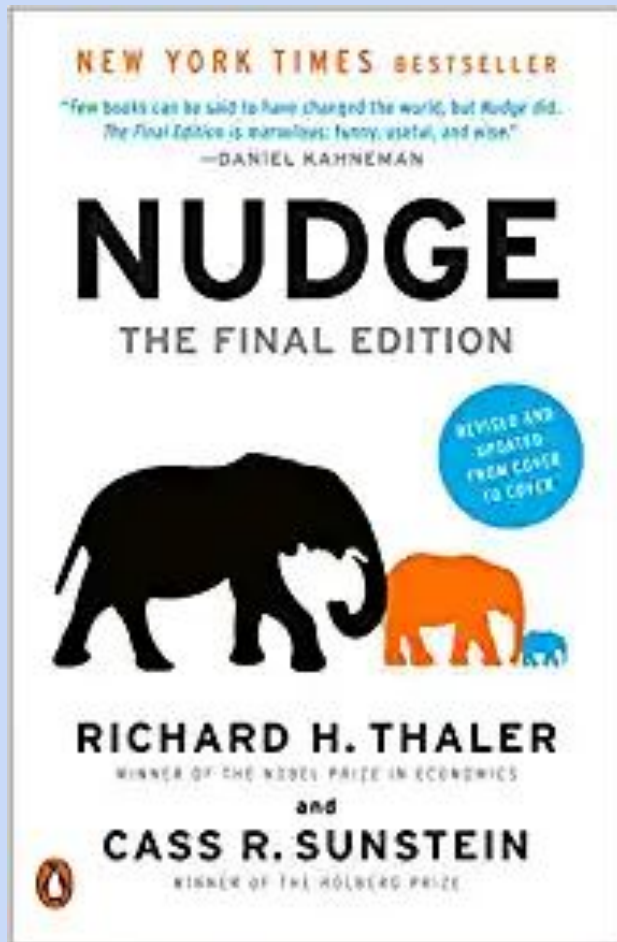
Feel free to adapt the slides prior to sharing - This is now YOUR “mini-module”...

What is in a name?

Behavioral Science

Behavioral Economics

Behavioral Insights



More [books here](#)

“If you want to influence someone’s behavior, you should remove the barriers to that behavior.”

- Cass Sunstein, [United Nations Behavioral Science Week](#), June 25 2021

Let's return to the “service” side of things (Where we went also with “Human Centered Design”)

Imagine a government service were a **restaurant**. If we had no clients in our restaurant, we wouldn't blame THEM, and we wouldn't say: “We need to change their behavior!”

We would ask ourselves: Is the food good? What about the service? Do we need to improve our product and service, or just improve our marketing?



With “Behavioral Science” we want to learn from human behavior but we **don’t** try to directly persuade people to change.



Image adapté de: ideo.org

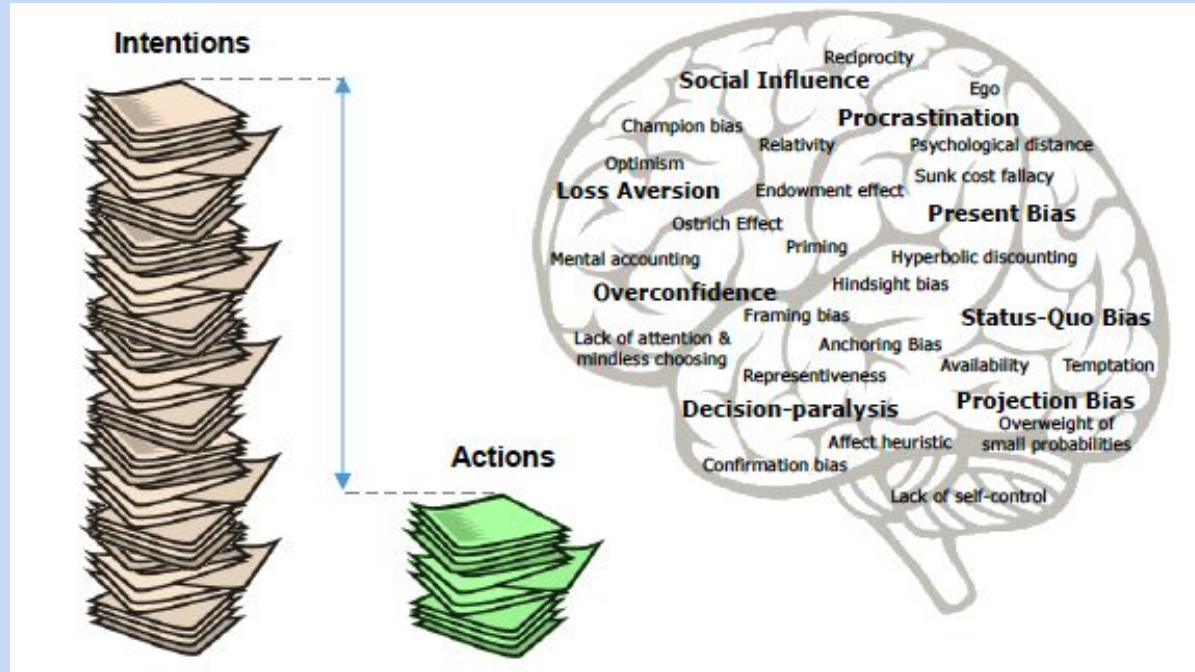
We are trying to change this
(Product and services)



