

BIG Difference BC 2021

Mobilizing Momentum in the Science and Practice of Behavioural Insights



BC BEHAVIOURAL
INSIGHTS GROUP
Where ideas work



November 5, 2021 | follow #BIGdifferenceBC



Schedule at a Glance

Friday, November 5, 2021

Zoom Webinar: <https://ubc.zoom.us/j/64730607933>

Webinar ID: 647 3060 7933

Telephone: +1 778 907 2071 (Other numbers available at <https://ubc.zoom.us/j/64730607933>)

- | | |
|-------------------|---|
| 9:00am – 9:30am | Welcome Remarks |
| 9:30am – 10:30am | <u>Keynote Address by Michael Hallsworth</u> |
| 10:30am – 10:40am | <i>Break</i> |
| 10:40am – 11:45am | <u>Lightning Talks from BI Practitioners</u> |
| 11:45am – 12:00pm | <i>Break</i> |
| 12:00pm – 12:30pm | <u>Digital Poster Session</u> |
| 12:30pm – 2:00pm | <u>Special Session: Behavioural Insights in the Workplace</u> |
| 2:00pm – 2:10pm | <i>Break</i> |
| 2:10pm – 3:15pm | <u>Lightning Talks from BI Practitioners</u> |
| 3:15pm – 3:30pm | Closing Remarks |

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9:00 – 9:30 am **Welcome Remarks**

Kirstin Appelt*, *Research Director, UBC Decision Insights for Business & Society*
Carl Jensen*, *Project Director, BC Behavioural Insights Group*

9:30 – 10:30 am **Keynote Address by Michael Hallsworth**

A Manifesto for the Future of Applied Behavioral Science
Michael Hallsworth, Managing Director, BIT Americas*

Moderator: Carl Jensen (BC Behavioural Insights Group)

10:30 – 10:40 am **Break**

10:40 – 11:45 am **Lightning Talks from BI Practitioners**

- 1) **Improving Self-Identification: An Experimental Approach**
Meera Paleja, Haris Khan, & Jean-Francois Nault (Treasury Board Secretariat, Government of Canada)*
- 2) **Reducing Stigma to Increase Uptake of Temporary Rental Assistance**
Jessica Lasky-Fink & Elizabeth Linos (University of California, Berkeley)*
- 3) **Keeping Post-Secondary Education Options Open: A Field Experiment to Help All Grade 12 Students Through the Application Process**
Reuben Ford (SRDC); Phil Oreopoulos (University of Toronto); & Taylor Hui (SRDC)*

Moderator: Mikayla Ford (BC Behavioural Insights Group)

11:45am – 12:00 pm **Break**

12:00pm – 12:30 pm **Digital Poster Session**

Grab some lunch and enjoy the digital posters. Preview posters at <https://bigdifferencebc.ca/posters-2021>.

- Posters have been sorted into themed clusters in separate Zoom rooms. Within rooms, each presenter will briefly explain their poster and take questions from the audience.
- The session is divided into two sittings (12:00-12:15pm and 12:15-12:30pm) to allow attendees time to visit two clusters. Zoom rooms have a maximum capacity; if one room is full, please check out another.

Cluster A: The Practice of Behavioural Insights

- 1) **RIDE Model Infographic: BC Behavioural Insights Group Practitioner Guide**
Mikayla Ford, on behalf of BC Behavioural Insights Group*
- 2) **Principles for Practicing Behavioral Insights**
Sharilynn Wardrop, on behalf of BC Behavioural Insights Group*

Cluster B: Behavioural Insights at Work

- 3) **Behavioural Insights for Records Management within the BC Public Service**
Christine Kormos & Mikayla Ford (BC Behavioural Insights Group); Vince Hopkins (University of Saskatchewan); & Susan Laidlaw, Kristy McKamey, & Rebecca Westle (Corporate Information and Records Management Office, BC Ministry of Citizens' Services)*
- 4) **Shortening Return to Work Time for Injured Workers**
Daile MacDonald & Clare Doyle (WorkSafeBC); & Dale Griffin (University of British Columbia)*
- 5) **Activating Unemployed Job Seekers Toward Volunteering: Positive Approach AAT Training**
Jon MacConnell (Buoyancy Works)*

Cluster C: Using Behavioural Insights to Increase Compliance

- 6) **Increasing Survey Completion in the Canadian Armed Forces**
Ben Sylvester, Steve Gooch, & Joelle Laplante (Canadian Department of National Defence)*
- 7) **See the Sign, Avoid the Fine: TSZ Parking Signs in Vancouver**
Carl Jensen, Parinda Chagani, & Eva Lai (UBC Advanced Professional Certificate in Behavioural Insights); Chris Darwent (City of Vancouver); & David Hardisty (University of British Columbia)*
- 8) **A Behavioural Insights Project Encouraging Employees to Improve Documentation**
Carolyn Babakaiff, Anna Burrowes, & Maxine Russ (UBC Advanced Professional Certificate in Behavioural Insights); & Jiaying Zhao (University of British Columbia)*

Cluster D: Applying Behavioural Insights to Financial Decisions

- 9) **Gender Investing Gap: Do Women in India Invest Less Than Men Owing to Greater Loss Aversion and Status Quo Bias?**
Gursmeep Hundal (University of Chicago)*
- 10) **The Defensive Money Scarce Consumers: Money Scarcity Leads to Financial Advice Avoidance**
Jane So (City University of Hong Kong); & Nidhi Agrawal (University of Washington)*
- 11) **The Realization Effect is Fragile in Gamblers**
Ke Zhang (University of British Columbia); Alex Imas (University of Chicago); & Luke Clark (University of British Columbia)*

