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presents

# Behavioural Transformations in the 21st century:

Novel ways to make behavioural public policy more effective

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#ThinkAboutIt  @Behavioural21



# Behavioural Transformations in the 21<sup>st</sup> Century

Novel ways to make behavioural public policy more effective

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@SanchayanBanerj



## My two brightest stars who've been in action ever since!



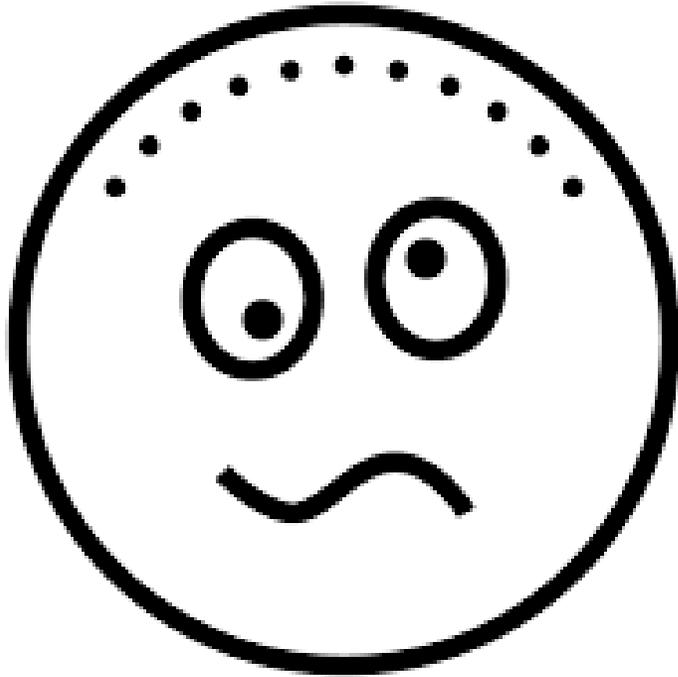
**Bea Thompson** is a masters student at LSE studying Local Economic Development. She completed her BA in History, Politics, and Economics at UCL's School of Slavonic and East European Studies, and has previously worked as a researcher in a variety of sectors including law, security, and international politics.



**Yara Fathi** is final year undergrad student at SOAS studying Development and Middle Eastern Studies. Inspired by her study abroad in Jordan and her continuous involvement in refugee work, Yara is particularly drawn to the socio-political history of the Middle East, which was also the focus of her bachelor thesis.



# NOT EVERYTHING IS A NUDGE!



boosts  
system 2 nudge  
shoves  
thinks  
sludge  
nudge  
informative tools  
nudge plus  
budies  
campaigns

