BIG Difference BC 2022

Using Behavioural Insights to Create Lasting Change

UBC SAUDER
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DIBS
Decision Insights for Business & Society

BC BEHAVIOURAL INSIGHTS GROUP

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Schedule at a Glance

Friday, November 4, 2022
9:00am – 4:00pm PT (all times below Pacific time zone)
Zoom Webinar via https://bit.ly/BDBC2022
   Webinar ID: 655 8610 9755
   Telephone: +1 778 907 2071 (Other numbers available at https://ubc.zoom.us/u/gbSuOCFIg4)

9:00am – 9:30am	Welcome Remarks
9:30am – 10:30am	Keynote Address by Dr. Crystal Hall
10:30am – 10:45am	*Break*
10:45am – 11:50am	Lightning Talks
11:50am – 12:30pm	*Break*
12:30pm – 1:00pm	Micro-Presentations
1:00pm – 2:30pm	Special Session: Behaviourally Informed Organizations
2:30pm – 2:45pm	*Break*
2:45pm – 3:50pm	Lightning Talks
3:50pm – 4:00pm	Closing Remarks

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Detailed Schedule

9:00 – 9:30 am   **Welcome Remarks**

Kirstin Appelt*, *Research Director, UBC Decision Insights for Business & Society*
Stephanie Papik*, *Director for the BC Public Service, Moose Hide Campaign Society*

9:30 – 10:30 am   **Keynote Address by Crystal Hall**

Antiracist Applied Behavioral Science: Using Our Tools to Confront Structural Racism
Crystal Hall, University of Washington*

Moderator: *Jiaying Zhao (UBC Decision Insights for Business & Society)*

10:30 – 10:45 am   *Break*

10:45 – 11:50 am   **Lightning Talks**

1) **Messaging Trial to Understand Mask Wearing Intentions Beyond the COVID-19 Pandemic**
   Sarah Wall (Privy Council Office, Public Health Agency of Canada), Meera Paleja (Public Health Agency of Canada), Tyler Good (Privy Council Office, Public Health Agency of Canada), & Corey Green (Public Health Agency of Canada)*

2) **Applying Behavioural Insights to Increase Immunization Uptake in the Fraser Health Region**
   Michelle Zanette (Simon Fraser University), Christina Fung (Fraser Health), Meghan Martin (Fraser Health), & Kirstin Appelt (University of British Columbia)*

3) **Testing Interventions to Reduce Math Anxiety in Practice Canadian Forces Aptitude Test (PCFAT) Examinees**
   Ben Sylvester (Department of National Defence), Steve Gooch (Department of National Defence), & Justin Feeney (Rhode Island College)*

   Moderator: *Carl Jensen (BC Behavioural Insights Group)*

11:50am – 12:30 pm *Break*

12:30pm – 1:00 pm   **Micro-Presentations**

We will have five simultaneous tracks of micro-presentations. Presenters will have 5 minutes to present and 5 minutes for Q&A directly with the audience. Each track will be in a separate Zoom room.

Track 1: Applying Behavioural Insights to Health & Safety Challenges (Link: https://bit.ly/BDBCsafe)

1) **Expediting Form Submission to Improve Injured Worker Experience at WorkSafeBC**
   Summer Roddick (WorkSafeBC), Laura Ruiz* (WorkSafeBC), & David Hardisty (University of British Columbia)*

2) **Exploratory Behavioural Research to Support Chairlift Safety in BC**
   Rachel Yang (Technical Safety BC) & Morné Thompson (Technical Safety BC)*

Track 2: Applying Behavioural Insights to Sustainability Challenges (Link: https://bit.ly/BDBCsustain)

1) **Accelerating Heat Pump Adoption in Canada: A Market Segmentation Approach**
   Kevin Andrew (University of Victoria), Ekaterina Rhodes (University of Victoria), Severin Odland (University of Victoria), & Aaron Pardy (Simon Fraser University)*