Cluster E: Applying Behavioural Insights to Environmental Sustainability

- 12) **Adopting Heat Pumps for a Zero-Emission Future: Understanding Consumer Motivations in the City of Vancouver**
Aaron Pardy (Simon Fraser University); & Katya Rhodes (University of Victoria)*
- 13) **Pumping up Building Decarbonization: The Role of Consumer Policy Awareness in Heat Pump Adoption**
Meghan Corbett & Katya Rhodes (University of Victoria); Aaron Pardy & Zoe Long (Simon Fraser University)*

Cluster F: Using Behavioural Insights to Improve Communications

- 14) **Effective Messaging: Tailored COVID-19 Public Health Messages for Young Adults in BC**
Tina Cheng & Braxtyn Horbay (University of British Columbia); Rochelle Nocos (Simon Fraser University); Lesley Lutes (University of British Columbia); & Scott Lear (Simon Fraser University)*
- 15) **Switching to Safer Payments: Applying BI to Increase E-Payment Adoption Among Social Assistance Clients**
Brianna Smrke, Julian House, Stephanie Mertens, & Amna Raza (Ontario Behavioural Insights Unit); & Danielle McRae, Sara Boback, & Adam McConkey (Business Innovation and Implementation Branch, Ontario Ministry of Children, Community and Social Services)*

Cluster G: Introduction to Behavioural Insights & Training Opportunities

- 16) **Learn the Fundamentals of Behavioural Insights**
David Hardisty (UBC Decision Insights for Business & Society) & Lindsay Miles-Pickup* (BC Behavioural Insights Group)*
- 17) **UBC's Advanced Professional Certificate in Behavioural Insights**
David Hardisty (UBC Decision Insights for Business & Society) & Lindsay Miles-Pickup* (BC Behavioural Insights Group)*
- 18) **The BIG Difference BC Scholarship for the Advanced Professional Certificate in Behavioural Insights**
David Hardisty (UBC Decision Insights for Business & Society) & Lindsay Miles-Pickup* (BC Behavioural Insights Group)*

Cluster H: Social Lunch with new Friends

- 19) **Social Lunch with New Friends:** Opportunity to virtually meet new colleagues in the BI space. (No posters, just conversation.)

12:30 – 2:00 pm **Special Session: Behavioural Insights in the Workplace**

Join us for a special session investigating how Behavioural Insights and other innovative tools can be used in the workplace to improve the employee experience, to increase employee trust and empowerment, and to explore the future of work.

- 1) **Using Behavioural Insights and Experimentation to Improve Employee Experience and Engagement in the Federal Public Service**
Elizabeth Hardy*
Senior Director of Research and Experimentation, Treasury Board Secretariat, Government of Canada (with Meera Paleja, Jean-Francois Nault, & Jason Lawson, Treasury Board Secretariat, Government of Canada)
- 2) **Employee and Candidate Experience Improvements Using the Behavioural Insights Lens**
Kerri Buschel*
Director of Experience, Marketing and Insights, WorkSafeBC
- 3) **A Framework for Change**
Geneviève Racine*
Innovation Lead, Innovation Hub, BC Public Service

Moderator: Adam King (BeThink Solutions)

2:00 – 2:10 pm **Break**

2:10 – 3:15 pm **Lightning Talks from BI Practitioners**

- 1) **Optimizing Attendance at Tenancy Dispute Resolution Hearings through Behaviourally Informed Email Reminders**
Alexis Gordon (BC Residential Tenancy Branch); Emily Medd (BC Ministry of Health); Lindsay Miles-Pickup (BC Behavioural Insights Group); & Kirstin Appelt (University of British Columbia)*
- 2) **Improving Mental Health Care in a Pediatric Emergency Department**
Takuro Ishikawa (BC Behavioural Insights Group); & Benetta Chin, Garth Meckler, Christy Hay, & Quynh Doan (University of British Columbia)*
- 3) **A Meta-Analytic Cognitive Framework of Nudge and Sludge**
Yu Luo (University of British Columbia); Dilip Soman (University of Toronto); & Jiaying Zhao (University of British Columbia)*

Moderator: Christine Kormos (BC Behavioural Insights Group)

3:15 – 3:30 pm **Closing Remarks**

Kerri Buschel*, *Director of Experience, Marketing and Insights, WorkSafeBC*
Kirstin Appelt*, *Research Director, UBC Decision Insights for Business & Society*

Keynote Address

Michael Hallsworth*

Managing Director, BIT Americas, & Co-author of "[Behavioral Insights](#)"

The behavioral insights movement has been incredibly successful over the last decade. But, to fulfil its true potential, behavioral science needs to continue to evolve over its next decade. This talk sets out ten proposals to help get the field towards those bigger goals, ranging from how it deals with complexity to how it can be embedded more successfully into organizations.

*Michael Hallsworth is Managing Director, Americas at the Behavioral Insights Team (BIT). BIT was set up by the then UK Prime Minister in 2010 as the first government institution dedicated to applying behavioral sciences. BIT is now a world-leading organization that helps organizations to apply behavioral science in support of social purpose goals. Michael has been a leading figure in developing the field of applying behavioral science to government. He is the co-author of the book "[Behavioral Insights](#)" and has authored several influential frameworks such as the [MINDSPACE](#) and [EAST](#) reports. His work has been published in the *Journal of Public Economics*, *The Lancet*, *The Oxford Review of Economic Policy*, and *Nature Human Behaviour*. Michael has a PhD in behavioral economics from Imperial College London and was previously an Assistant Professor (Adjunct) at Columbia University.*

Special Session: Behavioural Insights in the Workplace

Across sectors, organizations are only as strong as their employees. While employers have always needed to attract top talent and create engaged workforces, the global pandemic has forced employers around the world to shift how they do business, including how they manage and support their employees. Looking towards the future, it is clear that the workplace will never be the same.