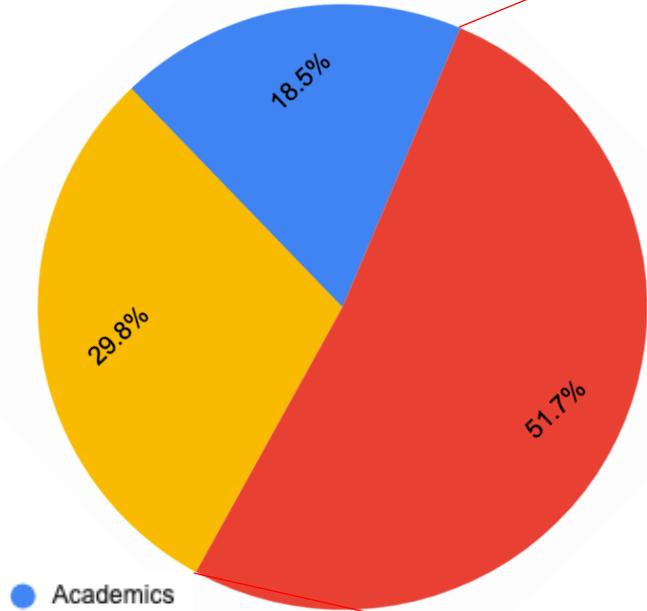


Impacting business and policy worldwide

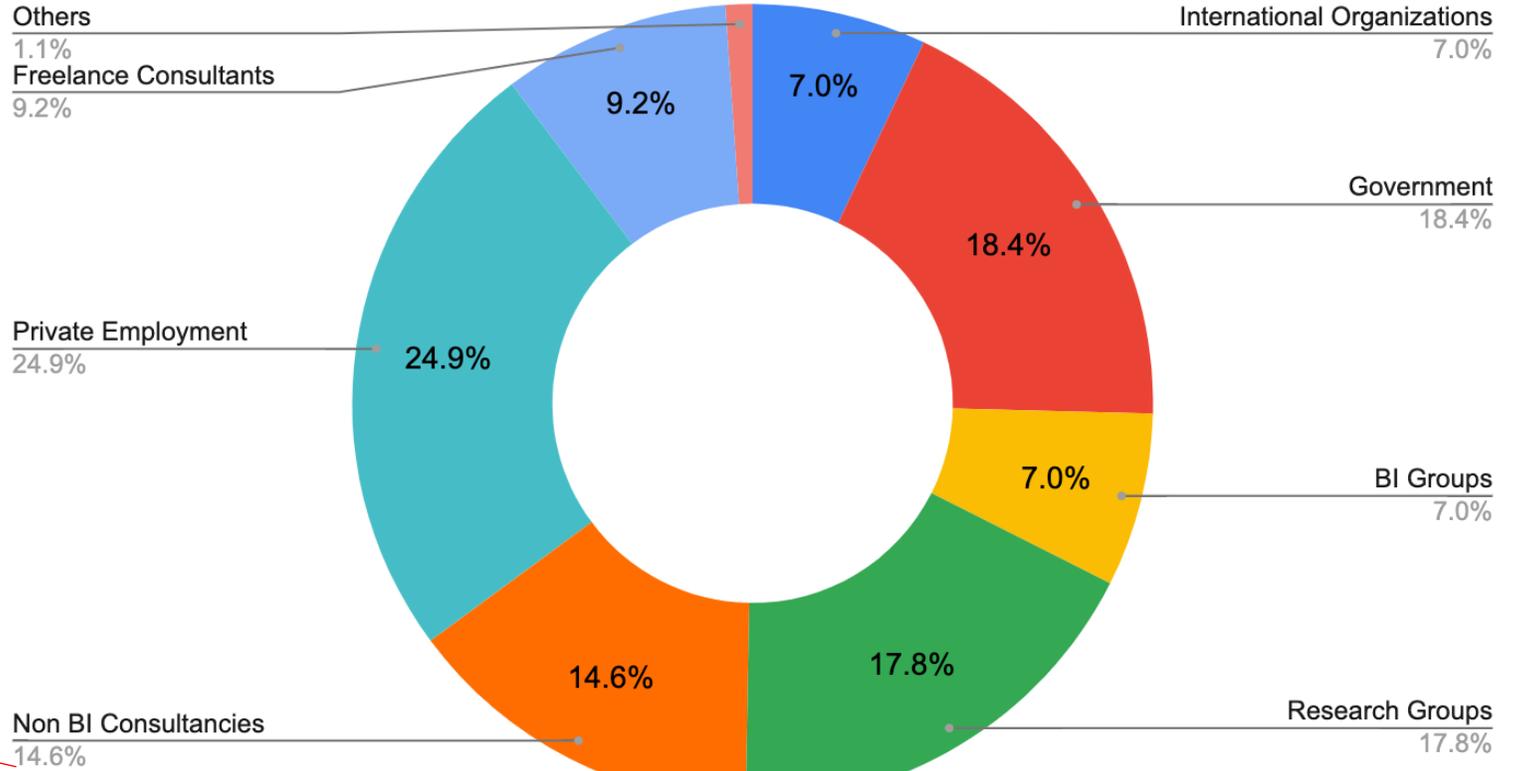




### Outreach of the Outreach!



- Academics
- Practitioners
- Students





# Session 1

Keynotes



## PLENARY 1: BOOSTS

Ralph Hertwig is the Director of the Centre of Adaptive Rationality at the Max Planck Institute of Human Development.

**PROF. RALPH HERTWIG**



## PLENARY 2: THINKS

Liz Richardson is a Professor of Public Administration at the University of Manchester. Her research centres on citizen participation.