Information/awareness at community level



Behavioral science looks at how to address the gap between intentions and actions...



Source: [Nudge Lebanon L'économie comportementale et le Nudging](#) (Francais)

Five key ideas

1. Nudges
2. Choice architecture
3. Default choices (Opt-out rather than opt-in)
4. Hassle factors
5. EAST: Easy, Attractive, Social, Timely

Nudges (Small encouragements for optional action)



The Fun Theory 1 – Piano Staircase Initiative | Volkswagen

8,526,163 views • Oct 26, 2009



240K



2.8K



SHARE



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Nudges



Choice architecture

See [here](#) if
interested in
learning more



Choice architecture



FOLLOW @PLANTYOU

\$1.00



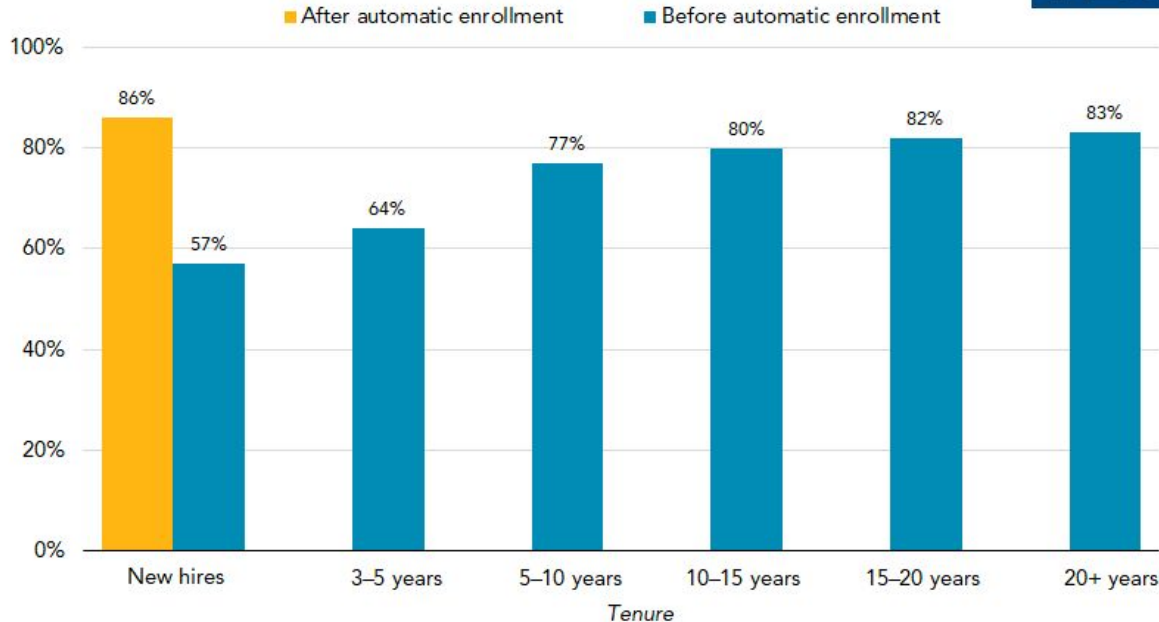
\$5.99

See [here](#) if
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learning more

Opt-out design (Default participation)

FIGURE 1

Participation Rate in 401(k) Plans
Percentage by tenure and automatic enrollment in plans

