



Behavioral science and policy

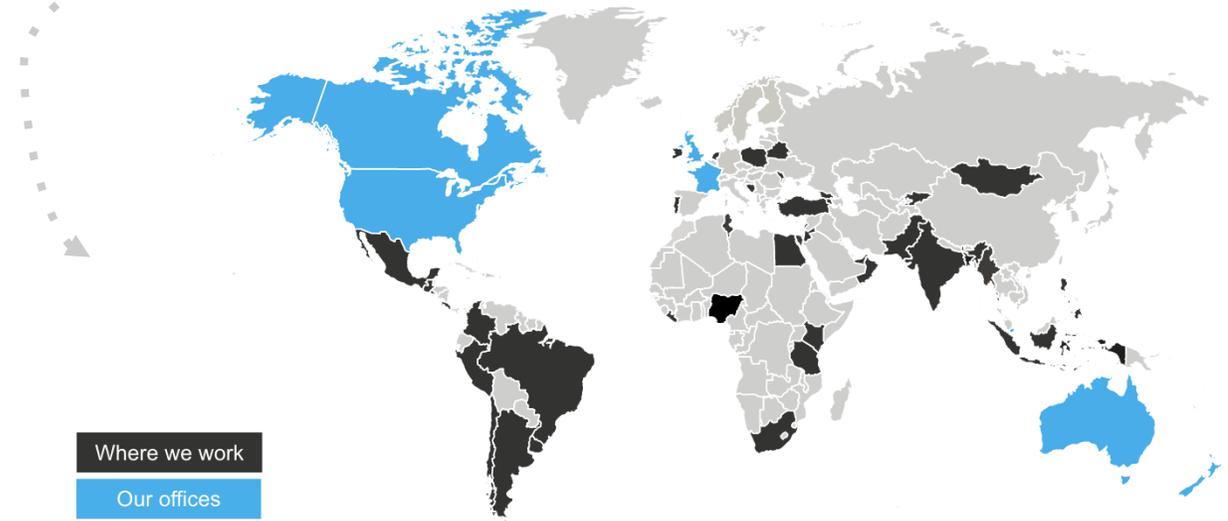
Michael Hallsworth, PhD



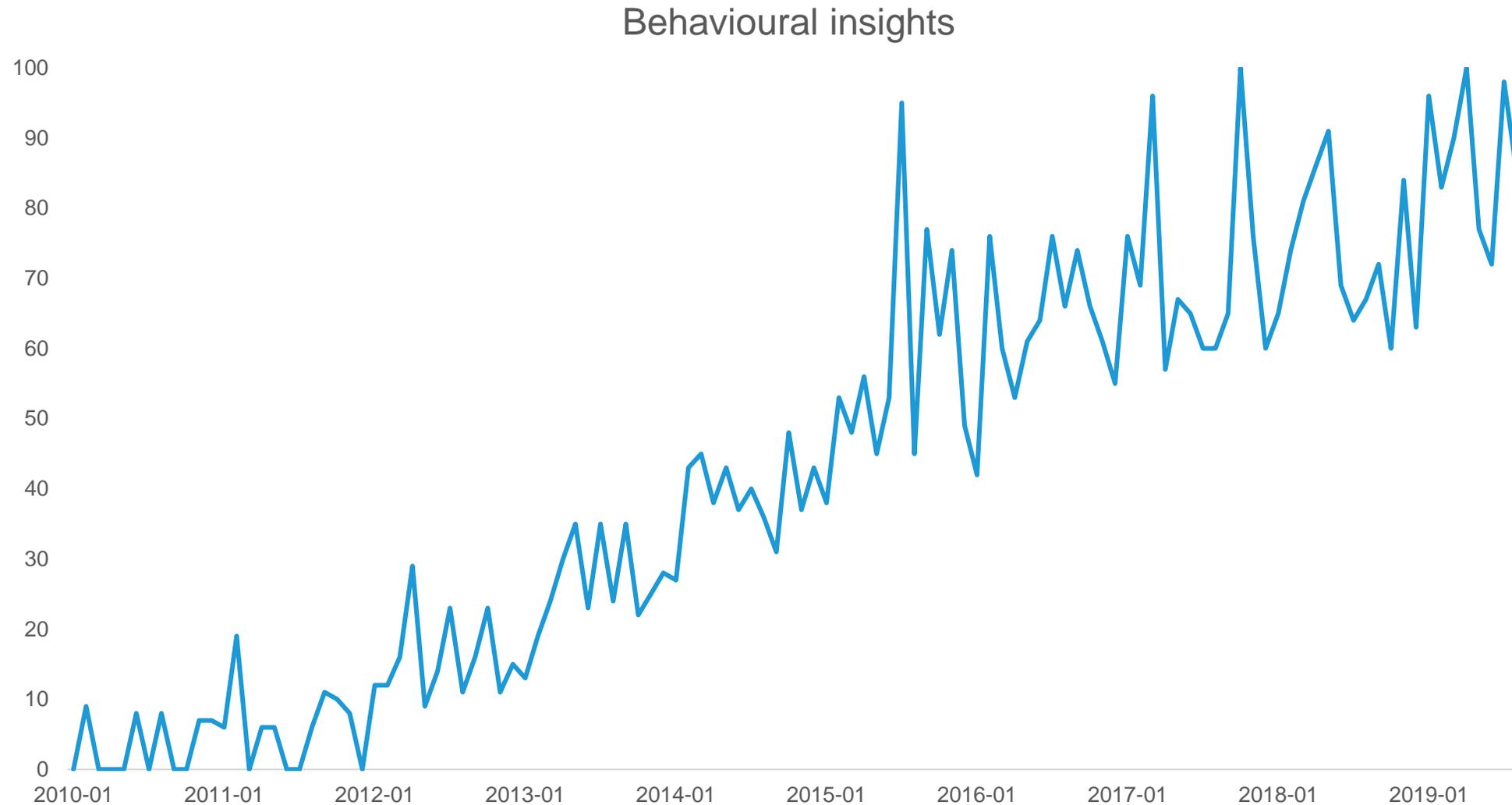
Introduction to BIT



- **2010:** Founded in UK Cabinet Office the world's first government institution dedicated to the application of behavioral insights
- **2021:** Social purpose company with 200 staff in offices in London, NYC, Sydney, Singapore, Toronto, Wellington, Paris.
- We help organizations to **apply findings** from behavioral science, **design interventions** that tackle their challenges, and **evaluate the results**



