

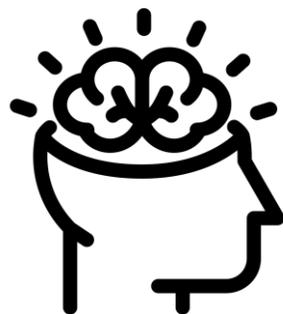
Putting the consumer first in ethics: a behavioural perspective

15th October 2020



THE
BEHAVIOURAL
INSIGHTS
TEAM

What we do



Behavioural Science

The study of how humans make choices and behave in real-world contexts



Rigorous Evaluation

Investigating the causal connection between treatment and outcomes



Oficina
Anticorrupción
Ministerio de Justicia y Derechos Humanos

Presidencia de la Nación



System 1

Fast thinking/Automatic
intuitive, effortless

2x2

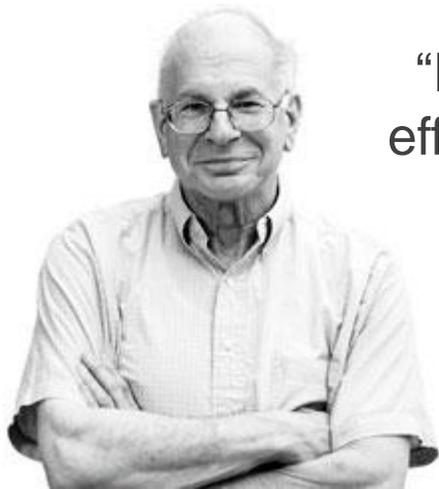
Taking your daily commute

System 2

Slow thinking/Reflective
deliberate, analytic

24x17

Planning a trip overseas



“It turns out that the environmental effects on behavior are a lot stronger than most people expect”

Daniel Kahneman

Humans are...

Too focused on the present
Care more about losses than gains

Overoptimistic, especially when planning!

Influenced by ‘irrelevant’ details

Biased towards the status quo

Poor at thinking about probability

Sensitive to what other people do and think

among much else...

Helps provide regulators with more nuanced models



Nutrition Facts	
16 servings per container	
Serving size	1 Tbsp. (21g)
Amount per serving	
Calories	60
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
<i>Trans</i> Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 17g	6%
Dietary Fiber 0g	0%
Total Sugars 17g	34%†
Protein 0g	
Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 0mg	0%
Potassium 0mg	0%
<small>* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.</small>	
<small>† One serving adds 17g of sugar to your diet and represents 34% of the Daily Value for Added Sugars.</small>	



People's decisions are impacted by external factors and internal calculations



External: Social norms and networks



The **community** around us sets norms about acceptable things to think, say or do. Our **interpersonal relations** to friends, family, and peers also determines what we consider normal and desirable.