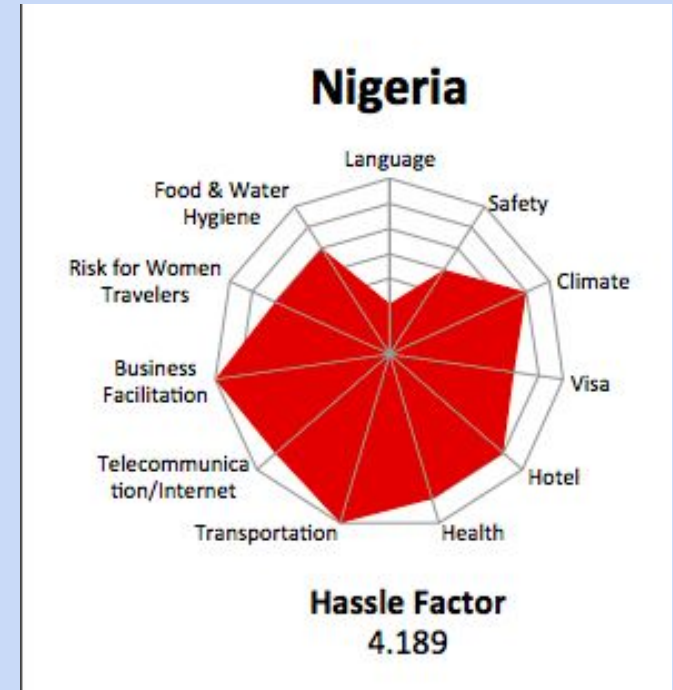
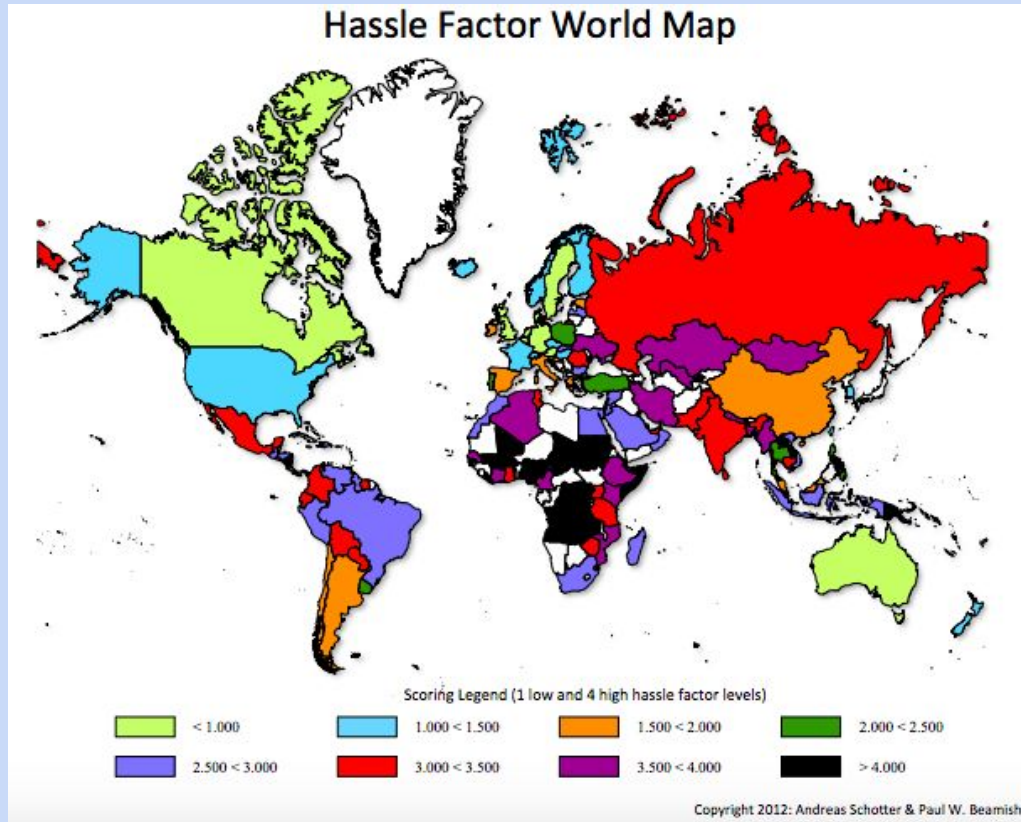


Source: Madrian, Brigitte C. and Dennis F. Shea. 2001. "The Power Of Suggestion: Inertia In 401(k) Participation And Savings Behavior," *Quarterly Journal of Economics*, v116(Nov), 1149-1187.