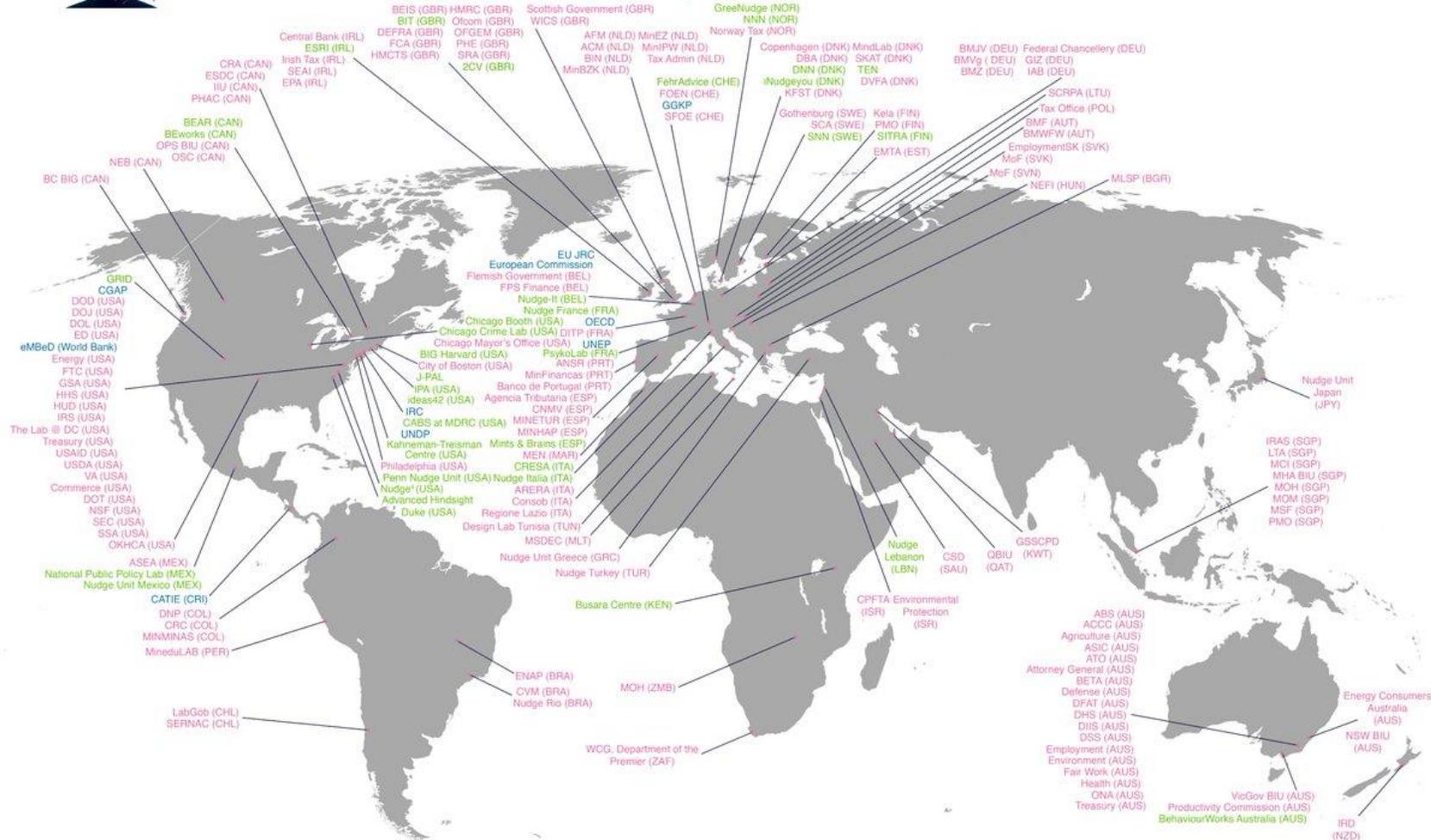
People are interested in “behavioral insights”...



