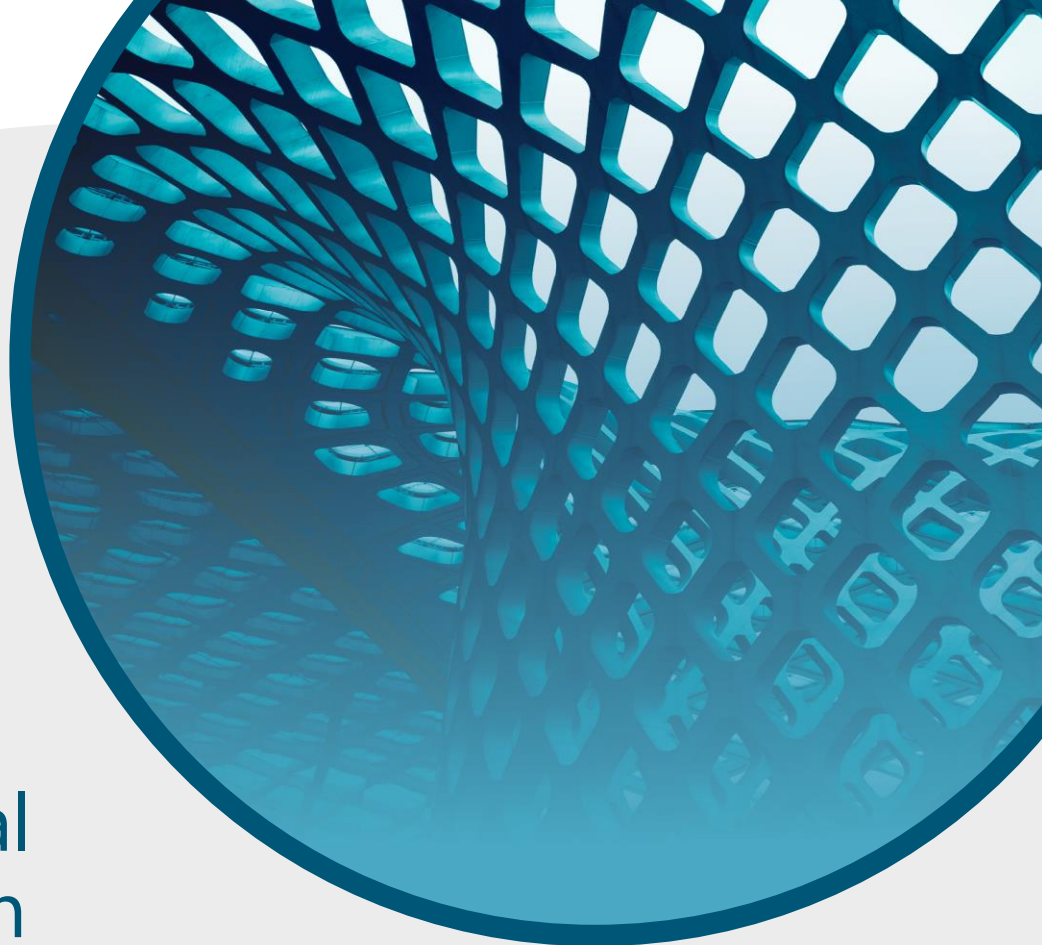




Integrating Behavioural Insights into Evaluation

Georgia Marett, ARTD and Jack Cassidy, ARTD



Agenda

Brief introduction to behavioural economics and behavioural insights

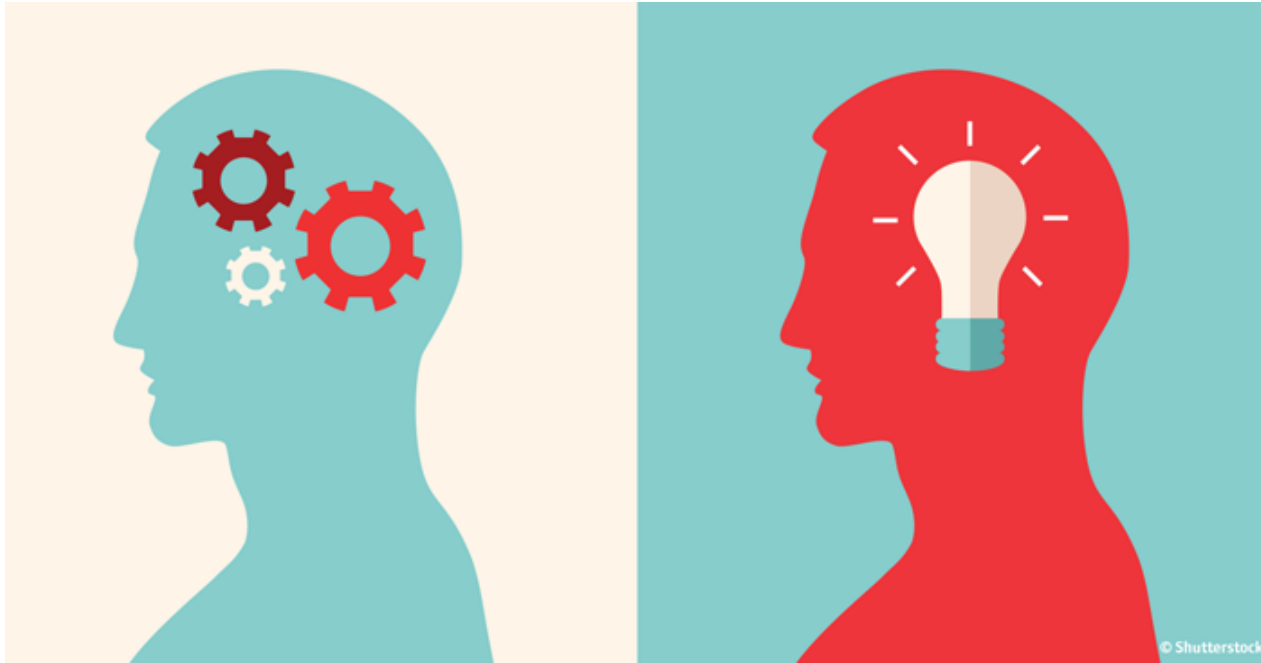
BI and program design

Evaluating BI-informed programs

