

Considering Cultural Dimensions

A cultural framework for behavioural science applications

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OUTLINE

1

The Problem

The lack of cross-cultural BeS applicability

2

Short-term Solution

Binary framework that considers cultural differences to guide what will make stronger/weaker BeS interventions

3

Long-term Ideology

Ethical Relativism & Empowering cultures to develop BeS as they see fit

4

Questions?

Ask questions

What does culture mean to you?

“A set of shared values, beliefs and practices that are influenced by the environment and transmitted to others”

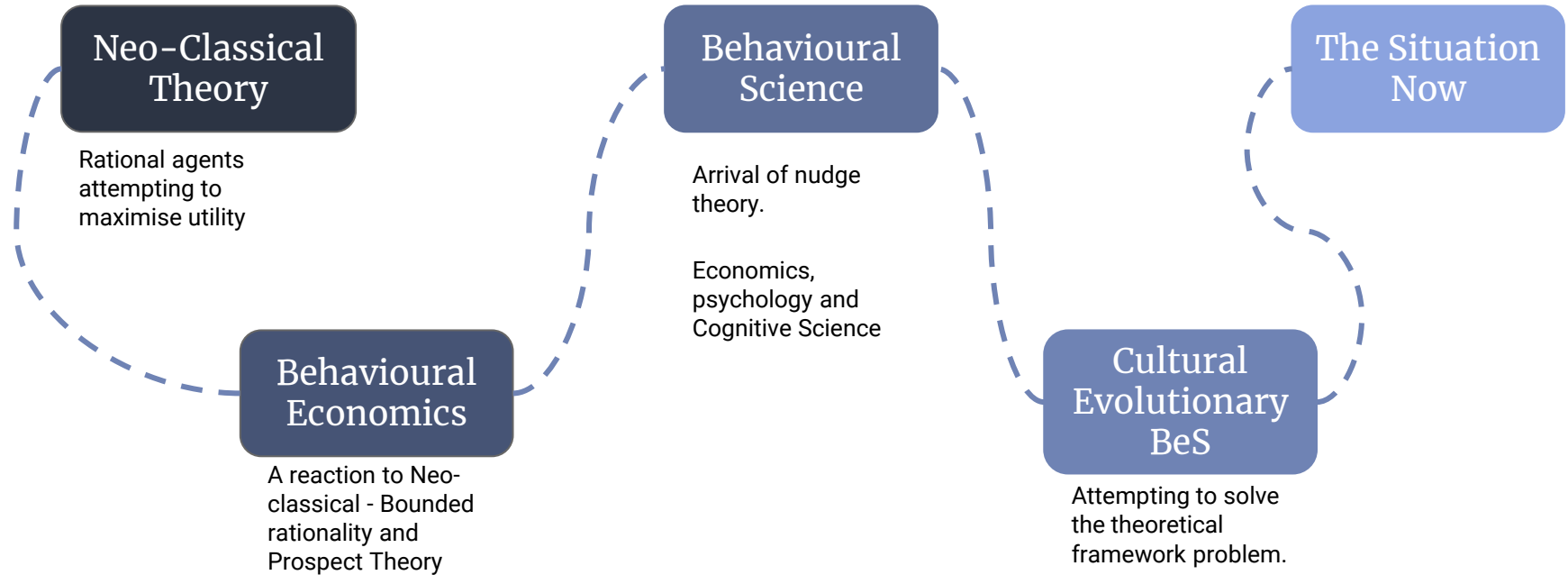
***(Kitayama & Cohen, 2007,
Markus & Hamedani,
2007)***



Culture like language
requires translation in
order to be
understood in terms
of another culture

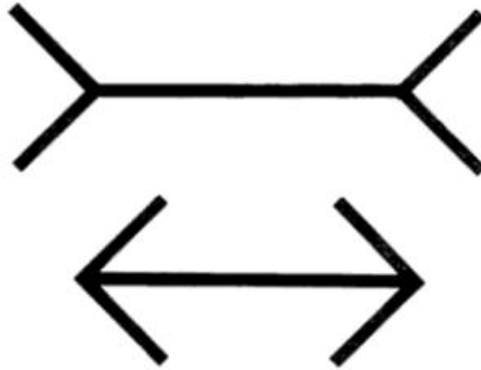
Culture is characterised by individual private thoughts (beliefs) and public behaviours (practices) if they are (1) affected by environment, (2) shared by a group and (3) transmitted to new members.