2) **What Policies Do Homeowners Prefer for Building Decarbonization and Why? An Exploration of Climate Policy Support in Canada**
   Ekaterina Rhodes (University of Victoria), Severin Odland (University of Victoria), Meghan Corbett (University of Victoria), & Aaron Pardy (Simon Fraser University)*

Track 3: Using Behavioural Insights in Government (Link: https://bit.ly/BCBCgov)

1) **Nudging Government Long-Termism**
   Nicholas Chesterley (Independent Researcher)*

2) **Tax Compliance in the Wild**
   Hamilton Carvalho (São Paulo State Tax Agency), Alexandro Afonso (São Paulo State Tax Agency), & Flávio Bertaggia (São Paulo State Tax Agency)*

Track 4: New Behavioural Insights Research from Academia (Link: https://bit.ly/BDBCedu)

1) **How to Encourage Learners to Choose Effective Learning Strategies**
   Stav Atir (University of Wisconsin-Madison) & Jane Risen (University of Chicago)*

2) **How the Presence of Counterfeit Victims in the Victim Marketplace Affects Social Welfare**
   Yi Qian (University of British Columbia), Mingyuan Ban (Zhongnan University of Economics and Law), Qiang Gong (Wenlan School of Business and Peking University), & Karl Aquino (University of British Columbia)*

Track 5: Learn More About Behavioural Insights (Link: https://bit.ly/BDBClearn)

1) **UBC's Behavioural Insights Programs** *(This will be a short webinar plus time for Q&A.)*
   Lindsay Miles-Pickup (BC Behavioural Insights Group & Graduate of UBC's Advanced Professional Certificate in Behavioural Insights)*

1:00 – 2:30 pm   **Special Session: Behaviourally Informed Organizations**

Join us for a discussion about the challenges and successes of integrating behavioural insights into organizations across sectors. Moderator **Dilip Soman** (*Canada Research Chair in Behavioural Science and Economics; Director, BEAR University of Toronto*) will be joined by panelists **Sasha Tregebov** (*Director, Behavioural Insights Team Canada*), **Tori Peace** (*Manager, Behavioural Insights Unit, Province of Ontario*), and **Kerri Buschel** (*Director of Experience, Marketing and Insights, WorkSafeBC*).

2:30 – 2:45 pm   *Break*

2:45 – 3:50 pm   **Lightning Talks**

1) **Shifting to Digital Communications**
   Amalia Colussi (AlayaCare Inc.), Dana Hubackova (Government of British Columbia), Shannon McDonaugh (Government of Nova Scotia), & Kirstin Appelt (University of British Columbia)*

2) **Combining Behavioural Science and Indigenous Cultural Values: Partnering with Māori Wardens to Reduce Warrants to Arrest in Aotearoa New Zealand**
   Matthew Davies (Behavioural Science Aotearoa, Ara Poutama Aotearoa (Department of Corrections)), Kaori Takenaka (Behavioural Science Aotearoa, Ara Poutama Aotearoa (Department of Corrections)), Mahinarangi Hakaraia (Ãtea a Rangi, Ministry of Justice), Caitlin Spence (Behavioural Science Aotearoa, Ara Poutama Aotearoa (Department of Corrections) (former)), & Lance Tebbutt (Evidence Based Policing Centre, New Zealand Police)*

3) **Twice as Nice? A Longitudinal Field Study of Separate vs. Combined Nudges for Household Laundry Behaviours**
   David Hardisty (University of British Columbia), Kirstin Appelt (University of British Columbia), Sid Mookerjee (University of British Columbia), Yanwen Wang (University of British Columbia), Jiaying Zhao (University of British Columbia), & Arien Korteland (BC Hydro)*

Moderator: Fritha Munday (BC Behavioural Insights Group)

3:50 – 4:00 pm   **Closing Remarks**

Stephanie Papik*, *Director for the BC Public Service, Moose Hide Campaign Society*
Kerri Buschel*, *Director of Experience, Marketing and Insights, WorkSafeBC*