... all around the world

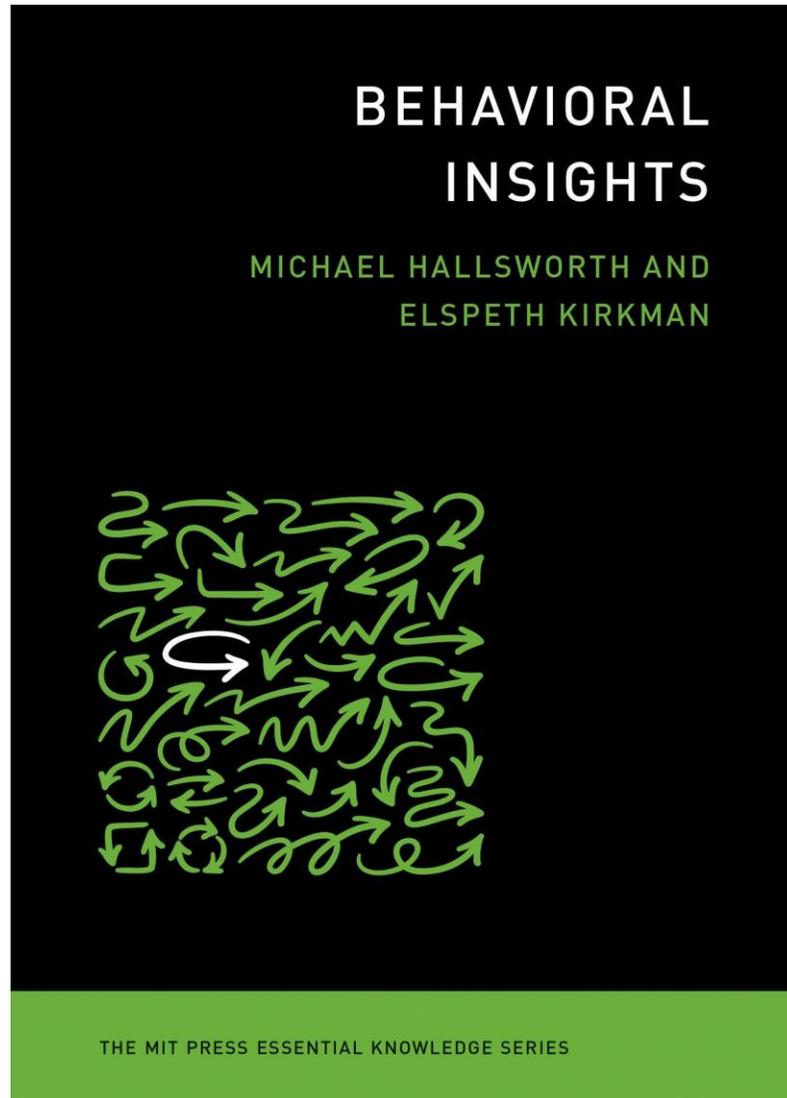


Behavioural Insights and Public Policy Institutions applying BI to public policy around the world



Institutions inside government Institutions outside government Multi-national organisations

Out now from MIT Press



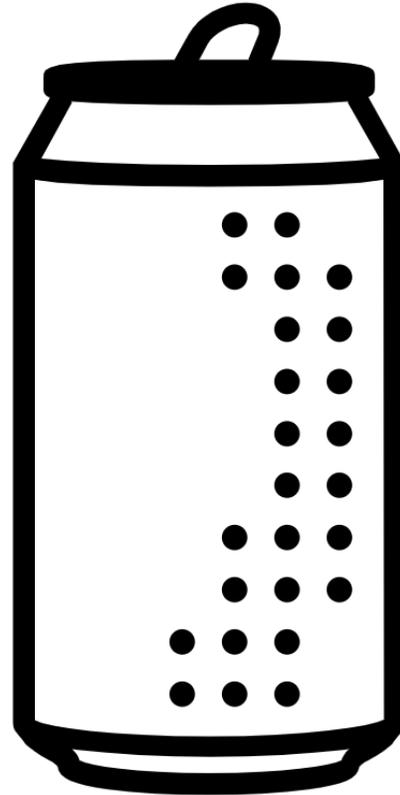
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1. Behavioral science as a lens through which we see all government action
2. Nudge+, boost, as part of the range of options offered by behavioral science