Join us for a special session investigating how Behavioural Insights and other innovative tools can be used in the workplace to improve the employee experience, to increase employee trust and empowerment, and to explore the future of work.

Using Behavioural Insights and Experimentation to Improve Employee Experience and Engagement in the Federal Public Service

Elizabeth Hardy*

*Senior Director of Research and Experimentation, Treasury Board Secretariat, Government of Canada
(with Meera Paleja, Jean-Francois Nault, & Jason Lawson, Treasury Board Secretariat, Government of Canada)*

In this talk, I will discuss the creation of the Federal Government's Research and Experimentation Team, embedded in the Office of the Chief Human Resources Officer, and the team's method of leveraging behavioural insights and human centered design to improve the employee experience in areas such as diversity and inclusion, student engagement, and optimizing communications for executives. I will highlight the results of experimental trials and share ideas for future research.

Employee and Candidate Experience Improvements Using the Behavioural Insights Lens

Kerri Buschel*

Director of Experience, Marketing and Insights, WorkSafeBC

In partnership with our People & Culture team, WorkSafeBC's Experience & Insights group used research, journey mapping, and empathy tools built on Behavioural Insights frameworks to test changes in process and communication that have increased engagement and improved the experience of our organization's most important resource: our people. In this presentation we'll share the importance of using the many tools at our fingertips in concert to design change for good, using specific examples of Behavioral Insights applications throughout.

A Framework for Change

Geneviève Racine*

Innovation Lead, Innovation Hub, BC Public Service

The Innovation Hub was created to help build a more consistent culture of innovation across the BC Public Service. To help us get there, the Hub has developed its own Framework for Change to help BC public servants navigate innovation in different contexts. In this presentation, we will look at how the Framework can help us improve employee experience, increase trust and empowerment, and explore the future of work.

Moderator: Adam King

Co-Founder, BeThink Solutions

Lightning Talks from BI Practitioners

Improving Self-Identification: An Experimental Approach

Meera Paleja, Haris Khan, & Jean-Francois Nault (Treasury Board Secretariat, Government of Canada)*

We ran three experiments to 1) optimize the design of a new self-identification form and 2) identify the most effective email communications approaches to increase uptake.

Reducing Stigma to Increase Uptake of Temporary Rental Assistance

Jessica Lasky-Fink & Elizabeth Linos (University of California, Berkeley)*

In a large-scale field experiment (N=62,529) conducted in a mid-sized US city, we show that targeting potential sources of stigma associated with a temporary rental assistance program significantly increased applications by nearly 40% compared to a no-communication control group. Framing the program using de-stigmatizing language also increased the proportion of Black/African-American and Hispanic applicants, suggesting that this may be one light-touch way to increase equity in delivery of public benefit programs.

Keeping Post-Secondary Education Options Open: A Field Experiment to Help All Grade 12 Students Through the Application Process

Reuben Ford (SRDC); Phil Oreopoulos (University of Toronto); & Taylor Hui (SRDC)*

We piloted making applications to post-secondary education (PSE) and for student aid the default option for students in their final year of high school in BC and, later, Ontario high schools. More students left high school with an offer of a place in PSE and knowing the aid they could receive to make it more affordable, generating significant impacts on PSE enrollment.

Optimizing Attendance at Tenancy Dispute Resolution Hearings through Behaviourally Informed Email Reminders

Alexis Gordon (BC Residential Tenancy Branch); Emily Medd (BC Ministry of Health); Lindsay Miles-Pickup (BC Behavioural Insights Group); & Kirstin Appelt (University of British Columbia)*

This project set out to optimize tenancy dispute resolution hearing attendance in British Columbia by taking a behaviourally informed approach to update existing emails reminding tenants and landlords of their upcoming hearing. The updated reminder emails did not have an impact on hearing attendance behaviour; however, cases with email addresses on file for both parties (applicants and respondents) had better attendance outcomes compared to cases with missing email addresses.

Improving Mental Health Care in a Pediatric Emergency Department

Takuro Ishikawa (BC Behavioural Insights Group); & Benetta Chin, Garth Meckler, Christy Hay, & Quynh Doan (University of British Columbia)*

We developed and tested HEARTSMAP, a decision tool to help clinicians determine diagnosis and disposition of mental health patients presenting to a pediatric emergency department.

A Meta-Analytic Cognitive Framework of Nudge and Sludge

Yu Luo (University of British Columbia); Dilip Soman (University of Toronto); & Jiaying Zhao (University of British Columbia)*

We developed a novel cognitive framework by classifying behavioural interventions along six cognitive processes and conducted a meta-analysis of field randomized controlled trials. This framework helps guide the design of impactful interventions based on cognitive principles.

Digital Posters (including links to poster clusters)

This year's poster session will work a bit differently:

- Posters have been sorted into themed clusters in separate Zoom rooms. Within rooms, each presenter will briefly explain their poster and take questions from the audience.
- The session is divided into two sittings (12:00-12:15pm and 12:15-12:30pm) to allow attendees time to visit two clusters. Zoom rooms have a maximum capacity; if one room is full, please check out another.
- Posters can be previewed at <https://bigdifferencebc.ca/posters-2021>.