Keynote Address

Antiracist Applied Behavioral Science: Using Our Tools to Confront Structural Racism
Crystal Hall*, University of Washington

Behavioral science has increasingly been celebrated as a way to create a better world, with insights being applied to the design of everything from health policies and urban transportation systems to college financial aid forms. What if, hidden in plain sight, a fundamental flaw in its application is perpetuating unjust systems rather than correcting them? In this address, I will examine the history of the field through a racial equity lens. Then, I will unpack the challenge of implementing applied behavioral science with an antiracist foundation. Finally, I offer some suggestions for practicing antiracism in our work by reforming our research methods, diversifying the field, and listening to and partnering with diverse teams.

Crystal Hall is Associate Professor, Evans School of Public Policy & Governance, and Adjunct Associate Professor of Psychology at the University of Washington. Her research pursues the integration of psychology into the design and implementation of social policy, with a particular focus on race, equity, and decision making in the context of poverty. Hall has a record of serving government agencies at the local, state, and federal level, including having served as a Fellow on the White House Social and Behavioral Sciences Team and the Federal Office of Evaluation Sciences at the General Services Administration. Hall also provides guidance to community organizations and nonprofits seeking to implement tools from psychology and behavioral economics into the design and delivery of their programs and services.

Special Session: Behaviourally Informed Organizations

Every organization is engaged in elements of behaviour change. Whether organizations are changing behaviours towards critical challenges like climate change, increasing engagement with products or services, improving experiences for customers or employees, or increasing compliance with rules or regulations, changing human behaviour is often critical to organizations reaching their goals.

Join us for a panel discussion about the challenges and successes of integrating behavioural insights into organizations across sectors.

Sasha Tregebov*
Director, Behavioural Insights Team Canada

Sasha Tregebov is the Director of BIT Canada, the Canadian office of the Behavioural Insights Team. Sasha and his team have worked with dozens of organizations across Canada, including federal and provincial departments, to conduct applied behavioural science projects and build organizational capacity for behavioural insights. Their projects tackle a wide range of social impact challenges, from maternal mental health, to unemployment, to consumer protection, to reducing GHG emissions. Prior to founding BIT's Canadian office, Sasha worked at BIT's New York office leading a large program of work with US cities. Before joining BIT, he led Deloitte's behavioural insights capabilities in Canada and was a policy advisor in the Government of Ontario.

Tori Peace*
Manager, Behavioural Insights Unit, Province of Ontario

Tori Peace is the manager of the Province of Ontario's Behavioural Insights Unit (BIU). Prior to her role in the BIU, Tori had experience leading government program delivery areas and not-for-profit organizations in the fields of addictions, mental health, housing and homelessness. She has just returned from almost two years away in Costa Rica where she abandoned her team to focus on her family. Outside of the surfing and yoga, she filled her time working at her children's school and starting a not-for-profit organization in Ocean Safety.

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

Kerri Buschel is the Director of Marketing, Insights and Experience at WorkSafeBC. Using behavioural research and insights to better understand the people we serve, Kerri and her team work with internal partners to build experiences, services and products that help WorkSafeBC connect with people to achieve awareness as well as shifts in behaviour around health and safety at work. From correspondence and shifts in how we communicate to the development of initiatives for workers and employers in high-risk industries – behavioural insights enable better results. With a career in public sector roles, Kerri has a passion for connecting with people - and is a guest speaker and facilitator on brand, culture, knowing your audience, and presenter on nudge and behavioural insights within the public sector.

Moderator: Dilip Soman*
Canada Research Chair in Behavioural Science and Economics; Director, BEAR University of Toronto

Dilip Soman is a Canada Research Chair in Behavioural Science and Economics at the Rotman School of Management, University of Toronto. He has degrees in behavioral science, marketing, and engineering, and is interested in the applications of behavioral science in organizations, and for welfare and policy. He is the co-author of Managing Customer Value (2022), author of The Last Mile (2015) and co-editor of The Behaviorally Informed Organization (2021) and Behavioral Science in the Wild (2022). He has taught in the U.S.A, Hong Kong and Canada, and has worked with several corporations, governments and start-ups. His non-academic interests include procrastination, cricket, travel, and taking weekends seriously.