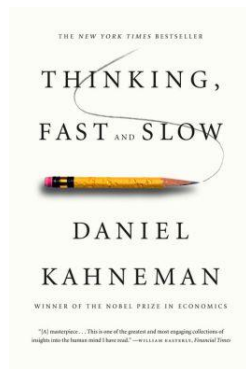
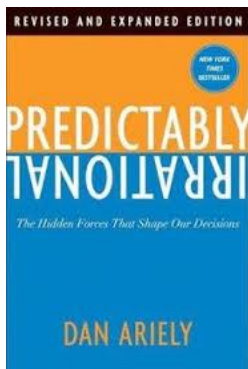
Using BI in evaluation

Q&A

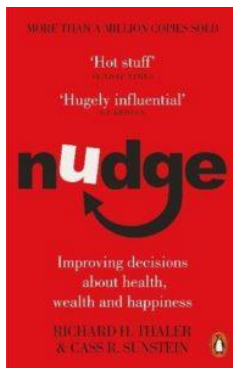
Key message



Major findings and theories of behavioural economics



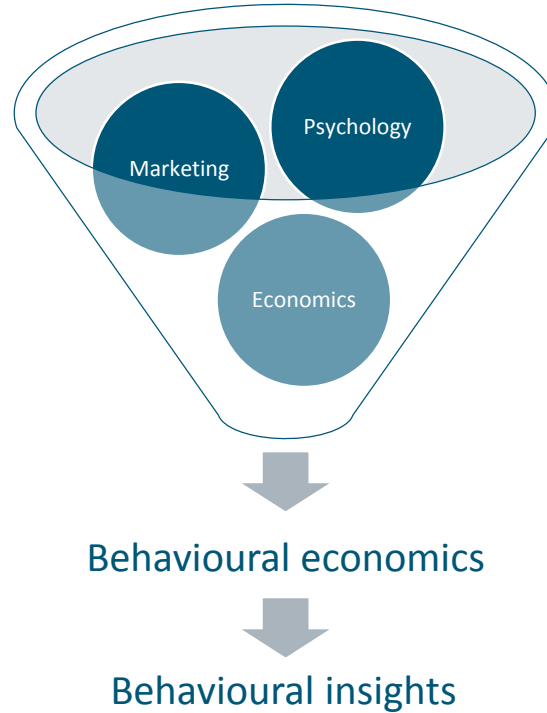
- Loss aversion
- Social norms
- Commitment devices
- Defaults
- Framing effects