Behavioral Insights and policy making

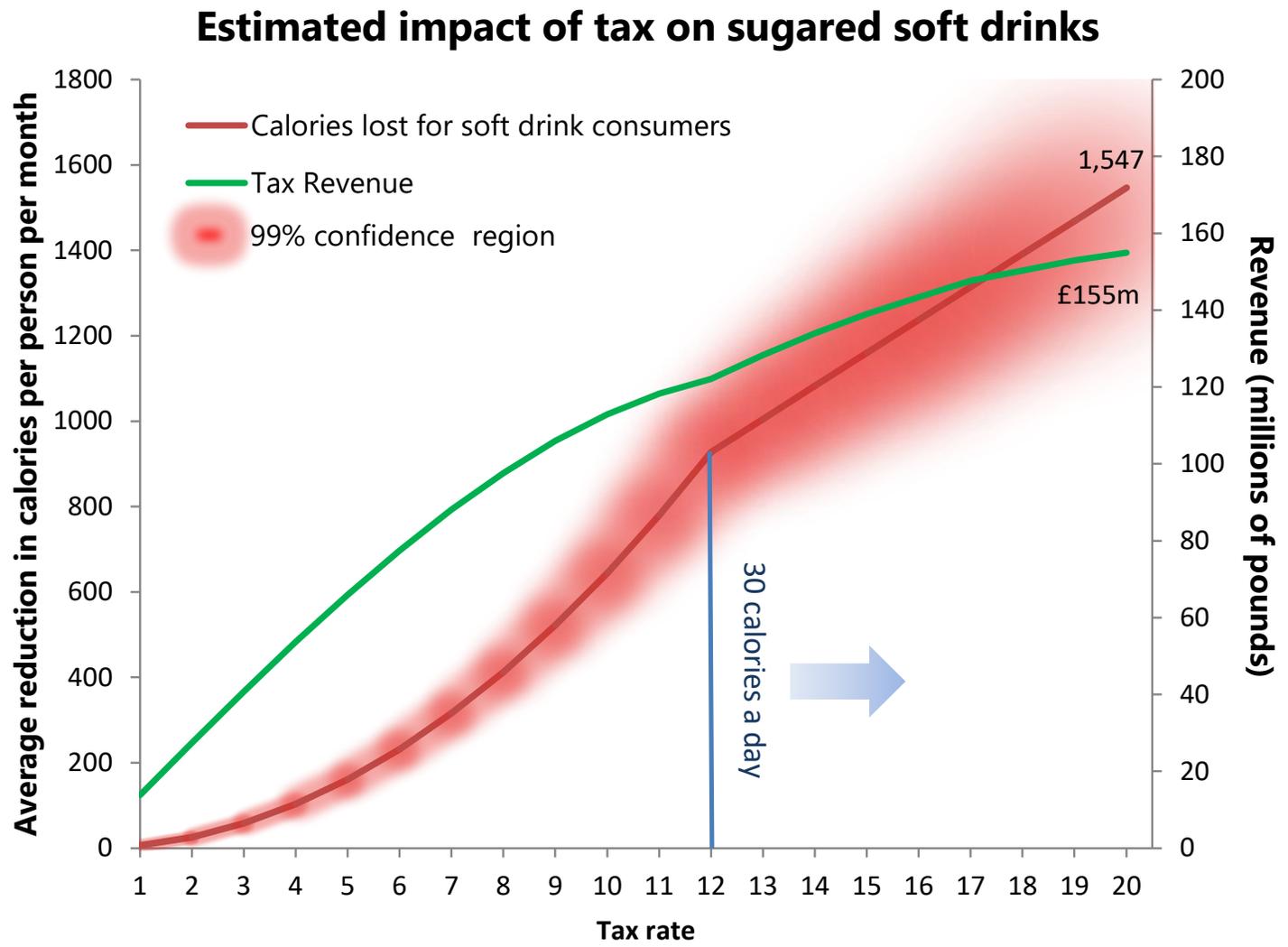


What can these “insights” offer for policy making?





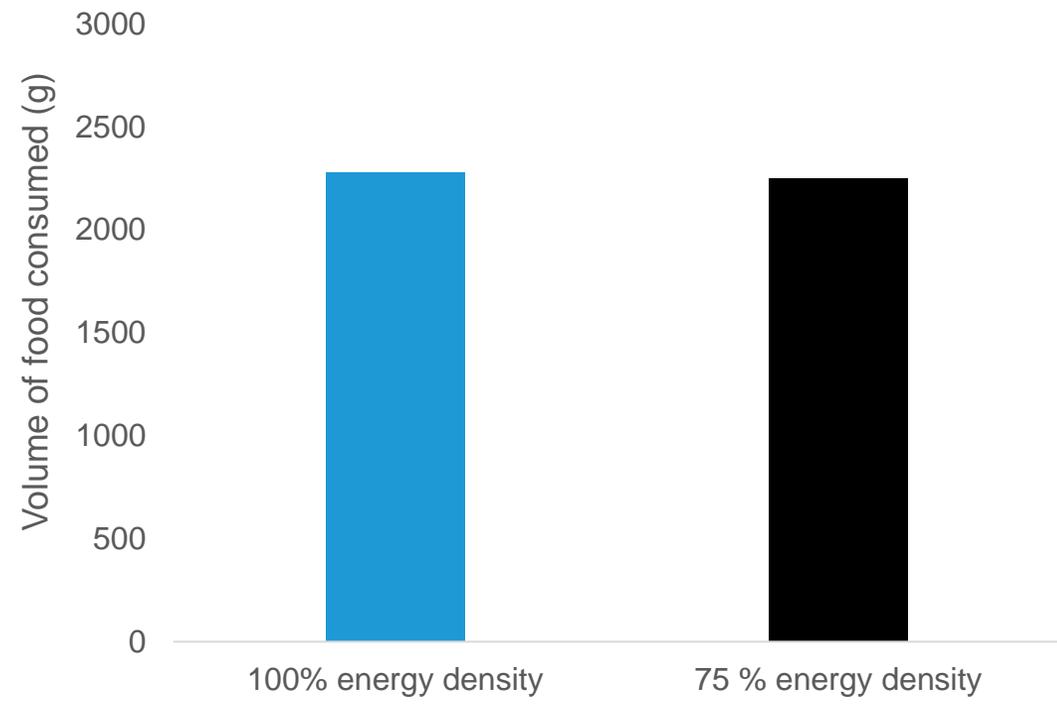
Instead of focusing on shifting consumer choices...



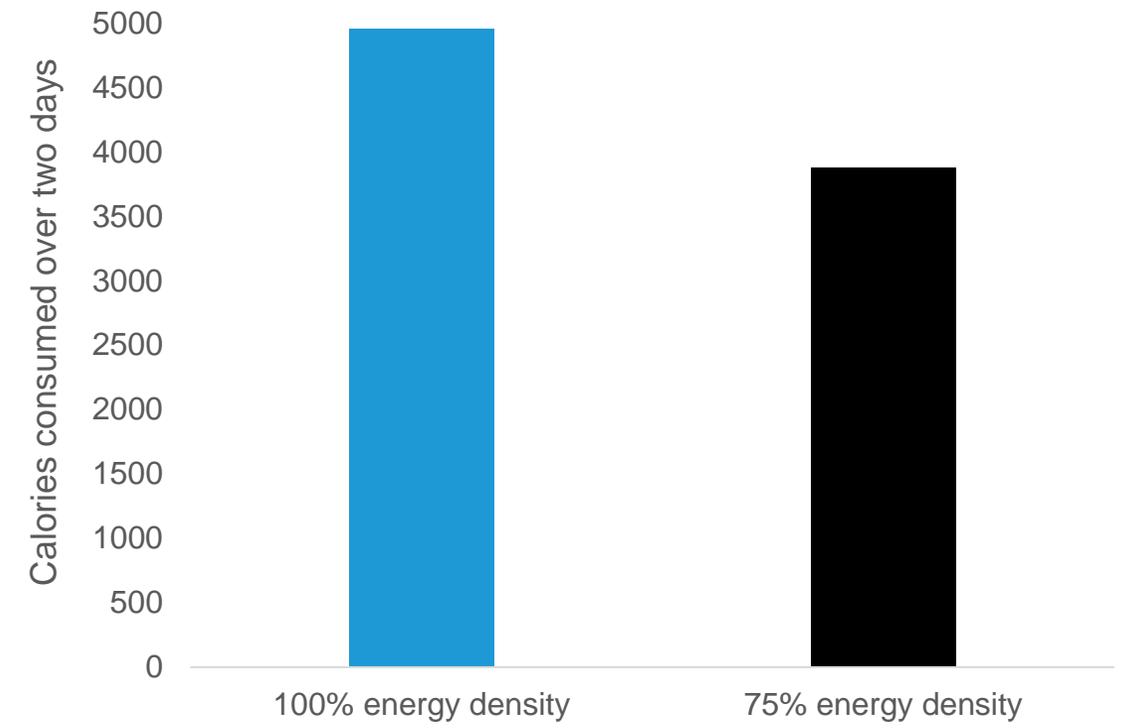


...focus on reformulation...