Lightning Talks

Messaging Trial to Understand Mask Wearing Intentions Beyond the COVID-19 Pandemic
Sarah Wall (Privy Council Office, Public Health Agency of Canada), Meera Paleja (Public Health Agency of Canada), Tyler Good (Privy Council Office, Public Health Agency of Canada), & Corey Green (Public Health Agency of Canada)*

This online randomized controlled trial (N=2440) led by the Public Health Agency of Canada tested the effect of six messages on intentions to wear masks for other respiratory illnesses, such as colds and the flu, beyond the COVID-19 pandemic. This study found that the presence of a mask mandate in hypothetical scenarios had the largest impact on self-reported mask wearing intentions. However, when a mandate was present, messages that used risk-based framing significantly increased mask wearing compared to other messages.

Applying Behavioural Insights to Increase Immunization Uptake in the Fraser Health Region
Michelle Zanette (Simon Fraser University), Christina Fung (Fraser Health), Meghan Martin (Fraser Health), & Kirstin Appelt (University of British Columbia)*

Fraser Health designed and tested variations to their reminder postcards to determine whether the use of certain behavioural insights would increase uptake of childhood immunizations. Results indicate both positive and negative impacts, depending on the behavioural insight used and the outcome examined.

Testing Interventions to Reduce Math Anxiety in Practice Canadian Forces Aptitude Test (PCFAT) Examinees
Ben Sylvester (Department of National Defence), Steve Gooch (Department of National Defence), & Justin Feeney (Rhode Island College)*

We conducted an RCT to examine whether nudge interventions mitigate gender differences in math anxiety, and subsequently improve problem solving scores on the Practice Canadian Forces Aptitude Test (PCFAT). Despite finding the interventions had a negligible effect, math anxiety was related to problem solving scores, and the PCFAT appears to be advantageous for prospective Canadian Armed Forces applicants.

Shifting to Digital Communications
Amalia Colussi (AlayaCare Inc.), Dana Hubackova (Government of British Columbia), Shannon McDonaugh (Government of Nova Scotia), & Kirstin Appelt (University of British Columbia)*

We trialled an email nudge to encourage working members of a Canadian public sector pension plan to choose digital delivery for their pension information. Email nudges significantly increased the number of plan members who logged into their online pension account and switched to digital delivery.

Combining Behavioural Science and Indigenous Cultural Values: Partnering with Māori Wardens to Reduce Warrants to Arrest in Aotearoa New Zealand
Matthew Davies (Behavioural Science Aotearoa, Ara Poutama Aotearoa (Department of Corrections)), Kaori Takenaka (Behavioural Science Aotearoa, Ara Poutama Aotearoa (Department of Corrections)), Mahinarangi Hakaraia (Ātea a Rangi, Ministry of Justice), Caitlin Spence (Behavioural Science Aotearoa, Ara Poutama Aotearoa (Department of Corrections) (former)), & Lance Tebbutt (Evidence Based Policing Centre, New Zealand Police)*

This project combined indigenous Māori world view principles with a behaviourally informed intervention to increase voluntary appearances at court. We found that 47% of people with outstanding warrants to arrest who were successfully contacted by Māori Wardens made a voluntary appearance within 2 weeks of being contacted, compared to 18% who were not contacted.

Twice as Nice? A Longitudinal Field Study of Separate vs. Combined Nudges for Household Laundry Behaviours

David Hardisty* (University of British Columbia), Kirstin Appelt (University of British Columbia), Sid Mookerjee (University of British Columbia), Yanwen Wang (University of British Columbia), Jiaying Zhao (University of British Columbia), & Arien Korteland (BC Hydro)

UBC's Decision Insights for Business & Society (UBC-DIBS) partnered with BC Hydro on a project to explore how to encourage people to adopt eco-friendly laundry behaviours, such as re-wearing clothes, combining loads, using cold water, and hang drying. Our main research question: How can we encourage people to adopt eco-friendly laundry behaviours?