Hassle Factors (less than a barrier... but still annoying)

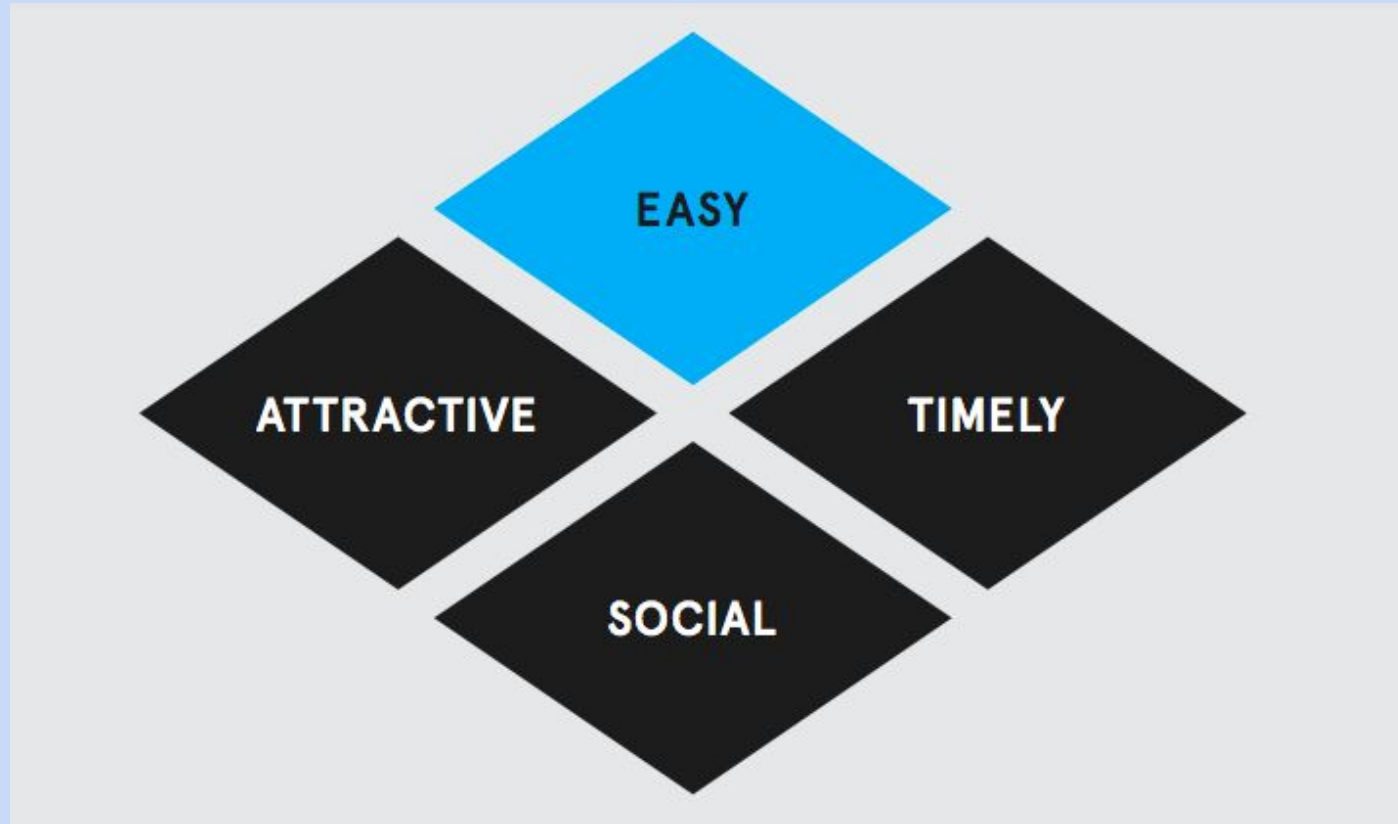


Hassle Factors



[Source here](#)

EAST Framework (Behavioral Insights Team/UK)



Resources (1)

1. Umsizi Fund: [Nudges in Nigeria](#) (case study)
2. [Busara Center](#) for Behavioral Economics (Nairobi Kenya)
3. [Book review of “Nudge”](#) (4 pages, good overview)
4. [Behavioral insights presentation](#) (Recording), C4D NY-HQ Sharepoint, July 8, 2020 (Begins at minute 3:45)

Resources (2)

5. [Behavioral Science PPT](#) (See also: [Ideas42](#))
6. Behavioral Scientist Magazine:
<https://behavioralscientist.org/>
7. Google's Head of Behavioral Science: Why We Do What We Do? (Maya Shankar, see [Video here](#))
8. Many more resources by Googling - Try all three terms: Behavioral... Science/Economics/Insights

Comments/suggestions/questions:

1. Xx
2. xx

Mid program discussion

- What is working (continue doing)
- Suggestions for additions, adaptations, changes, improvements?
- X
- X
- X