Cluster	Short URL	Full URL	Meeting ID	Passcode
Cluster A: The Practice of Behavioural Insights	https://bit.ly/BIGdiffA	https://ubc.zoom.us/j/64505834209?pwd=ZVFJRE5lWTF4N285WEp2WU5rOUUrZz09	645 0583 4209	2021
Cluster B: Behavioural Insights at Work	https://bit.ly/BIGdiffB	https://ubc.zoom.us/j/65073752265?pwd=WWxhblldDTU9rdGNBNl0xRUxjUGZ6Zz09	650 7375 2265	2021
Cluster C: Using Behavioural Insights to Increase Compliance	https://bit.ly/BIGdiffC	https://ubc.zoom.us/j/64633350866?pwd=S2t1Nld2WUe3c3ZEBjdS03pDV3pOUT09	646 3335 0866	2021
Cluster D: Applying Behavioural Insights to Financial Decisions	https://bit.ly/BIGdiffD	https://ubc.zoom.us/j/64031997593?pwd=SE9tTUQvN2hWNWlYczcyRWE2THA4Zz09	640 3199 7593	2021
Cluster E: Applying Behavioural Insights to Environmental Sustainability	https://bit.ly/BIGdiffE	https://ubc.zoom.us/j/63612040286?pwd=R055cEVaTkJSYlQ1NDZzaXZlZlZlZz09	636 1204 0286	2021
Cluster F: Using Behavioural Insights to Improve Communications	https://bit.ly/BIGdiffF	https://ubc.zoom.us/j/62536155447?pwd=NFI5aHc2dEo3ekwxb3R5RkhZOWZtQT09	625 3615 5447	2021
Cluster G: Introduction to Behavioural Insights & Training Opportunities	https://bit.ly/BIGdiffG	https://ubc.zoom.us/j/62487857756?pwd=OG5PeXdBaTg3RXpKcy9lbnMwMjVhkdz09	624 8785 7756	2021
Cluster H: Social Lunch with New Friends	https://bit.ly/BIGdiffH	https://ubc.zoom.us/j/61013223078?pwd=a1BPMnR0YnFnTFhmWnpSeUxvSGJpZz09	610 1322 3078	2021

Cluster A: The Practice of Behavioural Insights

RIDE Model Infographic: BC Behavioural Insights Group Practitioner Guide

Mikayla Ford, on behalf of BC Behavioural Insights Group*

An infographic summary of the BC Behavioural Insights Group's (BC BIG) RIDE Model for Behaviour Shift, to serve as a visual guide for practitioners completing behavioural insights projects, both within the BC Public Service and beyond. Attendees are encouraged to [contact BC BIG \(BIG@gov.bc.ca\)](mailto:BIG@gov.bc.ca) for a digital copy of the guide.

Principles for Practicing Behavioral Insights

Sharilynn Wardrop, on behalf of BC Behavioural Insights Group*

With the input of Behavioural Insights practitioners across Canada, we developed [six essential principles](#) to guide and train our growing community in the effective and ethical practice of our discipline.

Cluster B: Behavioural Insights at Work

Behavioural Insights for Records Management within the BC Public Service

Christine Kormos & Mikayla Ford (BC Behavioural Insights Group); Vince Hopkins (University of Saskatchewan); & Susan Laidlaw, Kristy McKamey, & Rebecca Westle (Corporate Information and Records Management Office, BC Ministry of Citizens' Services)*

Effective digital records management helps keep government accountable and saves money, but behavioural barriers can make it hard for people to properly manage their data. We conducted a two-month randomized controlled trial aimed at improving records management in the BC Public Service.

Shortening Return to Work Time for Injured Workers

Daile MacDonald & Clare Doyle (WorkSafeBC); & Dale Griffin (University of British Columbia)*

Our BI project used a randomized controlled trial to test the impact of checklists and goal setting in reducing time away from work for injured workers who have submitted a WorkSafeBC claim. Although it did shorten time away from work, qualitative feedback was positive and we developed a number of learnings for how to approach future interventions.

Activating Unemployed Job Seekers Toward Volunteering: Positive Approach AAT Training

Jon MacConnell (Buoyancy Works)*

Given recent COVID restrictions, this poster shares lessons learned in using online recruitment and experimentation platforms as effective tools to conduct RCTs. This research set out to understand if a single session of positive approach AAT training toward volunteering would improve implicit and explicit evaluations of volunteering, increase self-reported intent to volunteer, and influence behaviours toward volunteering...and the results were solidly mixed!

Cluster C: Using Behavioural Insights to Increase Compliance

Increasing Survey Completion in the Canadian Armed Forces

Ben Sylvester, Steve Gooch, & Joelle Laplante (Canadian Department of National Defence)*

In this experiment ($n = 1496$) we tested Type 1 (e.g., fast, intuitive) and Type 2 (e.g., slow, rational) nudge messages to increase survey completion in a Canadian Armed Forces survey. Compared to those who received the control invitations (12.9% completion rate), people who received the Type 1 invitations were more likely to complete the survey (20.8% completion rate; OR = 1.76; 95% CI [1.26, 2.48]), but the difference in completion between those who received the Type 2 message (17% completion rate) or the control was not statistically significant (OR = 1.42, 95% CI [1.00, 2.01]).

See the Sign, Avoid the Fine: TSZ Parking Signs in Vancouver

Carl Jensen, Parinda Chagani, & Eva Lai (UBC Advanced Professional Certificate in Behavioural Insights); Chris Darwent (City of Vancouver); & David Hardisty (University of British Columbia)*

The City of Vancouver frequently establishes Temporary Special Zones (TSZs), where parking is restricted, to make this space available for temporary initiatives (e.g., construction). Some drivers do not comply with the restrictions and park their vehicles in the TSZ, which creates an obstruction in the TSZ and results in complaint calls to the city. We developed and tested behaviourally informed parking signage aimed at preventing unauthorized drivers from parking in TSZs.