 **PROF. LIZ RICHARDSON**



## PLENARY 3: NUDGE+

Peter John is the head of King's College London's School of Politics and Economics. He is the leading Nudge+ researcher.

 **PROF. PETER JOHN**



## PLENARY 4: BEHAVIOURAL INSIGHTS

Zeina Afif is a Senior Social Scientist at the eMBed Unit, World Bank working to improve access to public services and programs.

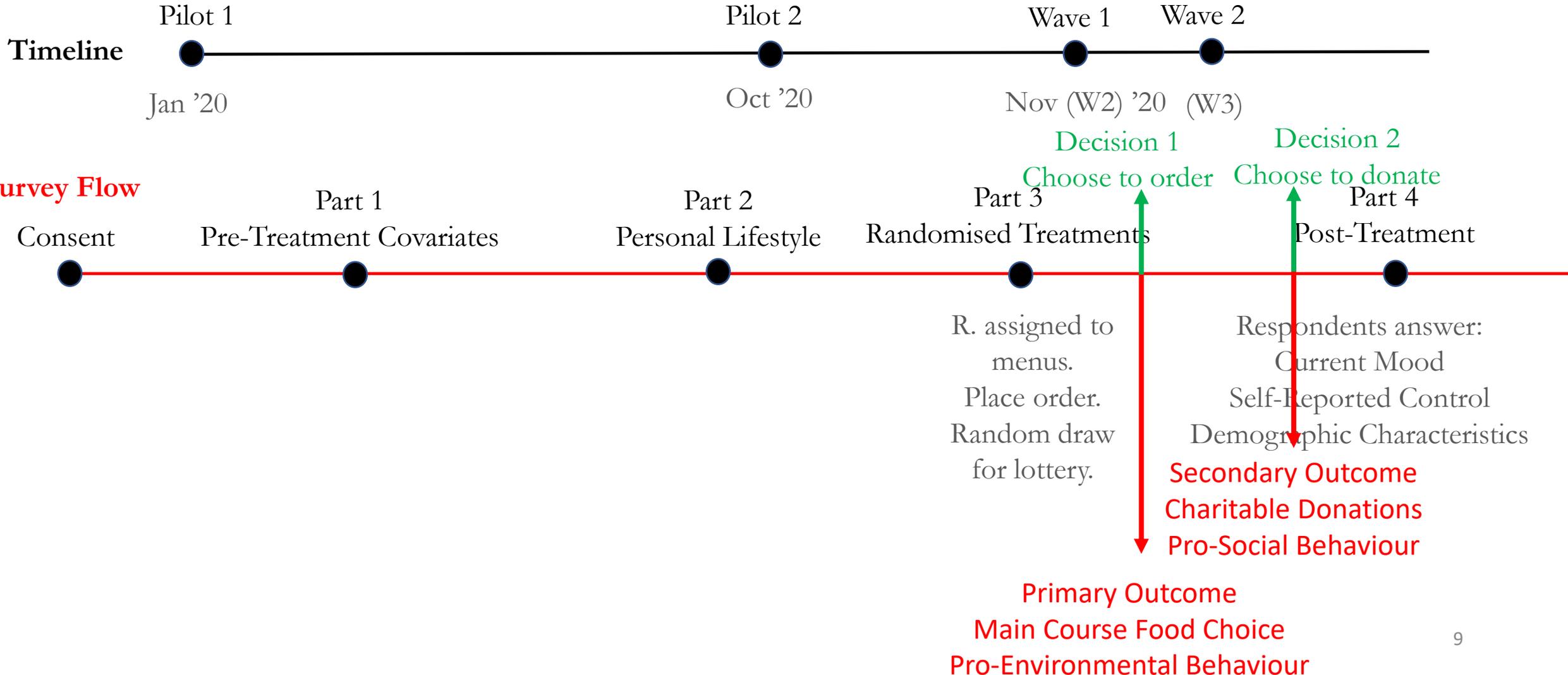
 **MS. ZEINA AFIF**



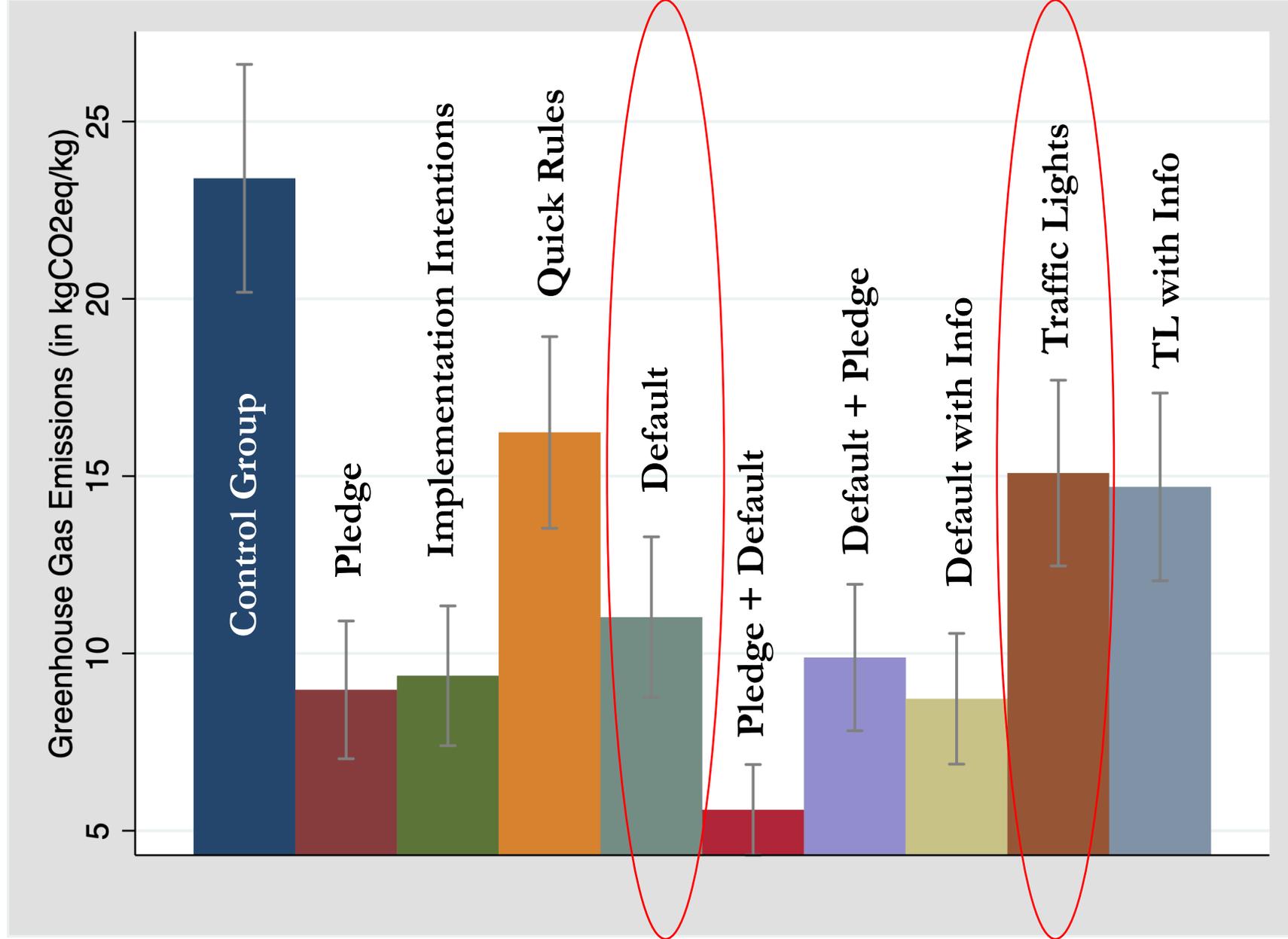