Micro-Presentations (including links to each track)

We will have several simultaneous tracks of micro-presentations. Within most tracks, presenters will have 5 minutes to present and 5 minutes for Q&A directly with the audience. Each track will be in a separate Zoom room.

Track	Short URL	Full URL	Meeting ID	Passcode
1: Applying BI to Health & Safety Challenges	https://bit.ly/BDBCsafe	https://ubc.zoom.us/j/67726311423?pwd=YUFUMU0yZjZGUVc1RVAzWnlqT1IwUT09	677 2631 1423	2022
2: Applying BI to Sustainability Challenges	https://bit.ly/BDBCsustain	https://ubc.zoom.us/j/63509798331?pwd=WEZxNlRPNzBXYWdtSHpvT2dDSzE0UT09	635 0979 8331	2022
3: Using BI in Government	https://bit.ly/BCBCgov	https://ubc.zoom.us/j/66318345364?pwd=VGpVYXI5emlVK3R3WWpOK0hXV25yUT09	663 1834 5364	2022
4: New BI Research from Academia	https://bit.ly/BDBCedu	https://ubc.zoom.us/j/68307976667?pwd=d0Z5dFZsc1M5UGFlcWprNmRrc3k5Zz09	683 0797 6667	2022
5: Learn More About BI	https://bit.ly/BDBClearn	https://ubc.zoom.us/j/64103029087?pwd=M1hXZGdrTDE2U0RUeXNCSUxjZzBUdz09	641 0302 9087	2022

Track 1: Applying Behavioural Insights to Health & Safety Challenges (Link: https://bit.ly/BDBCsafe)

Expediting Form Submission to Improve Injured Worker Experience at WorkSafeBC
Summer Roddick (WorkSafeBC), Laura Ruiz* (WorkSafeBC), & David Hardisty (University of British Columbia)*

Delayed form submission can negatively impact the livelihood and wellbeing of WorkSafeBC's injured workers, preventing them from having positive claim experiences. Using novel and salient communication techniques in the form of BI-based reminders, the research team at WorkSafeBC has successfully changed injured worker behaviour by encouraging timelier form submission.

Exploratory Behavioural Research to Support Chairlift Safety in BC
Rachel Yang (Technical Safety BC) & Morné Thompson (Technical Safety BC)*

This project uses a behavioural insights approach to conduct exploratory research on chairlift safety caused by passenger behaviour in British Columbia, with the overall objective of informing future safety interventions.

Track 2: Applying Behavioural Insights to Sustainability Challenges (Link: https://bit.ly/BDBCsustain)

Accelerating Heat Pump Adoption in Canada: A Market Segmentation Approach
Kevin Andrew (University of Victoria), Ekaterina Rhodes (University of Victoria), Severin Odland (University of Victoria), & Aaron Pardy (Simon Fraser University)*

Heat pumps are a critical technology for reducing residential building emissions, yet their adoption rate in Canada remains relatively low. Our paper uses the Canadian Home Heating Survey (n=3,804) to identify, describe, and compare four market segments of Canadian homeowners (i.e., pioneers, potential early mainstream buyers, potential mainstream buyers, and potential late mainstream buyers) against behavioural and contextual characteristics, with implications for designing policies to increase heat pump adoption.

What Policies Do Homeowners Prefer for Building Decarbonization and Why? An Exploration of Climate Policy Support in Canada
Ekaterina Rhodes (University of Victoria), Severin Odland (University of Victoria), Meghan Corbett (University of Victoria), & Aaron Pardy (Simon Fraser University)*

Public support for home decarbonization policy is required to ensure long-lasting emissions reductions in the buildings sector. Using survey data from Canadian homeowners (n=3,804), we find that the majority of homeowners support voluntary policies such as subsidies and loan programs for low-carbon heating technology rather than compulsory

policies (e.g., carbon taxes, renewable natural gas mandates); and characteristics associated with consistent support for most home decarbonization policies fall into five categories--altruistic values, climate concern, trust in scientists, positive perceptions of heat pumps, and higher education.