Affect of reformulation on volume of food consumed



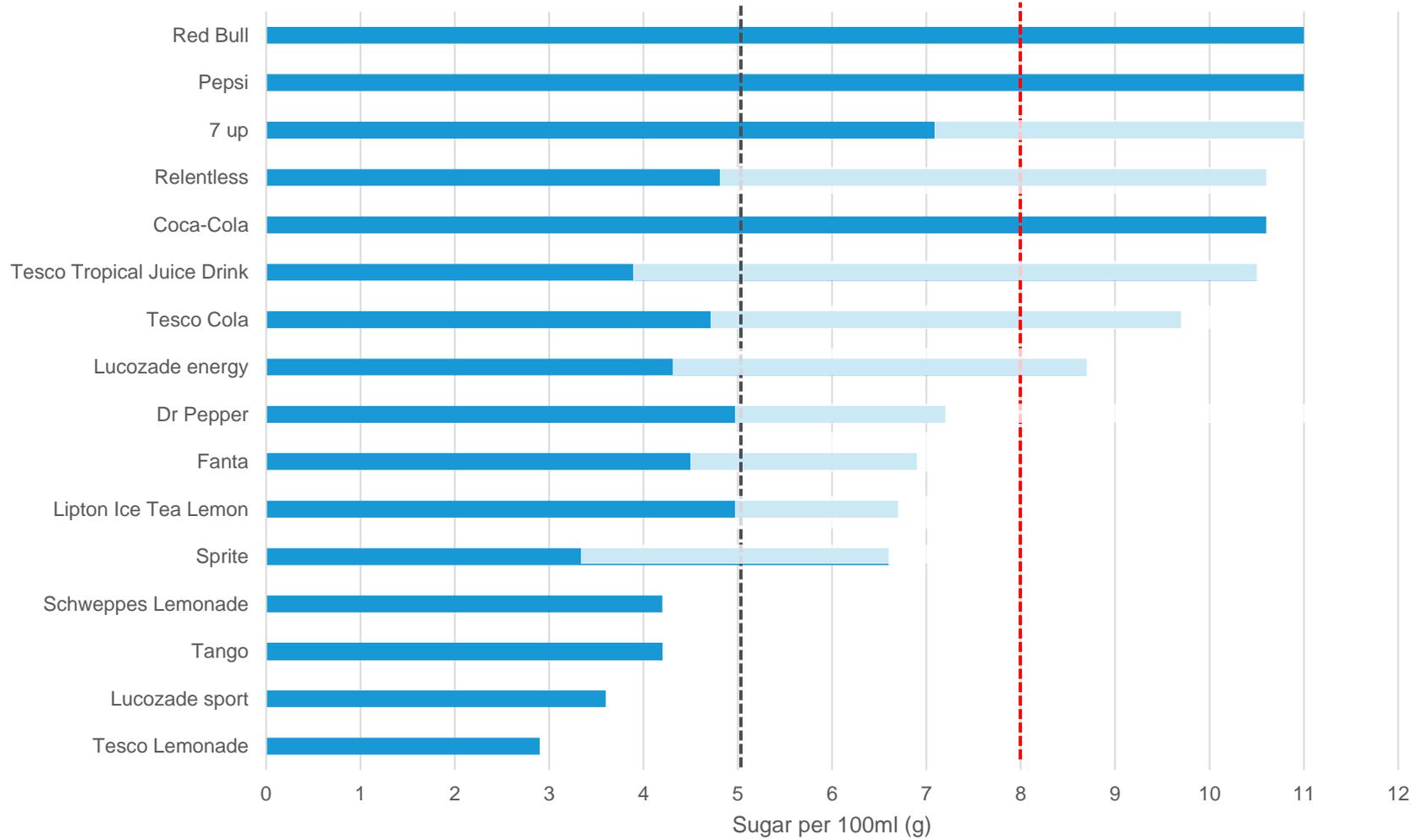
Affect of reformulation on calories consumed



Rolls, B. J., Roe, L. S., & Meengs, J. S. (2006). Reductions in portion size and energy density of foods are additive and lead to sustained decreases in energy intake. *The American Journal of Clinical Nutrition*, 83(1), 11-17.