A Behavioural Insights Project Encouraging Employees to Improve Documentation

Carolyn Babakaiff, Anna Burrowes, & Maxine Russ (UBC Advanced Professional Certificate in Behavioural Insights); & Jiaying Zhao (University of British Columbia)*

The project aimed to apply Behavioural Insights to encourage Employment and Assistance Workers to make adequate decision notes on client files more often, as part of their decision-making process. Increasing the number of sufficient notes on files contributes to the ministry's commitment to administrative fairness, helps ensure quality service to clients, and saves time down the line for both staff and clients after a decision is made.

Cluster D: Applying Behavioural Insights to Financial Decisions

Gender Investing Gap: Do Women in India Invest Less Than Men Owing to Greater Loss Aversion and Status Quo Bias? *Gursmeep Hundal* (University of Chicago)*

The project aims to investigate the behavioral biases underlying the gender investing gap, propelled by the question whether women in India invest less than men owing to greater loss aversion and status quo bias? Using data from over 2000 participants, I look at the prevalence of these biases, along with cultural perceptions about investing and their translation into behavior.

The Defensive Money Scarce Consumers: Money Scarcity Leads to Financial Advice Avoidance *Jane So* (City University of Hong Kong); & Nidhi Agrawal (University of Washington)*

Our research shows that financially constrained people avoid receiving financial advice (e.g., using financial services, mobile apps, reading money management books). We further suggest different ways to help them accept financial advice.

The Realization Effect is Fragile in Gamblers

Ke Zhang (University of British Columbia); Alex Imas (University of Chicago); & Luke Clark (University of British Columbia)*

Amplifying betting after losses (i.e., “loss chasing”) is a central clinical feature of gambling problems. We evaluated how asking gamblers to cash out between bets would alleviate loss-chasing, and we found its effect is fragile.

Cluster E: Applying Behavioural Insights to Environmental Sustainability

Adopting Heat Pumps for a Zero-Emission Future: Understanding Consumer Motivations in the City of Vancouver *Aaron Pardy* (Simon Fraser University); & Katya Rhodes (University of Victoria)*

The project identifies and compares the key characteristics of detached and attached homeowners residing in the City of Vancouver who (1) have adopted heat pumps (early adopters), (2) are willing to adopt heat pumps (potential adopters), and (3) are not willing to adopt heat pumps. Results will inform communication strategies and targeted policy efforts to increase heat pump adoption and help Vancouver and other jurisdictions meet their climate targets.

Pumping up Building Decarbonization: The Role of Consumer Policy Awareness in Heat Pump Adoption *Meghan Corbett* & Katya Rhodes (University of Victoria); Aaron Pardy & Zoe Long (Simon Fraser University)*

Heat pumps are a key technology for reducing residential emissions from heating and cooling, but despite a range of supportive policies (e.g., subsidies) their uptake in Canada remains very low. This survey-based study of Canadian homeowners examines the role of policy awareness in willingness to adopt heat pumps; results will help inform behaviourally-informed policies that can increase heat pump adoption and support climate crisis mitigation.

Cluster F: Using Behavioural Insights to Improve Communications

Effective Messaging: Tailored COVID-19 Public Health Messages for Young Adults in BC

Tina Cheng & Braxtyn Horbay (University of British Columbia); Rochelle Nocos (Simon Fraser University); Lesley Lutes (University of British Columbia); & Scott Lear (Simon Fraser University)*

From focus groups in young adults, we explored the perceived effectiveness of public health messaging in British Columbia to better inform future messaging in this age group. We highlight key components and behavioural insights to consider when designing tailored messaging for young adults. Our findings are currently being incorporated into a digital tool aimed to target vaccine hesitancy via gamification.

Switching to Safer Payments: Applying BI to Increase E-Payment Adoption Among Social Assistance Clients

Brianna Smrke, Julian House, Stephanie Mertens, & Amna Raza (Ontario Behavioural Insights Unit); & Danielle McRae, Sara Boback, & Adam McConkey (Business Innovation and Implementation Branch, Ontario Ministry of Children, Community and Social Services)*

Receiving social assistance payments electronically can help clients avoid unnecessary in-person interactions during the pandemic, as well as other issues associated with paper cheques, such as mail disruptions and high cheque-cashing fees charged by some lenders. A randomized controlled trial evaluated whether targeted email and letter communications incorporating several behavioural insights (e.g., decision support, messenger effect, and reduced friction) could increase e-payment adoption.

Cluster G: Introduction to Behavioural Insights & Training Opportunities

Learning the Fundamentals of Behavioural Insights

David Hardisty (UBC Decision Insights for Business & Society) & Lindsay Miles-Pickup* (BC Behavioural Insights Group)*

Fundamentals of Behavioural Insights is a three-week, live online introductory course that gives you the knowledge to add a BI lens to how you approach problems. [Enroll now](#) for the November 15-December 5 session!

UBC's Advanced Professional Certificate in Behavioural Insights

David Hardisty (UBC Decision Insights for Business & Society) & Lindsay Miles-Pickup* (BC Behavioural Insights Group)*

The Advanced Professional Certificate in Behavioural Insights is a rigorous nine-month, live online program that gives you the knowledge and skills to design and evaluate BI solutions in your workplace. Applications for the September 2022-May 2023 cohort open November 15; [learn more](#).