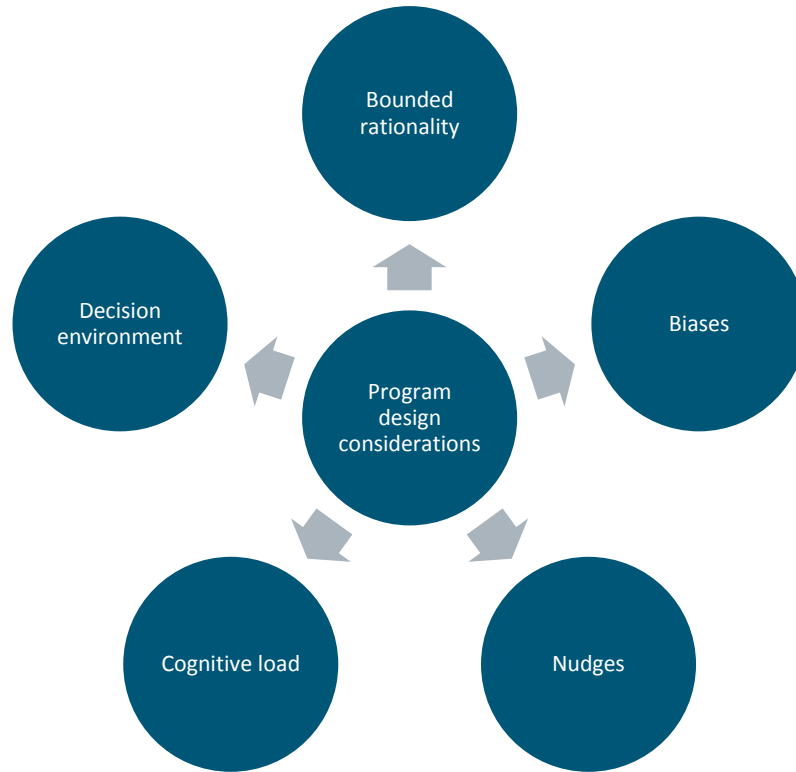
Nudges:

- Reusing towels in hotels
- Organ donation opt-out

How did we get here?



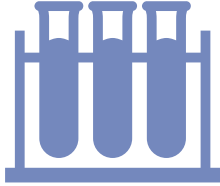
BI and program design



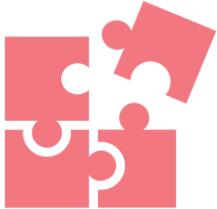
BI-informed programs and interventions

- Have successfully increased engagement with government services
- Employment policy
- More complex areas, such as DFV

Evaluating BI

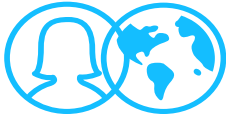


- Methods
 - RCTs are standard practice in BI



- How does the BI component fit in?
 - One component of a complex program
 - One of a number of factors encouraging the desired behaviour.