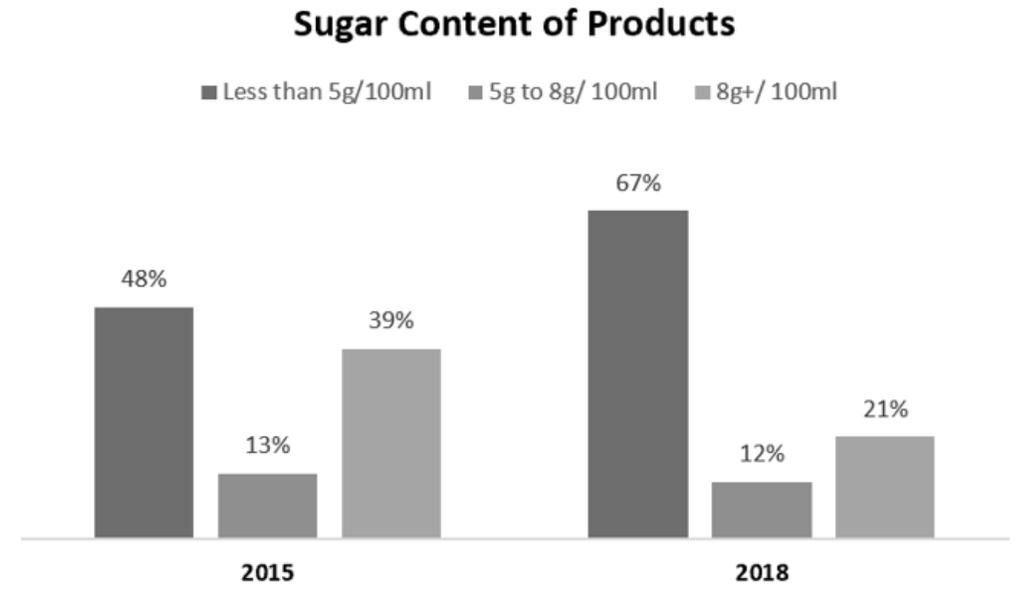
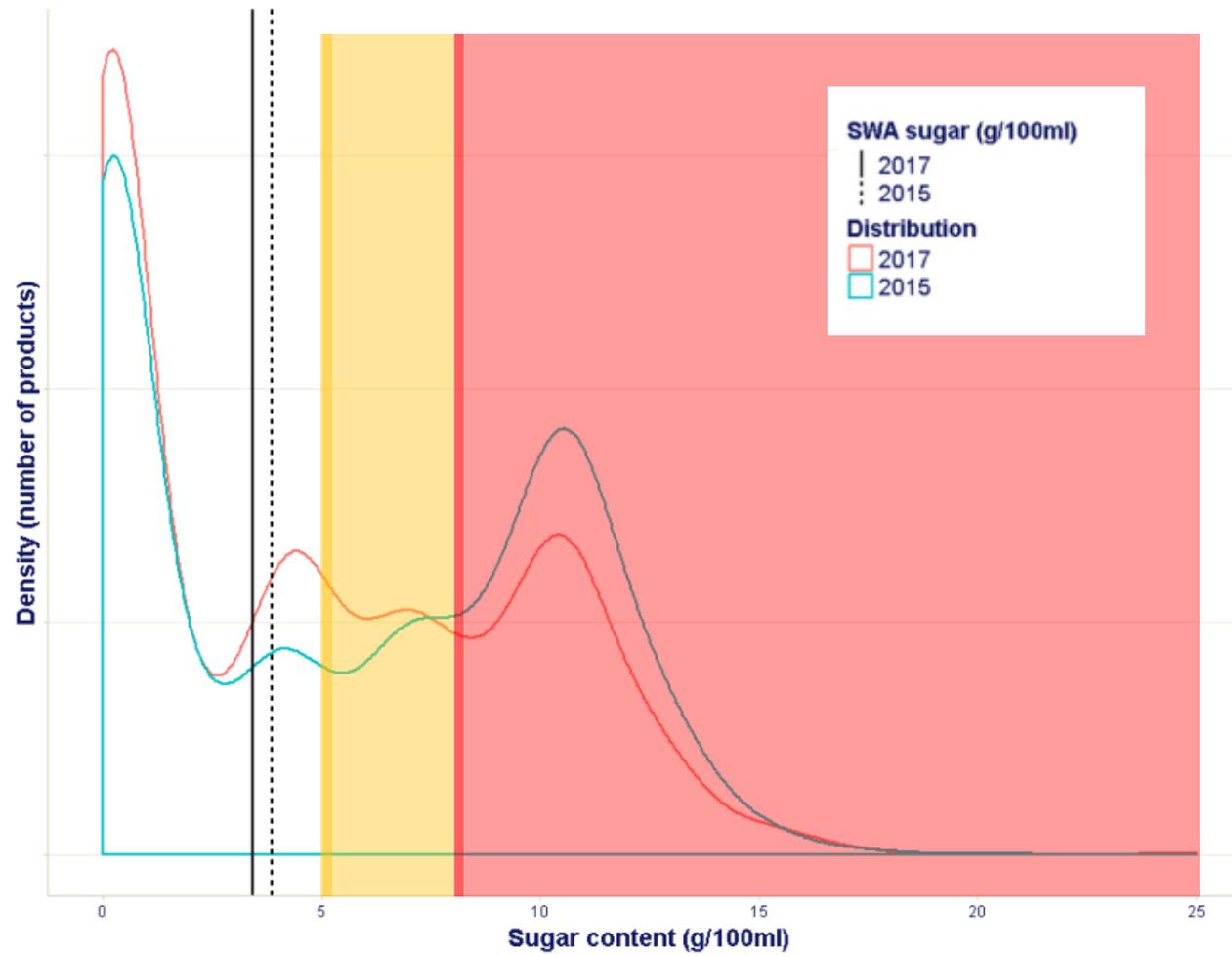