Track 3: Using Behavioural Insights in Government (Link: https://bit.ly/BCBCgov)

Nudging Government Long-Termism
Nicholas Chesterley* (Independent Researcher)

Governments frequently seem focused on short-term priorities, neglecting long-term problems such as pandemics, climate change, population aging, and water overuse. This session draws on behavioural research on individual present bias to explore how we can help governments be more long term, including developing new measures of success, introducing defaults and commitments, and adopting a more experimental and iterative approach.

Tax Compliance in the Wild
Hamilton Carvalho* (São Paulo State Tax Agency), Alexandro Afonso (São Paulo State Tax Agency), & Flávio Bertaggia (São Paulo State Tax Agency)

After producing mostly null results, a behavioral economics approach to increase tax compliance led the "nudge" team to uncover a puzzling, hidden social phenomenon (the "only for driving" cars) in Brazil.

Track 4: New Behavioural Insights Research from Academia (Link: https://bit.ly/BDBCedu)

How to Encourage Learners to Choose Effective Learning Strategies
Stav Atir* (University of Wisconsin-Madison) & Jane Risen (University of Chicago)

Learners consistently prefer low effectiveness learning strategies over more effective ones. We developed a low-cost intervention that encourages learners to choose more wisely, thereby improving their comprehension and test scores.

How the Presence of Counterfeit Victims in the Victim Marketplace Affects Social Welfare
Yi Qian* (University of British Columbia), Mingyuan Ban (Zhongnan University of Economics and Law), Qiang Gong (Wenlan School of Business and Peking University), & Karl Aquino (University of British Columbia)

We propose and test a theory that examines the potential social welfare costs when an increasing number of people in a society emit false distress signals, which we will refer to hereafter as false victim signals (FVS).

Track 5: Learn More About Behavioural Insights (Link: https://bit.ly/BDBClearn)
(In this track, there will be a 15-minute webinar plus 5 minutes for Q&A.)

UBC's Behavioural Insights Programs
Lindsay Miles-Pickup* (BC Behavioural Insights Group & Graduate of UBC's Advanced Professional Certificate in Behavioural Insights)

This short webinar will provide a brief overview of: (1) *Fundamentals of Behavioural Insights*, a three-week, live online introductory course that gives you the knowledge to add a BI lens to how you approach problems; (2) *Advanced Professional Certificate in Behavioural Insights*, a rigorous nine-month, live online program that gives you the knowledge and skills to design and evaluate BI solutions in your workplace; and (3) the *BIG Difference BC Scholarship* toward certificate tuition for BC working professionals in the public or non-profit sectors.

BIG Difference BC 2022 Partners

BIG Difference BC 2022 is co-hosted by

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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.

BIG Difference BC is a collaboration between

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 outcomes across major societal and planetary challenges by improving our understanding of decision-making and helping people make better choices for themselves and for the world. For more, visit http://dibs.sauder.ubc.ca or email dibs@sauder.ubc.ca

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 (co-chair), *Research Director, UBC Decision Insights for Business & Society*

Carl Jensen (co-chair), *Acting Lead, BC Behavioural Insights Group*

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

Chris Darwent, *Manager of Transportation Design, City of Vancouver*

Heather Devine, *Senior Lead, Behavioural Science Office, Public Health Agency of Canada*

Jeremy Douglas, *Director of Partnerships, Delterra*

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

Adam King, *Founder & Managing Director, BeThink Solutions*

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

Lindsay Miles-Pickup*, Acting Project Director, BC Behavioural Insights Group*

Stephanie Papik, *Director for the BC Public Service, Moose Hide Campaign Society*

Sharilynn Wardrop*, Protected Areas Ecologist, BC Parks*

Stephanie Wilkie*, 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/
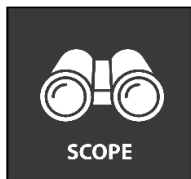
Behavioural Insights Resources

UBC's Decision Insights for Business & Society (UBC-DIBS) has created the BI wiki (https://blogs.ubc.ca/biwiki/) as a resource for folks interested in Behavioural Insights. The wiki has a newsfeed, podcast, library of recommended reads/listens, links to case studies at UBC and beyond, and resources to support individuals and organizations working on BI projects.