The BIG Difference BC Scholarship for the Advanced Professional Certificate in Behavioural Insights

David Hardisty (UBC Decision Insights for Business & Society) & Lindsay Miles-Pickup* (BC Behavioural Insights Group)*

BIG Difference BC is proud to work with UBC Sauder Continuing Business Studies to provide financial support for the development and growth of the local Behavioural Insights community. Working professionals who reside in British Columbia and work in the public sector or non-profit sector are eligible to apply for this \$5,000 scholarship toward certificate tuition. Priority is given to applicants who identify as IBPOC, 2SLGBTQIA+, persons with disability, and/or women; [learn more](#).

Cluster H: Social lunch with New Friends

Social Lunch with New Friends: Opportunity to virtually meet new colleagues in the BI space. (No posters, just conversation.)

BIG Difference BC 2021 Partners

BIG Difference BC 2021 is co-hosted by



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Decision Insights for Business & Society



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THE UNIVERSITY
OF BRITISH COLUMBIA

A Grant for Catalyzing Research Clusters
from the University of British Columbia



Peter P. Dhillon
Centre for Business Ethics



THE
BEHAVIORAL
INSIGHTS
TEAM

About BIG Difference BC

Through [newsletters](#), [conferences](#), a [blog](#), and other activities, BIG Difference BC brings together a network of Behavioural Insights (BI) enthusiasts and experts from government, academia, and across the public, non-profit, and private sectors in British Columbia and beyond. Our annual conference celebrates using the behavioural and decision sciences for positive social impact by sharing case studies, research results, best practices, and lessons learned.

BIG Difference BC is a collaboration between



DIBS

Decision Insights for Business & Society

[Decision Insights for Business and Society \(UBC-DIBS\)](#) is a behavioural research and policy solutions initiative at UBC Sauder School of Business. UBC-DIBS' mission is to improve the outcomes across major social challenges by improving our understanding of decision-making and helping people make better choices—choices that are better for the individual and better for the world. For more, visit <http://dibs.sauder.ubc.ca> or email dibs@sauder.ubc.ca



Where ideas work



The [BC Behavioural Insights Group \(BC BIG\)](#) is a corporate research and evaluation unit in the BC Public Service Agency that uses insights and methods from the behavioural sciences to understand and encourage behaviour change. BC BIG has three areas of focus: (1) Evidence-building including advisory and intervention projects, (2) Capacity-building including training and outreach activities, and (3) Community-building including partnerships and networks. Email: big@gov.bc.ca

BIG Difference BC is supported by a cross-sectoral Advisory Board

Kirstin Appelt, *Research Director, UBC Decision Insights for Business & Society*

Kerri Buschel, *Director of Experience, Marketing and Insights, WorkSafeBC*

Chris Darwent, *Senior Parking Engineer, Engineering Services, City of Vancouver*

Jeremy Douglas, *Executive Vice President of External Relations, Ocean Wise*

Ana Fong-Marquez, *Senior Innovation Advisor, Innovation, Science and Economic Development Canada*

Mikayla Ford, *Head, BC Behavioural Insights Group*

Carl Jensen, *Project Director, BC Behavioural Insights Group*

Adam King, *Co-founder, BeThink Solutions*

Janice Lee, *Director of Product and Market Leadership, Technical Safety BC*

Stephanie Papik, *Director of Strategic Integration of Indigenous Knowledge, Cultural Safety and Humility, Emergency Management BC*

Sharilynn Wardrop, *Knowledge Translation Strategist, BC Behavioural Insights Group*

Learn More About Behavioural Insights

Behavioural Insights (BI) uses lessons from the behavioural sciences (especially psychology and economics) to better understand how people make decisions and to encourage (“nudge”) them to make better choices—healthier, financially sound, or more sustainable choices that are better for themselves and for the world. BI relies on evidence-based decision-making and uses rigorous testing to trial new insights.

A More Detailed Overview

Using a combination of social science methods, the discipline of Behavioural Insights (BI) examines how people behave and make decisions in the real world. Although most of us have good intentions – we want to eat better, save more, exercise more – we don’t always make decisions in our own best interest.

By accounting for the ways that people make decisions and behave in the real world, we can better design programs, policies, services, and products. We can use this knowledge to design and test improved approaches or new approaches that will encourage positive changes in consumers, citizens, or employees.

Richard Thaler and Cass Sunstein’s 2008 book *Nudge* encouraged policymakers and executives to consider making small *evidence-based* changes to policy and product development and design to encourage people to make choices that will increase “health, wealth, and happiness”. Importantly, these changes should be rigorously tested before being rolled out widely.

In the decade since the first edition of *Nudge* was published, there has been a growing body of research that examines how to effectively bring about behaviour change. Simultaneously, businesses and governments around the world have started to see the potential in designing programs, policies, services, and products for how people *actually* behave. Integrating BI into policy and product development and design provides an alternative to complex legislation and/or costly marketing; BI changes often cost very little to test and implement, yet have large impacts.

Governments and organizations around the world are building BI capacity into their operations. At last count, there were well over 400 BI units around the world; Canada is no exception with BI units at the federal, provincial, and municipal levels of government and BI being actively used by over a dozen Crown corporations and within many leading Canadian businesses.

Adapted from: Hardy, E., & Ghali, G. (2019). Moving beyond nudges: What’s next for behavioural insights? *Apolitical*. Retrieved from https://apolitical.co/solution_article/moving-beyond-nudges-whats-next-for-behavioural-insights/

The RIDE Model for Behaviour Change

The BC Behavioural Insights Group (BIG) uses the RIDE model to address behaviour-driven policy challenges.