External: Physical and institutional environment

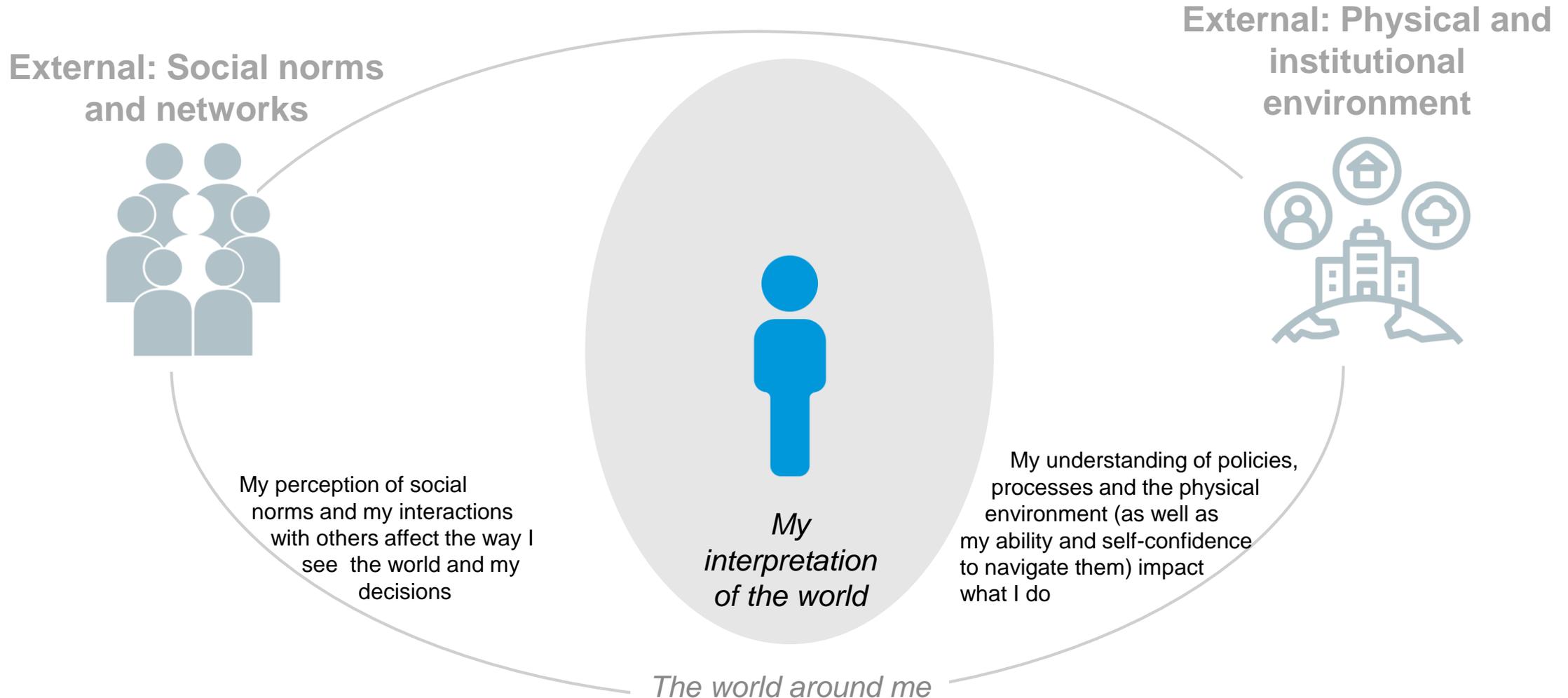


The way that **systems, policies and processes** are designed or structured impacts our decisions by making certain actions easier or more beneficial than others.