Behavioural Science Evolution



The Problem: Cross-cultural differences in perception

American undergraduates V San forager tribe in the Kalahari desert



The Müller-Lyer illusion

The success of "Nudge" is fundamentally WEIRD (Halonen, 2022)

Situated Action

CONTEXTUAL INPUTS

Culture
(Language & norms)

Experience

Background



**THE
DECISION-
MAKER**

INPUTS FOR VISIBLE BEHAVIOUR

Biases

Heuristics

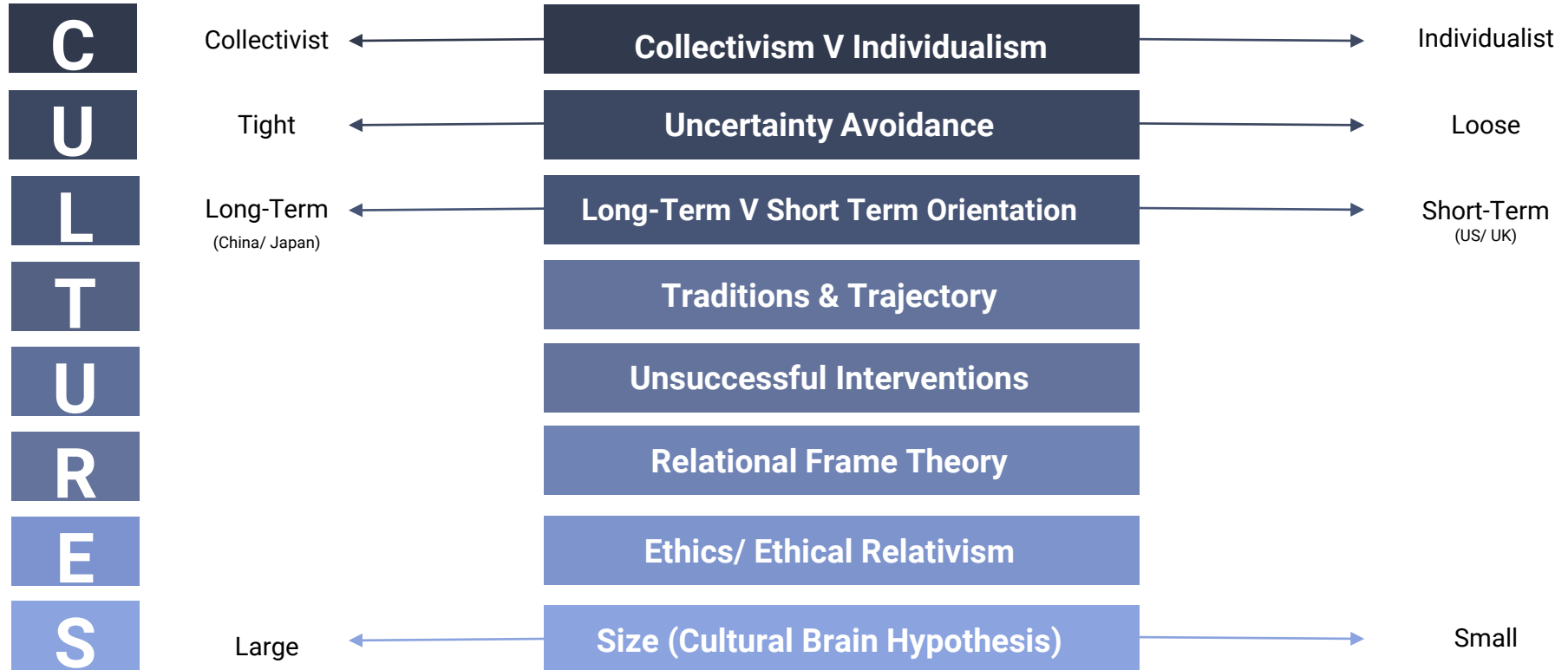
**Choice
Architecture**



**OBSERVED
BEHAVIOUR**

CULTURES: A BeS-Cultural Intelligence Scale

A Scale for Behavioural Scientists to consider in coming up with BeS applications



Long-Term Ideology: A Cultural Relativist Approach

01

BS is fundamentally WEIRD

- BS is a western discipline (Econ, psychology, social science)
- Our database draws from an extremely narrow slice of human diversity (American Undergrads)
- We assume that these findings generalise to other populations



ANSWER: A DECOLONIAL APPROACH TO BS

LONGER TERM HORIZONS - As a discipline we should offering to teach other (non-WEIRD) cultures the tools from behavioural science and allow them to develop the discipline as they see fit within their own culture. Otherwise it is just another example of imperialism and the 'white saviour'.

BENEFITS: (1) Diversity (2) Decoloniality (3) Respect and reciprocity

Questions?