# THE EXPERIMENT

A snapshot

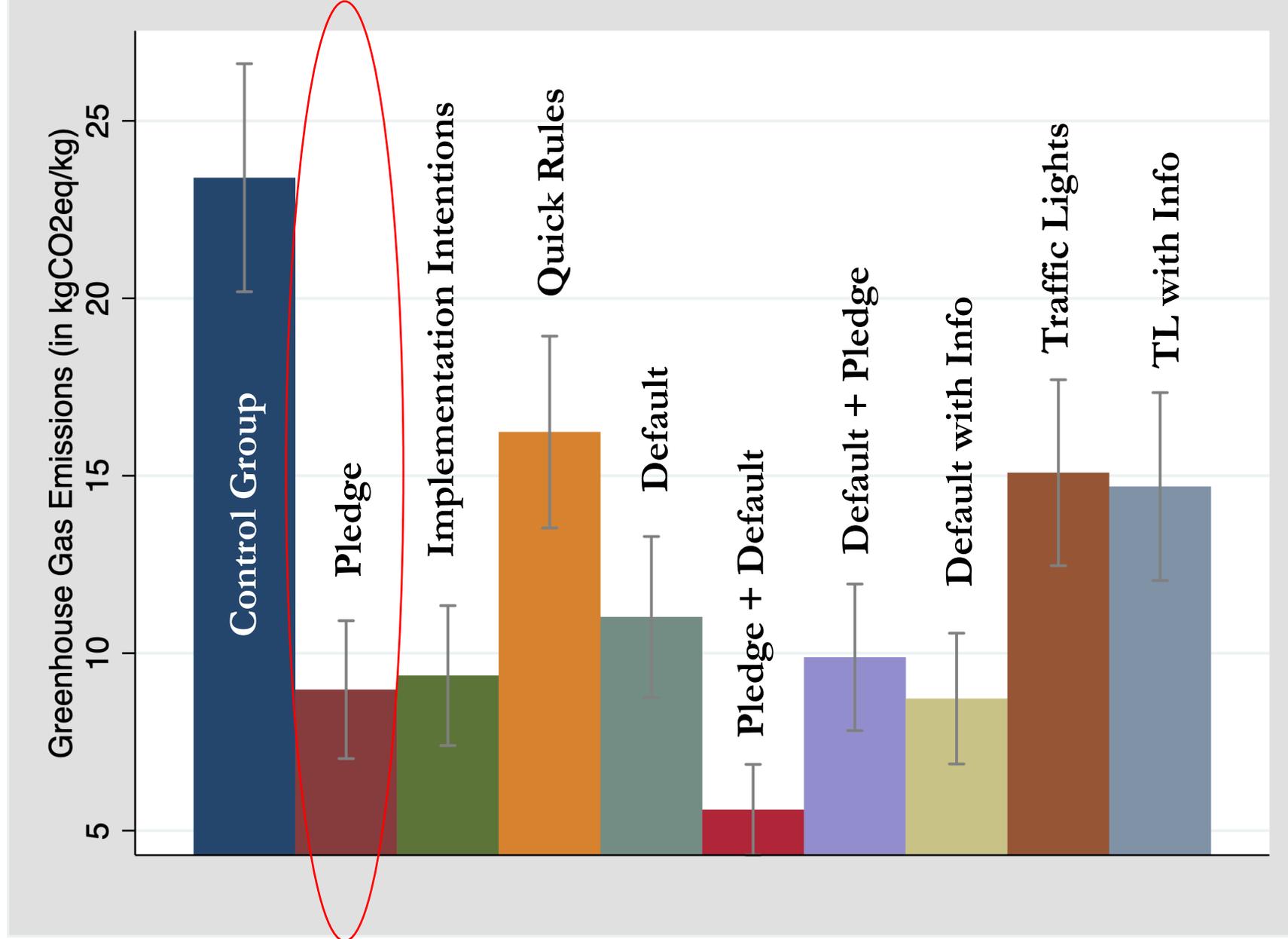
We administered an online survey experiment via Prolific to **N=3074** respondents in November 2020. The experiment was quasi-consequential.