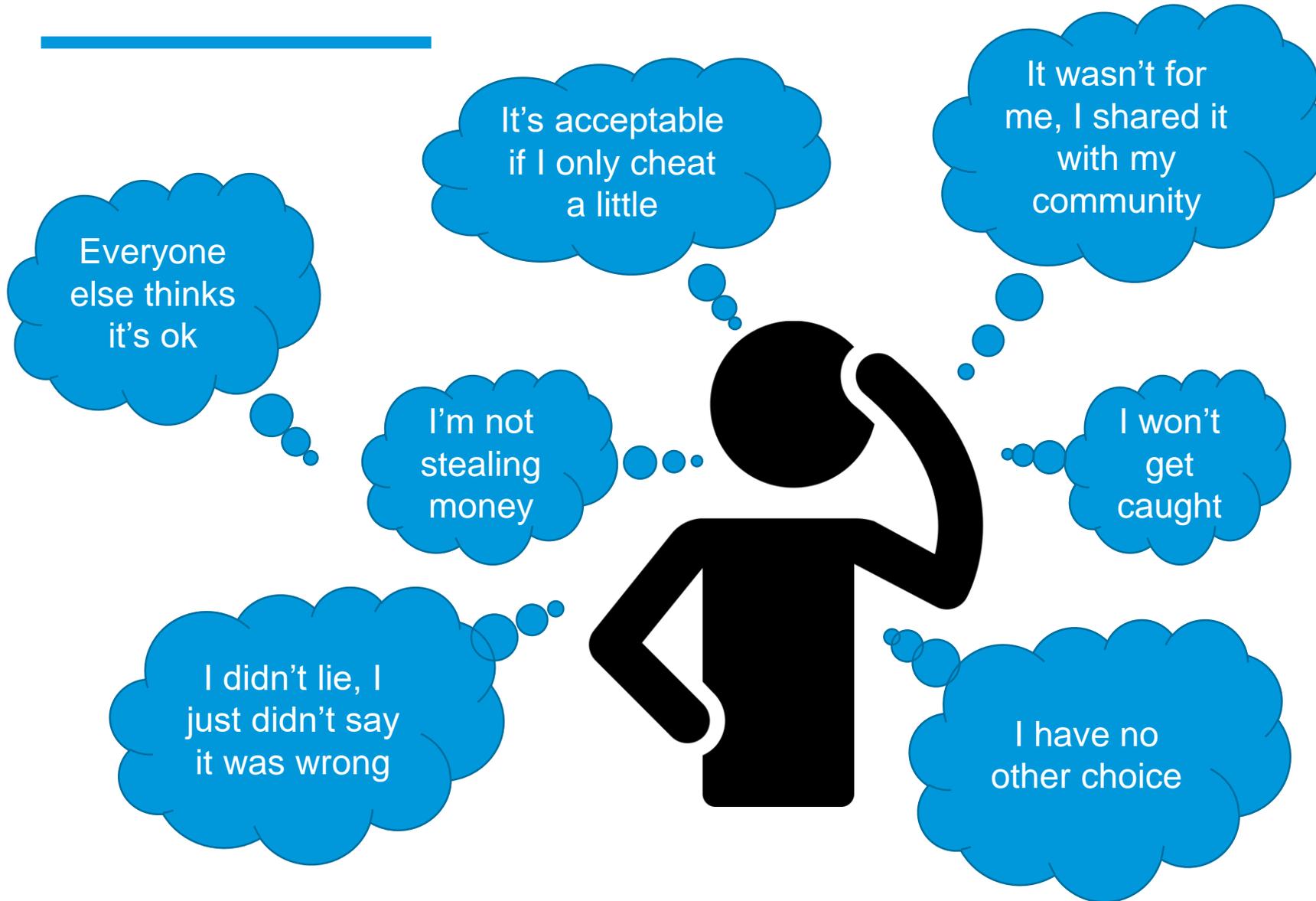
The world around me

My interpretation of the world

Internal factors act as a filter that determines how we interpret the world

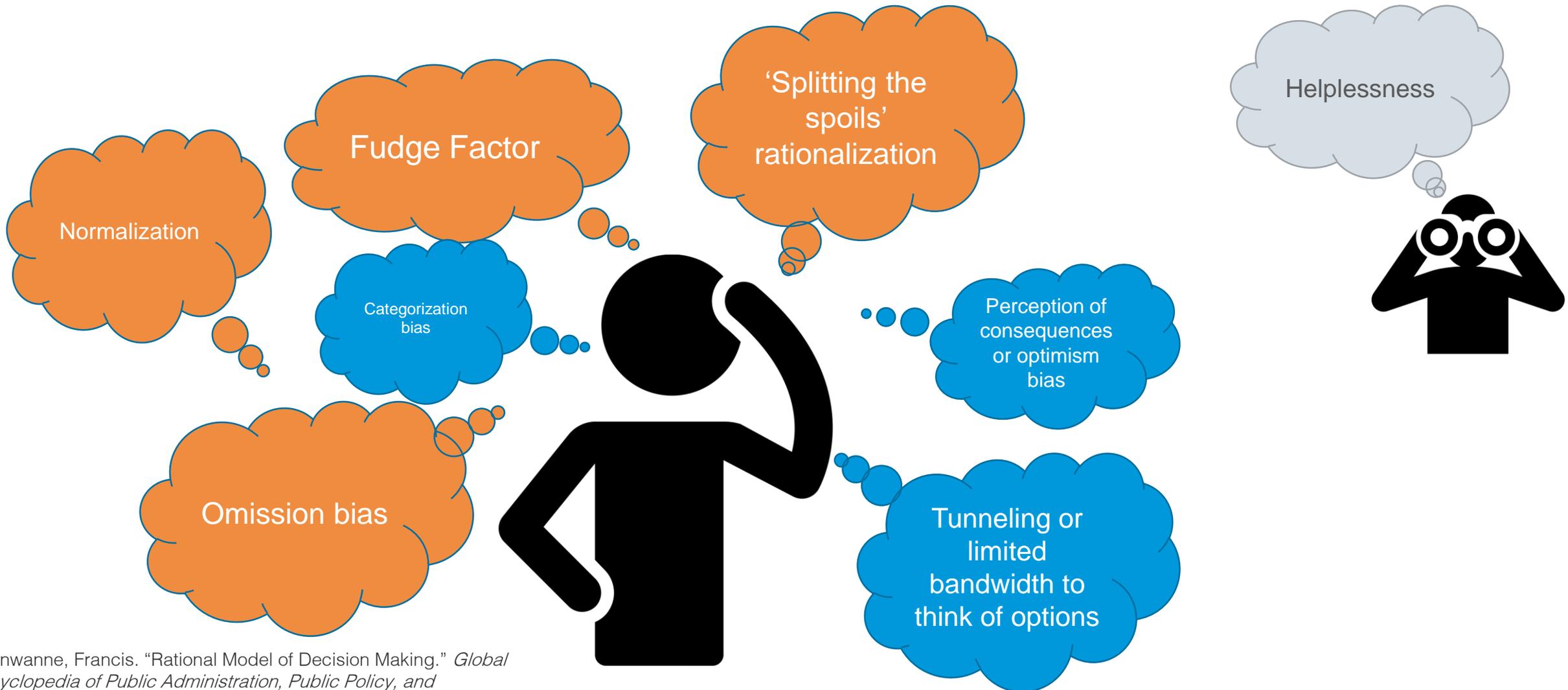


We have thinking patterns or tendencies that influence our decisions and how we see the world





This includes *behavioral biases*, which refers to certain tendencies that drive our behavior away from *rational* decision-making





Potential behavioural factors and solutions

Behavioural factors	Interventions	EAST : make it ...
Omission bias: “I didn’t actively lie, I just didn’t tell them it was wrong”	Make the offence explicit Create honesty and declaration defaults	Easy
Splitting the spoils: “It’s acceptable if I shared the money with someone else”	Make the harm of corruption on others more salient	Attractive
Normalisation: “It’s acceptable if everyone’s doing it”	Publicise the true social norm of the desirable behaviour	Social
Fudge Factor: “It’s acceptable if I only cheat a little bit”	Provide timely feedback Help people plan what to do when in ‘hot’ states	Timely

THE BEHAVIOURAL INSIGHTS TEAM

EAST
Four simple ways to apply behavioural insights

Owain Service, Michael Hallsworth, David Halpern, Felicity Algate, Rory Gallagher, Sam Nguyen, Simon Ruda, Michael Sanders with Marcos Peleaur, Alex Gyani, Hugo Harper, Joanne Reinhard & Elspeth Kirkman.

IN PARTNERSHIP WITH Cabinet Office Nesta

Thank you

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