BC BEHAVIOURAL
INSIGHTS GROUP



Define the problem, evaluate fit with the behavioural insights approach, and plan the project



Conduct exploratory secondary and qualitative research to better understand the problem



Co-design a BI solution to shift behaviour *and* rigorous quantitative research to test the solution



Use rigorous quantitative research methods to trial the solution and measure whether behaviour changes



Analyze, interpret, and visualize research findings to develop evidence-based recommendations



Communicate results and recommendations for implementation or additional research

The EAST Framework

The Behavioural Insights Team (BIT) created the EAST framework to organize behavioural insights tools: People are more likely to choose the option that is easy, attractive, social, and/or timely.



- **Defaults:** Provide a pre-set option people will tend to stick with
- **Simple messages:** Communicate information quickly & clearly
- **Reducing hassle:** Decrease time & effort needed for action
- **Checklists:** Provide simple step-by-step instructions
- **Call to action:** Highlight the take-away message & next step



- **Design:** Draw the eye with simple, clean layouts
- **Personalization:** Draw attention with pre-populated fields
- **Tailoring:** Include relevant information, cut irrelevant information
- **Smart incentives:** Provide effective rewards & penalties



- **Descriptive social norms:** Explain what most people do
- **Injunctive social norms:** Explain what people should do
- **Public commitments:** Make people feel accountable to others
- **Trusted messengers:** Draw attention & are more influential



- **Deadlines:** Put an end to procrastination
- **Timely prompts:** Provide information just in time for use
- **If-then plans:** Include strategies for overcoming likely obstacles
- **Present vs. future:** People want benefits now & costs later

How does Behavioural Insights create positive behavioural change?

Fundamentals of Behavioural Insights

Behavioural Insights (BI) uses behavioural science to encourage decisions that promote health, wealth, and happiness. BI knowledge and skills are in high demand in the public, private, and non-profit sectors. Learn how to approach problems with a BI lens.

Fundamentals of Behavioural Insights builds your BI knowledge and skills with an introduction to BI concepts, BI experiments, and BI ethics:

- Diagnose behavioural components of problems
- Design simple solutions that overcome barriers to desired behaviours
- Describe the value of rigorous research methods that test solutions
- Evaluate relevant ethical considerations

Quick Look		
 Course Cost: \$995	 Schedule: Part-time	
 Format: Live online	 Duration: 3 weeks	
<i>Required prerequisite for the Advanced Professional Certificate in Behavioural Insights</i>		
Next Offered		
November 15-December 5, 2021 April 25-May 15, 2022		



Free informational webinar at 12-1pm on Tues., Nov. 9.

Register or learn more at <https://sauder.ubc.ca/cbs-bi>

Advanced Professional Certificate in Behavioural Insights

UBC's Advanced Professional Certificate in Behavioural Insights

Become a BI Practitioner!

Behavioural Insights (BI) uses behavioural science to encourage decisions that promote health, wealth, and happiness.

BI knowledge and skills are in high demand in both the public and private sectors.

Learn how to harness the power of BI to create positive behaviour change with UBC's Advanced Professional Certificate.

Tailored Practitioner Training

Gain knowledge and skills to design and evaluate BI solutions in your workplace:

- 5 months of coursework on the theory and practice of BI
- 9 months of hands-on experience with a mentored capstone project
- Taught by BI experts from UBC's Decision Insights for Business & Society (DIBS)
- Connected to BIG Difference BC network of BI enthusiasts and experts

Quick Look		
 Program Cost: \$5,995	 Schedule: Part-time	
 Format: Live online	 Duration: 9 months	
Next Start: Sept. 2022		
Applications open	Nov. 15	
Early bird deadline	May 31	
Late deadline	June 30	



Free informational webinar at 12-1pm on Tues., Nov. 9.

Register or learn more at <https://sauder.ubc.ca/cbs-bi>

Announcing the
BIG Difference BC Scholarship

The BIG Difference BC Scholarship is a \$5,000 scholarship for a student in UBC's Advanced Professional Certificate in Behavioural Insights program!

- **Eligibility:** Working professionals who reside in British Columbia and work in the public sector or not-for-profit sector are eligible. Priority will be given to students who identify as IBPOC, 2SLGBTQIA+, persons with disability, and/or women.
- **Application:** Submit an application via <https://bit.ly/BIGdiffBCScholarship> by July 15, 2022.



*Applicants must first apply for the Advanced Professional Certificate in Behavioural Insights to be considered.
The BIG Difference BC Scholarship cannot be combined with other scholarships, discounts, or tuition waivers.*

Zoom Webinar Guide for Attendees

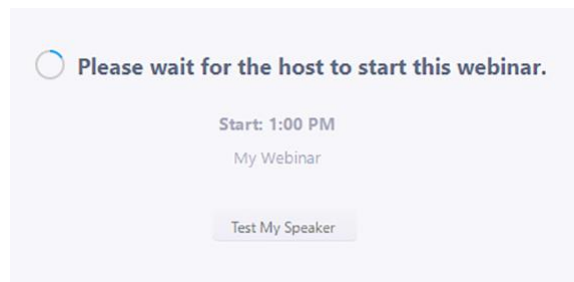
Requirements for Zoom Webinar

You will not need a Zoom account in order to attend the webinar. You will simply need to click on the link provided (via email the day before the event). For the best experience, we recommend the following:

- A computer, tablet, or smartphone. We highly recommend using a computer (desktop or laptop) or a large tablet. Presenters will have slide decks that may be hard to read on smaller screens.
- Built-in or external speakers. Typically, using earbuds or a headset provides the best listening experience.
- A strong, stable internet connection.