The RIDE Model for Behaviour Shift

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

BC BEHAVIOURAL
INSIGHTS GROUP

R RESEARCH	**I** INNOVATE	**D** (COLLECT) DATA	**E** EVALUATE	SCALE

SCOPE

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.

THE
BEHAVIORAL
INSIGHTS
TEAM

EASY
- **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

ATTRACTIVE
- **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

SOCIAL
- **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

TIMELY
- **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

Required prerequisite for the Advanced Professional Certificate in Behavioural Insights

Next offered:
Nov. 21-Dec. 11, 2022
Apr. 17-May 7, 2023

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Continuing Business Studies

Learn more and register at https://sauder.ubc.ca/cbs-bi

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)
- Required prerequisite, *Fundamentals of Behavioural Insights*, must be taken prior to the application deadline.

Quick Look

Program Cost: $5,995*	**Schedule:** Part-time
Format: Live online	**Duration:** 9 months

Next Cohort: Sept. 2023-May 2024

Early bird deadline	May 31
Late deadline	June 30

UBC SAUDER
SCHOOL OF BUSINESS
DIBS
Decision Insights for Business & Society
Continuing Business Studies

Learn more and apply at https://sauder.ubc.ca/cbs-bi

*Cost of the prerequisite course can be applied to the program cost, if taken within three years.

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, 2023.

Applicants must first apply for the Advanced Professional Certificate in Behavioural Insights to be considered.

Zoom Webinar Guide for Attendees

Requirements for Zoom Webinar

You will <u>not</u> 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 the Zoom room. When you join, you may see the following message:
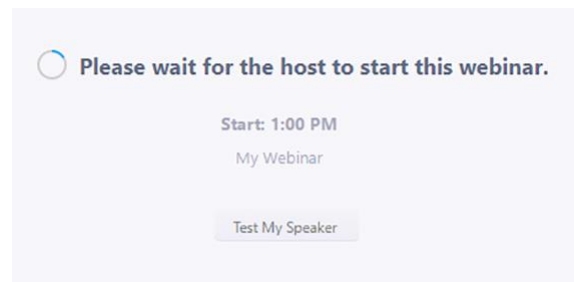
When you log in for the first time, Zoom will ask for your display name (i.e., the name that the presenters and other attendees will see). Please provide at least your first name or a nickname so that the presenters and other attendees can keep track of who is who in the Q&A.

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.)
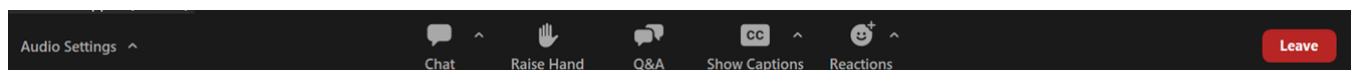
Audio Settings

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".
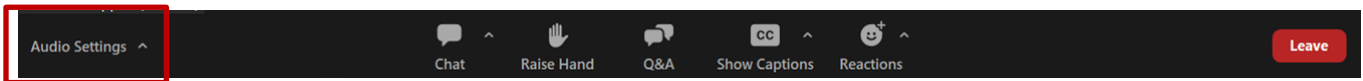
Accessing the Functions