Evaluating BI

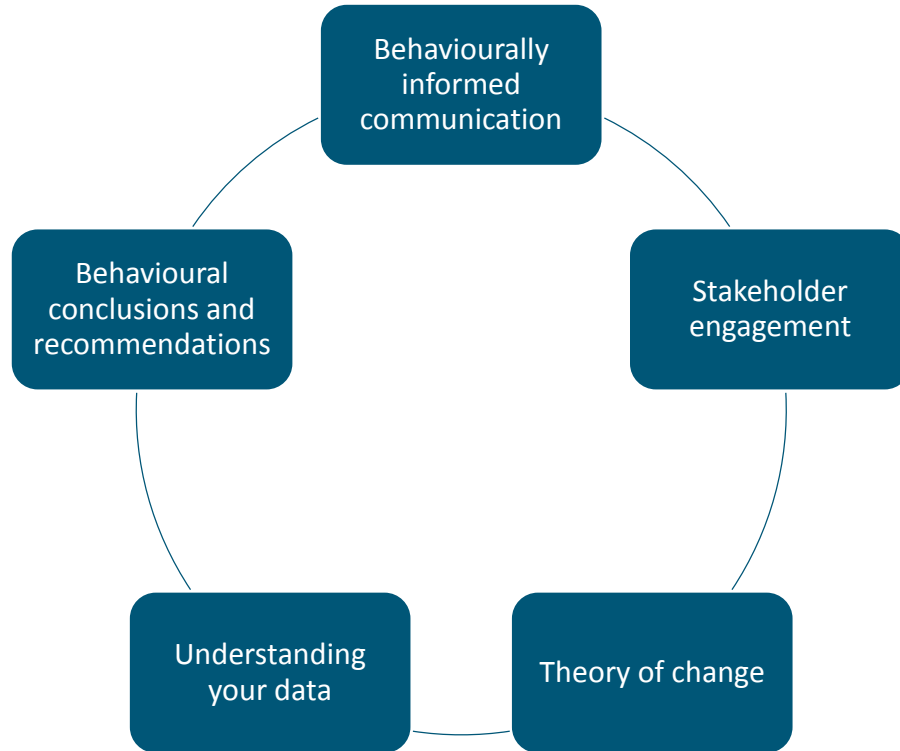


- What kind of nudge was used?
 - Type 1 – help people to act in their own self-interest
 - Type 2 – encourage people to engage in prosocial behaviour

- The case for nudging
 - Ethical considerations are important
 - Cass Sunstein: *The Ethics of Influence*

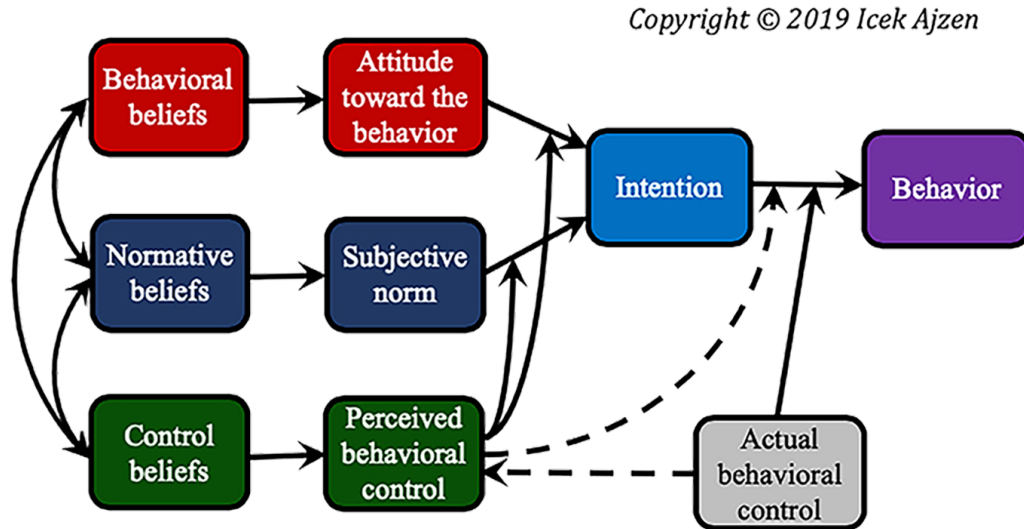


How to use BI in an evaluation



Evaluating behaviour change

Theory of Planned Behaviour



Ajzen, I. (1985). *From intentions to actions: A theory of planned behavior*.

Implications of BI for evaluation

- The need for behavioural economics-literate evaluators
- The impact of behavioural insights teams ('nudge units')
- BI can inform the everyday practice of evaluation