Joining a Zoom Webinar

The event co-hosts will share the link to access the event via email prior to the date of the event. When you join the webinar, you may be placed in a virtual waiting room until the scheduled start time or until the host admits you to enter the Zoom room. When you join, you may see the following message:



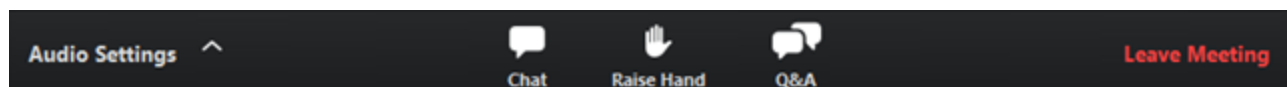
When you log in for the first time, Zoom will ask for your display name (i.e., the name that the presenters and other attendees will see). Please provide at least your first name or a nickname so that the presenters and other attendees can keep track of who is who in the Q&A.

Participating in a Zoom Webinar

Zoom has various settings and options that may be used during webinars. The instructions below walk through the Zoom experience on a desktop. If you will be using a tablet or smartphone, we recommend learning more by visiting: <https://support.zoom.us/hc/en-us/categories/200101697>.

Finding the Toolbar

Once you are in a Zoom webinar, you'll find a toolbar at the bottom of your screen. (Depending on your settings, the toolbar will always be visible, or you will need to hover your mouse over the bottom of the screen for the toolbar to pop up. Depending on your role, device, and settings, you may have more or fewer options in your toolbar.)



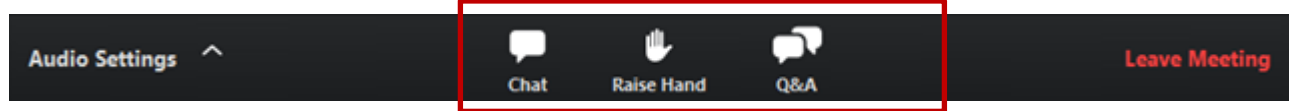
Audio Settings

If you can see people in the Zoom webinar speaking, but are not hearing anything, try checking your Audio Settings and ensure that the correct speakers are selected. If in doubt, try selecting "Same as System".

Accessing the Chat, and Other Functions

In the middle of the bottom toolbar, there are buttons to:

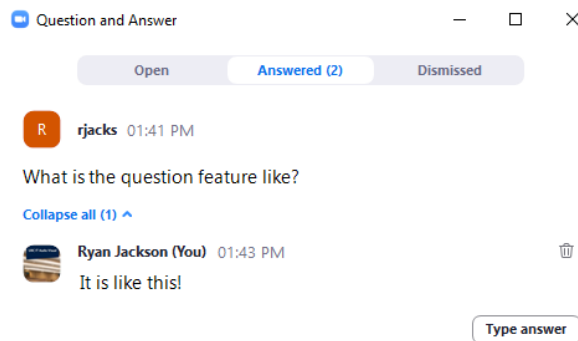
- Access the “Chat” window. This will be disabled.
- Raise Your Hand. This will not be monitored.
- Access the “Q&A” window. This will let you ask questions to the hosts and presenters (see below).



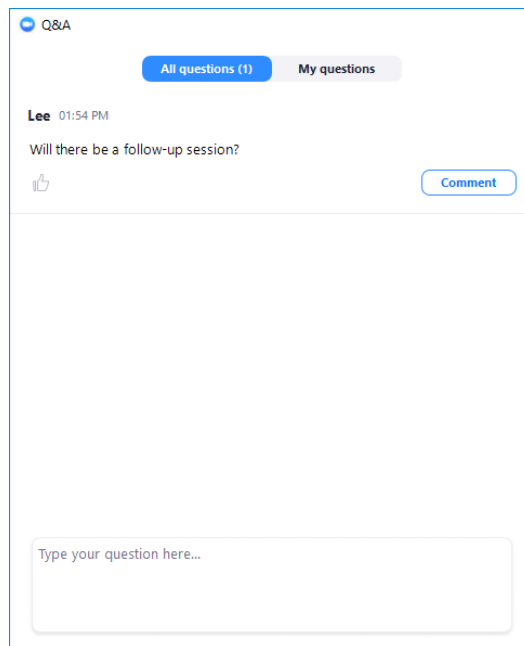
Using the Q&A Function

The Q&A function allows you to ask questions that can be addressed by the hosts, presenters, or moderators.

- To ask a question, type your question into the Q&A box and click **Send**. Questions will be visible by everyone. If you do not want your name attached to your question, check **Send Anonymously**.
- If a moderator replies via the Q&A, you will see a reply in the Q&A window.

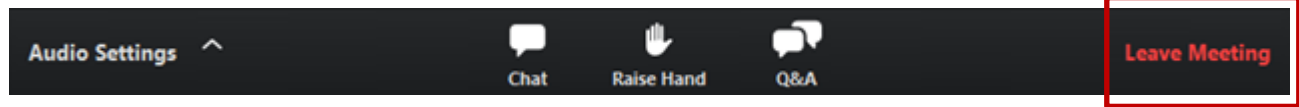


- You can “like” other attendees’ questions. Click the thumbs up icon to “like” or upvote a question. Session moderators will ask the presenter(s) a selection of popular and/or interesting questions.



Leaving the Webinar

To leave the Zoom webinar, click on the red “Leave” button to the right of the bottom toolbar. Please note that leaving the webinar closes Zoom and you will need to use the webinar link if you want to re-join. When the event ends, you will be automatically disconnected from the webinar.



Notice of Recording

The webinar will be recorded. If you prefer not to have your name recorded, send questions in the Q&A anonymously.

Zoom and Privacy

UBC has conducted a privacy assessment to confirm Zoom meets the university’s requirements for a teaching and learning tool. Use of Zoom is subject to UBC’s security requirements and FIPPA.