

Behavioral Insights

NOR BA'YAH ABDUL KADIR

UNIVERSITI KEBANGSAAN MALAYSIA

What are behavioral insights?

- An inductive approach to policy making that combines insights from psychology, cognitive science, and social science with empirically-tested results to **discover how humans actually make choices** (OECD)
- Behavioral insights refer to psychology, behavioural economics, human-centred design, and systems thinking to **better design, develop and implement public policies** (Victoria State Government, 2019)
- Behavioral Insights refer to an understanding of how people behave in practice thus public policies, programs and services can be **better designed** (BIT, UK)

Why Behavioral Insights are essential?

- To have better understanding of human behavior
- To predict and change human behavior
- To shape certain behaviors for the betterment
- To shape society to perform a desired behavior
- To offer new solutions for public policies

When to apply Behavioral Insights?

- To create the right environment for people to make a decision or take action towards goals
- To encourage a desired behavior, to stop unwanted behavior, and to shape habitual routines
- To improve or design policies or implementation of public policies

Examples of projects by UK BI team

➤ Using simple nudges:

- Including a picture of an unregistered vehicle along with letters to owners of those vehicles as a reminder that their registration is due
- Sending personalised text messages to people with outstanding fines to let them know that the bailiff will be knocking at the door in ten days
- Redesigning prescription forms to make it easier to distinguish between micrograms and milligrams to reduce errors
- Encouraging charitable donations in wills by providing a telephone will writing service
- Encouraging people to join the organ donor register by asking “If you needed an organ transplant, would you have one? If so, please help.”

Behavioral insights apply at workplace

- Ebert and Freibichler using simple nudges to increase productivity. Nudging refers to a method of steering one's behavior intended direction by using subtle shoves. Examples of nudging as follows:
 - by setting the time for meetings lower (30 instead of 60 minutes) and starting the agenda with each employee giving feedback on the circulated documents, productivity and efficiency is increased
 - task efficiency can be improved through providing a framework for “deep work” and concentration, for example through introducing a “no-meeting” day

Where to apply Behavioral Insights

- Regular exercise
- Healthy diet
- Oral health
- Child accident prevention
- Road accident prevention
- Crime prevention
- Green environment
- Urban farming
- Teens suicidal prevention
- Reduce mental health stigma
- Create happy workers