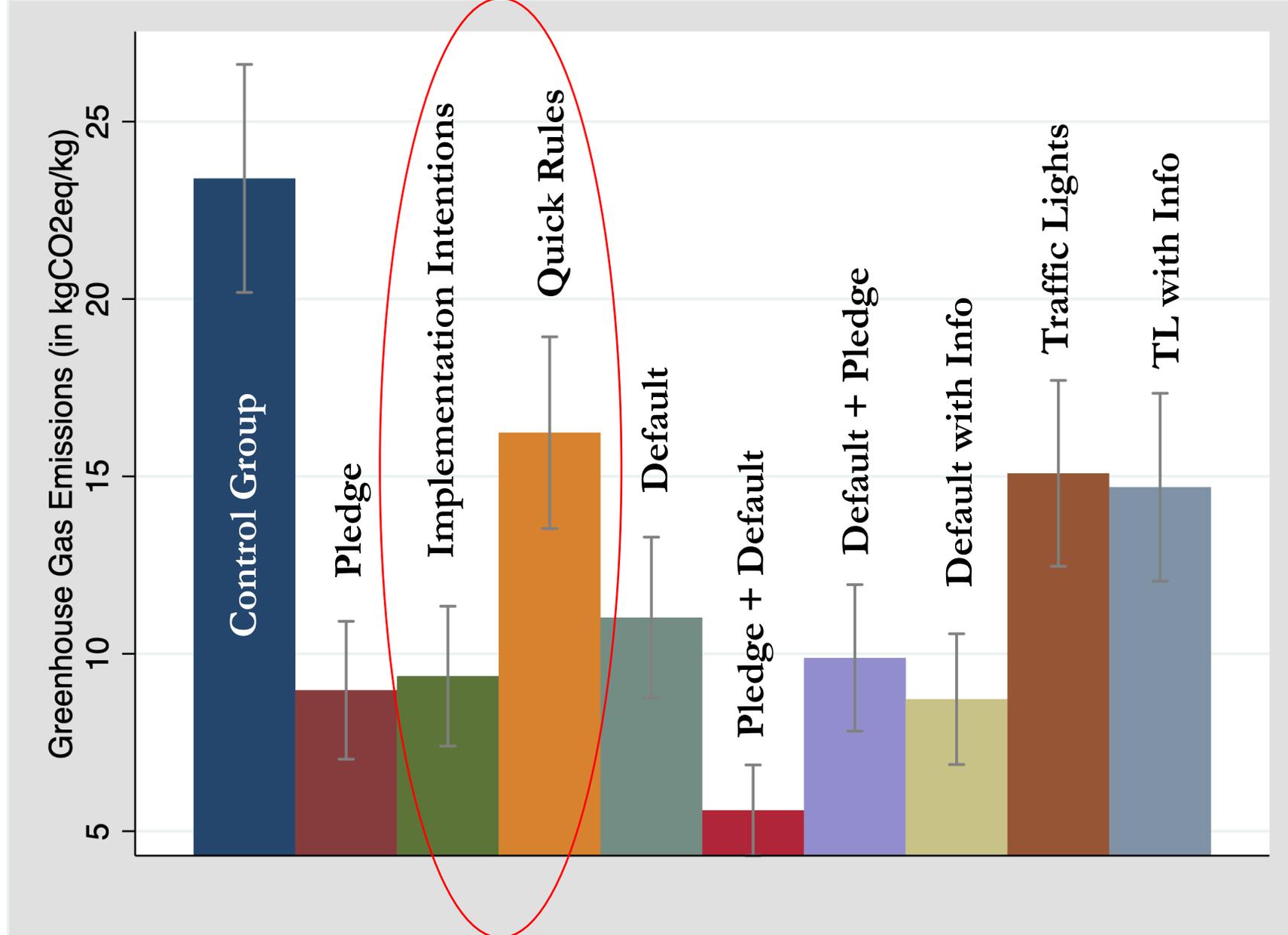
# THE RESULTS



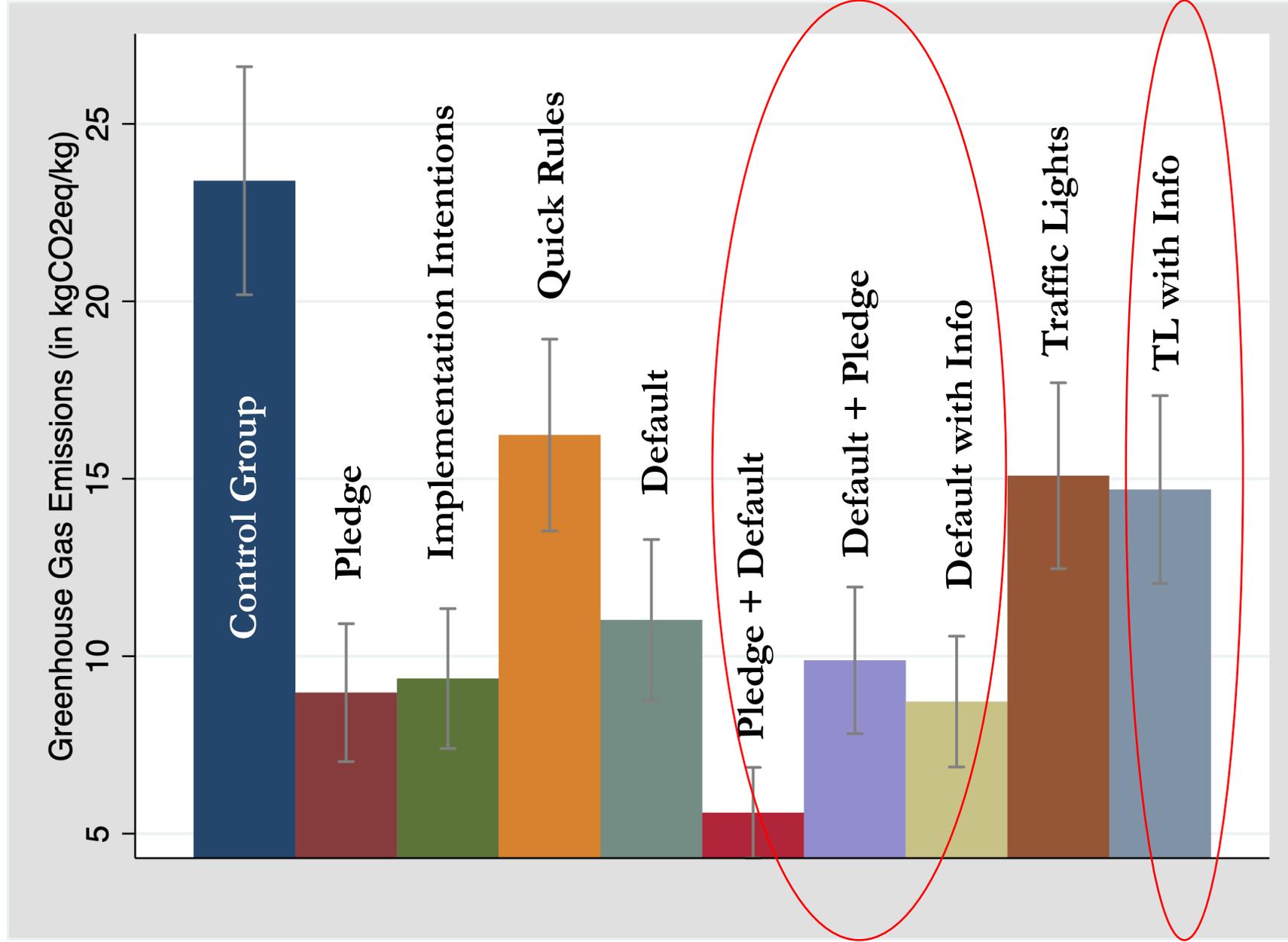
# THE RESULTS



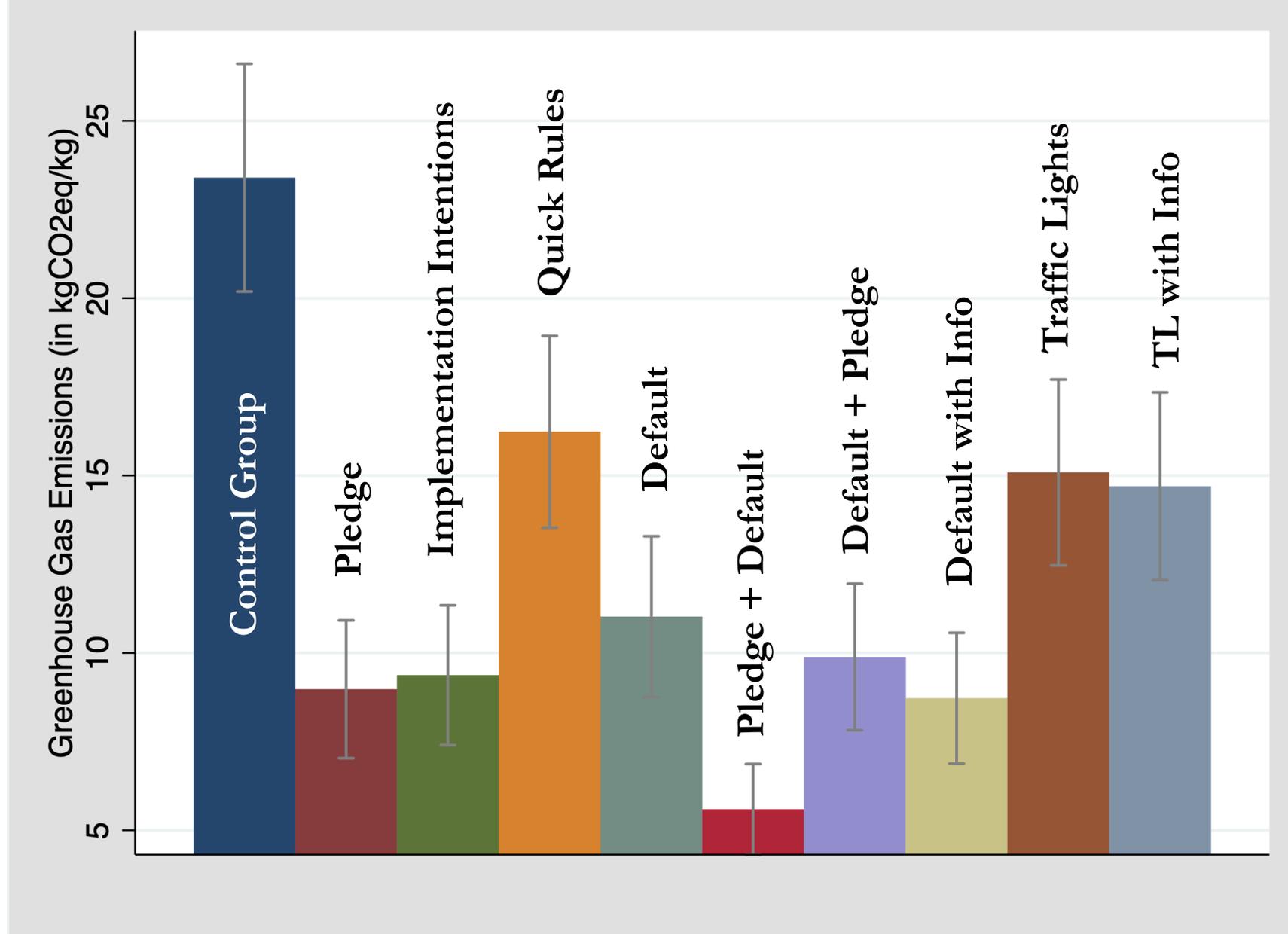
# THE RESULTS



# THE RESULTS



# THE RESULTS



# THE EXPERIMENT

What works best?

Result: NUDGE PLUS (hybrid) > THINK  
(S2) > BOOST (Competency Building) > NUDGE (S1)

# Summary

→ We design the FIRST randomised, systematic evaluation of NUDGE, THINK, BOOST and NUDGE PLUS.

→ We find that all behavioural interventions reduce choice of carbon-intensive foods.

→ However, some interventions are better than the rest. Embedding reflection in nudges (NUDGE PLUS) is better than standalone heuristics or reflection.

→ The efficacy of NUDGE PLUS depends on: (1) Sequence and (2) Magnitude of the plus as theorised by BANERJEE AND JOHN (2021)

→ Only NUDGE PLUS can help reduce consumption of ruminant meat.

IT IS TIME FOR CHOICE ARCHITECTURE 2.0