... by influencing the behavior of corporate actors





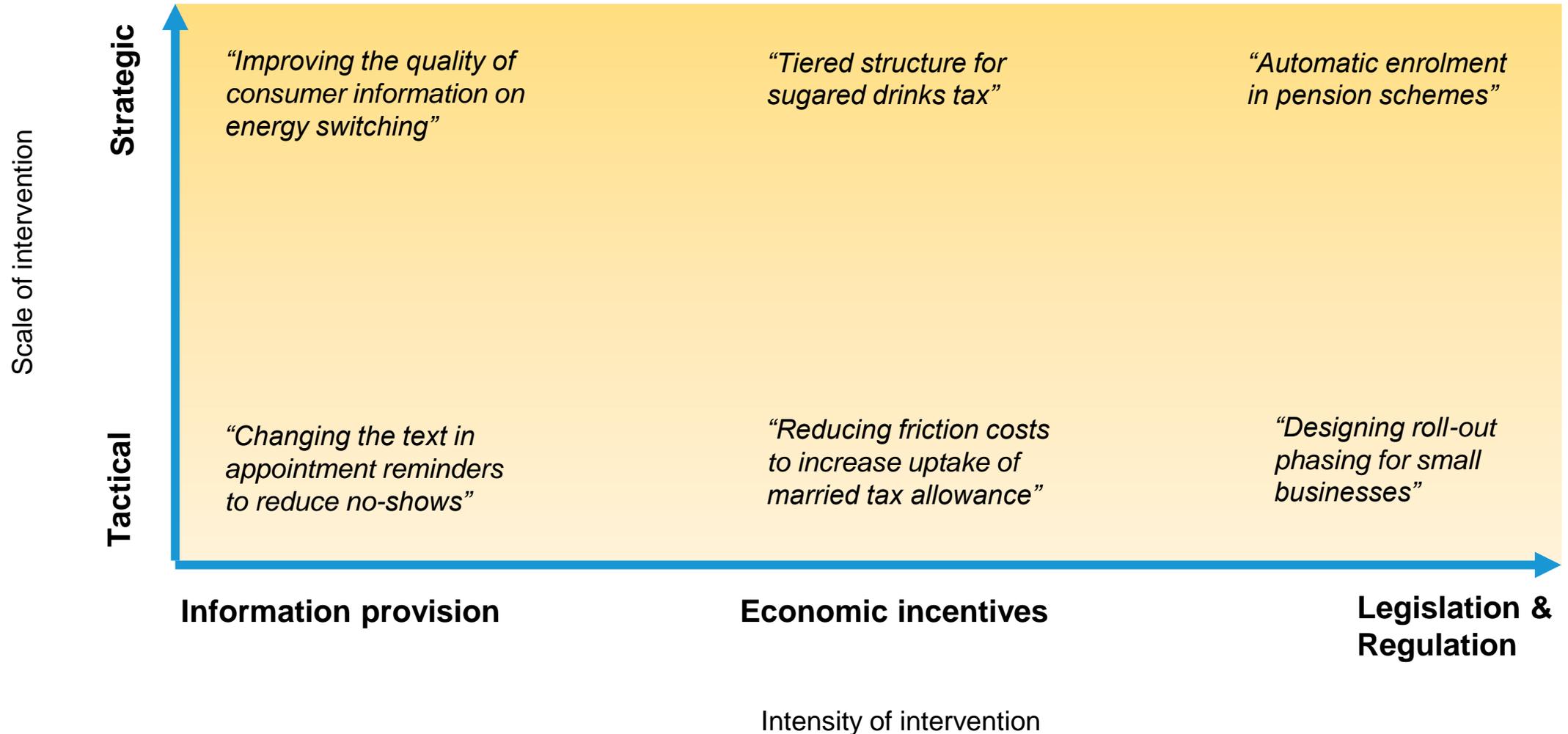
Thereby gearing the market more towards health



Bandy, L. K., Scarborough, P., Harrington, R. A., Rayner, M., & Jebb, S. A. (2020). Reductions in sugar sales from soft drinks in the UK from 2015 to 2018. *BMC Medicine*, 18(1), 1-10.

Pell, et al. (2021). Changes in soft drinks purchased by British households associated with the UK soft drinks industry levy: controlled interrupted time series analysis. *British Medical Journal*, 372.