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).
- Access the captions. Click this to see a live Zoom-generated transcript.
- Access the reactions. This will let you react with emoji, such as clapping and heart.
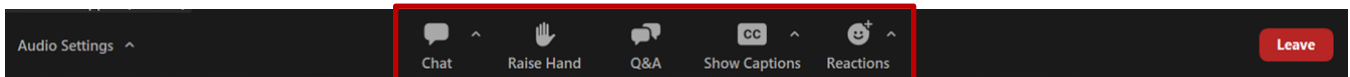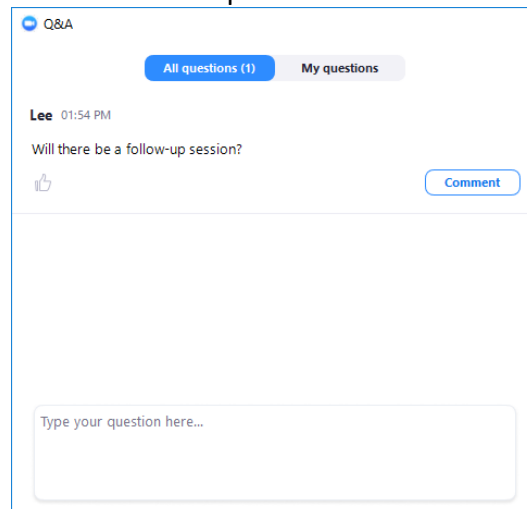

Using the Q&A Function

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 to everyone. If you do not want your name attached to your question, check **Send Anonymously**.
- If someone replies via the Q&A, you will see a reply in the Q&A window.
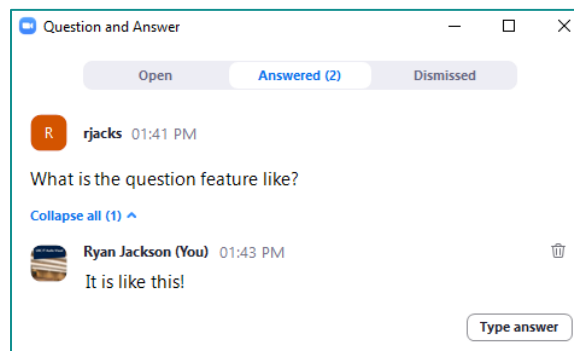
- You can "like" other attendees' questions. Click the thumbs up icon to "like" or upvote a question. Session moderators will ask the presenter(s) a selection of popular and/or interesting questions.
- You can also comment on other attendees' questions.

Using the Reactions Function

The Reactions function lets you share emojis to applaud the presenter or emphasize a point they are making. Please use these positively and judiciously!

- To add a reaction, click on "Reactions" then click on the emoji you want to send. The emoji will be visible to all presenters and attendees.
- If you find the emojis distracting, click on the ^ next to "Reactions" and select "Hidden". This will prevent the emoji from showing on your screen.
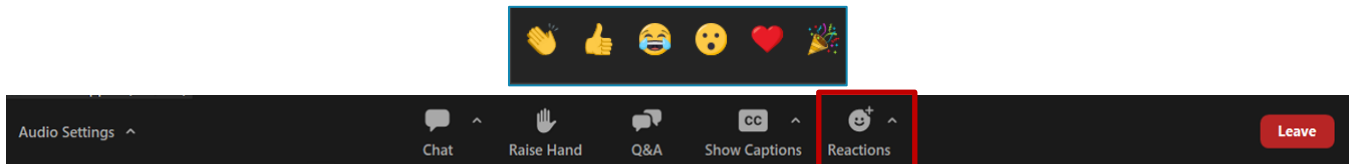
Leaving the Webinar

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.
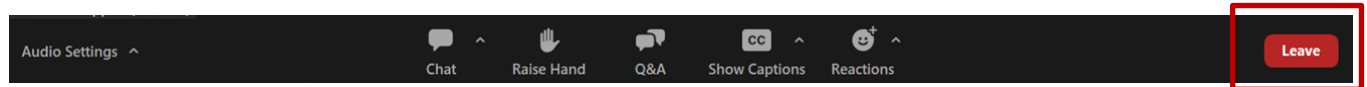
Notice of Recording

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.