Behavioral insights: three core features



Behavioral science as a lens for policy making

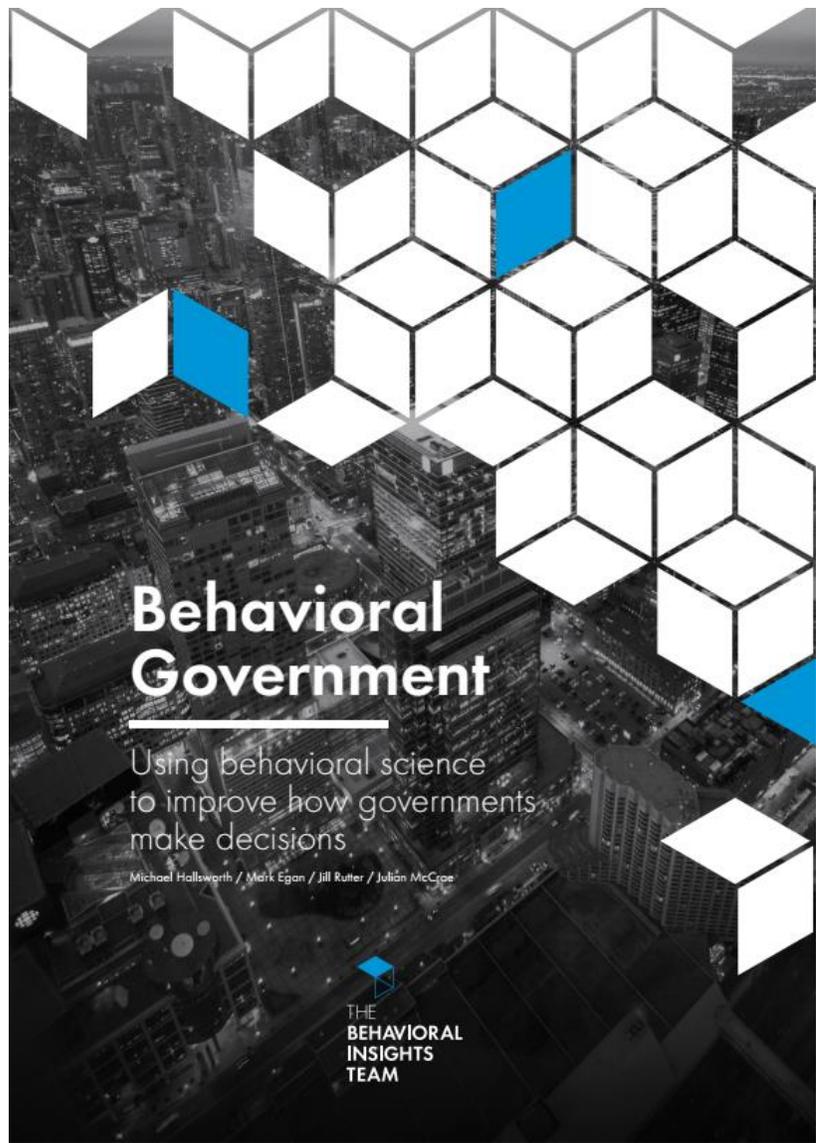


- Introduce new options
- Enhance existing options
- Reassess current activity





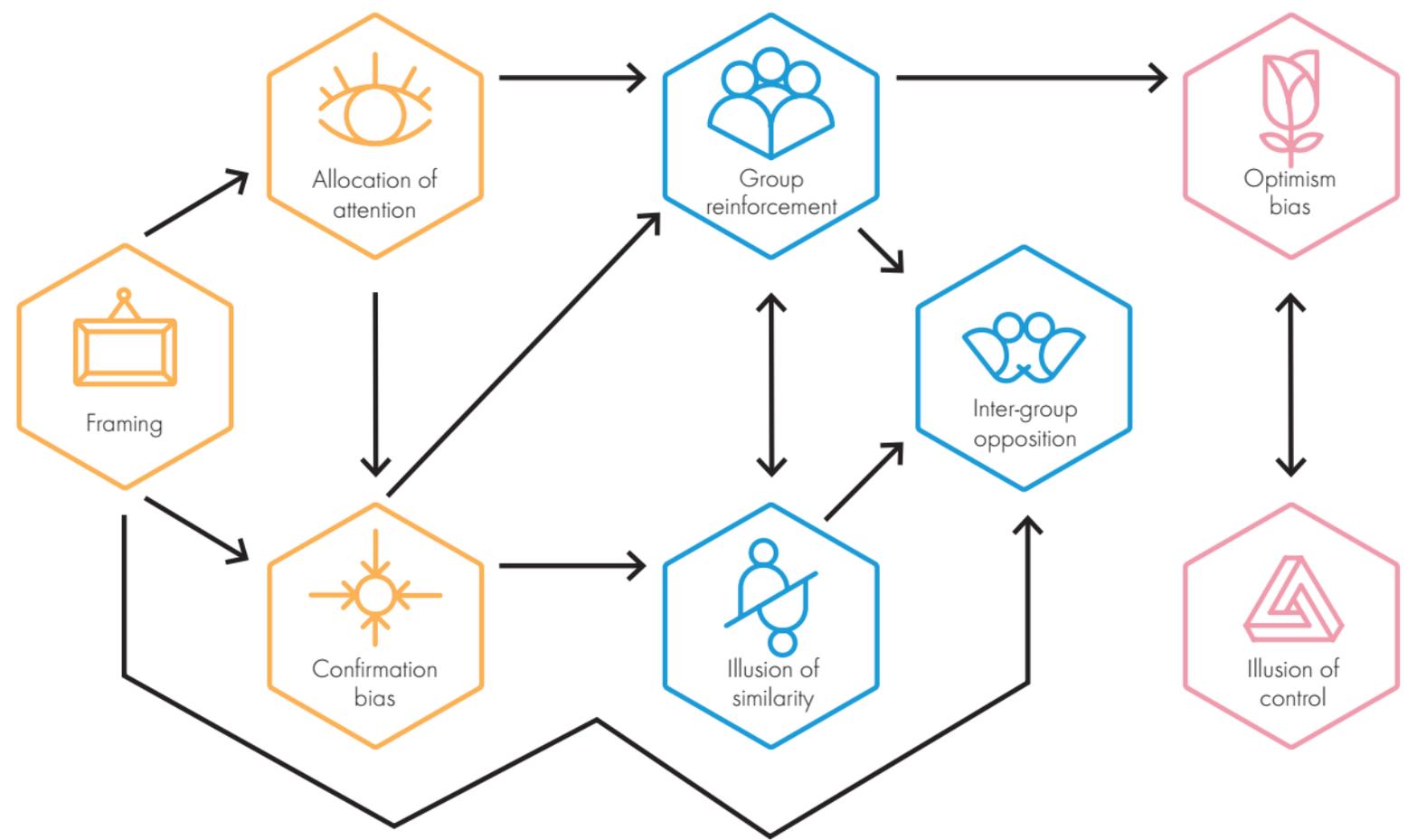
“Behavioral Government”



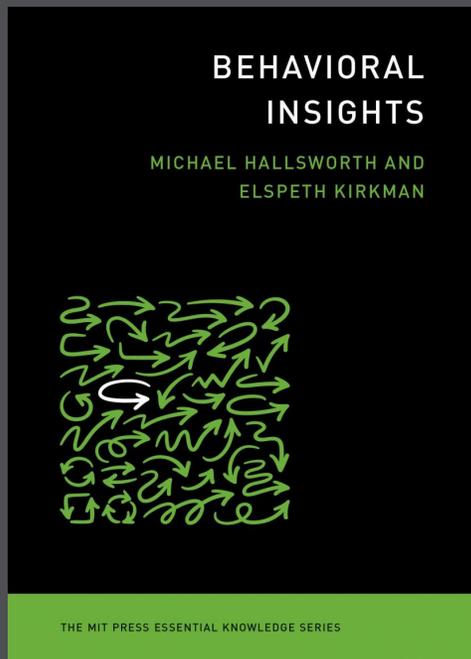
Noticing

Deliberating

Executing



1. When to nudge, when to boost?
2. When do they overlap?
3. Difficulty of apprehending non-conscious behavior
4. What are people's "true" intentions?
5. Learning costs
6. Wider contribution to democracy



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