BIG Difference BC 2023

Using Behavioural Insights to Improve How We Work

BRITISH COLUMBIA
BC Public Service | Where ideas work

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

Work Safe BC

Schedule at a Glance

Friday, November 3, 2023
9:00am – 4:00pm PDT (all times Pacific Daylight Time)

9:00am – 9:30am	Welcome Remarks
9:30am – 10:30am	Keynote Address by Dr. Betsy Levy Paluck
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	Panel: Using BI to Improve How We Communicate
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*, *UBC Decision Insights for Business & Society*
Stephanie Papik*, *Moose Hide Campaign Society*

9:30 – 10:30 am   **Keynote Address by Betsy Levy Paluck**

Engineering Social Change Using Social Norms
Betsy Levy Paluck, Princeton University*

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

10:30 – 10:45 am   *Break*

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

1) **Behavioural Insights for a Digital, Collaborative and Efficient Hybrid Workplace**
   Renante Rondina, Gloria Castaneda, Brianna Smrke, Rachael Jones-Chick, Sarah Hackett, Julie Metcalfe, & Elizabeth Hardy (Office of the Chief Human Resources Officer, Treasury Board of Canada Secretariat)*

2) **A Simple Behavioral Toolkit for Solutions in Complex Systems**
   Britt Titus & Marie Stege* (Airbel Impact Lab, International Rescue Committee); & Alexandra De Filippo (Poda Innovation Space)*

3) **Testing the Impact, Durability, and Underlying Mechanisms of a Brief Emotion Resilience Intervention Among Essential Workers**
   Ke Wang, Amit Goldenberg, & Jennifer Lerner (Harvard University); & James Gross (Stanford University)*

***Moderator:** Mikayla Ford (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, each in a separate Zoom room. Within each room, presenters will have 5 minutes to present and 5 minutes for Q&A directly with the audience.

Track 1: Understanding & Countering Misinformation

1) **Countering Misinformation Among Canadian Young Adults: Insights from Focus Groups**
   Thomas Vargas (New Power Labs; formerly the Government of Canada (Privy Council Office's Impact and Innovation Unit and the Public Health Agency of Canada)); Catherine Guo, Rhiannon Mosher, Lucie Peleja & Gabrielle Plamondon (Public Health Agency of Canada); Angela Mastroianni (Government of Canada (Privy Council Office's Impact and Innovation Unit and the Public Health Agency of Canada)); & Meera Paleja (Ontario Securities Commission; formerly Public Health Agency of Canada)*

2) **Wrong About Each Other: Widespread Social Misperceptions and Their Links to Pro-Climate Policy Support, Belief in Misinformation, and Public Health Outcomes**
   Justin Savoie, Nicholas Diamond, Dhawal Selarka, Annamarie Grant, & Brian Pereira (Government of Canada)*

Track 2: Improving Registration & Response Rates

1) **Improving Employment Service Registration Rates Among Income Assistance Clients in British Columbia**
   Craig Hutton (BC Behavioural Insights Group; formerly BC Ministry of Social Development & Poverty Reduction); Kerstin Behrens-Bolt & Iqbaldeep Kaur (BC Ministry of Citizens' Services); & Vince Hopkins (University of British Columbia)*

2) **Improving Response Rates for Student Surveys**
Carl Jensen* on behalf of the BC Behavioural Insights Group & BC Stats

Track 3: Tackling Public Health & Safety Challenges

1) **Testing Regulatory Signage to Nudge Safe Chairlift Behaviour at BC Ski Hills**
Rachel Yang* (Technical Safety BC)

2) **Regional Differences Vital for Understanding Physician Referrals to Virtual Care on Vancouver Island**
Jennifer Parisi* (Health Research BC); Ashleigh Golden (PsyD, RPsych); Anne Mburu (Coastal Health); Özer Tozoğlu (3M); & Kirstin Appelt (University of British Columbia)

Track 4: Understanding How People Make Decisions

1) **How Does Choice Architecture Influence Attention and Decision Making?**
Chaoyi Shi* & Yu Luo (University of British Columbia); Dilip Soman (University of Toronto); & Jiaying Zhao (University of British Columbia)

2) **Should Advisors Provide Confidence Intervals Around Their Estimates?**
Celia Gaertig* (UC Berkeley) & Joseph Simmons (University of Pennsylvania)

Track 5: Webinar About Behavioural Insights Courses

Lindsay Miles-Pickup* (BC Behavioural Insights Group & graduate of UBC's Advanced Professional Certificate in Behavioural Insights) will lead a short webinar and Q&A about Behavioural Insights training opportunities.

1:00 – 2:30 pm   **Special Session: Using Behavioural Insights to Improve How We Communicate**

Join our panel of behavioural insights experts as they share real-world case studies and actionable insights to help you elevate your communication skills by applying behavioural insights to tailor your messages, reduce sludge in your communications, and increase public trust. Moderator **Kerri Buschel** (*WorkSafeBC*) will be joined by panelists **Dave Trudinger** (*Behavioural Insights Unit, Government of New South Wales*), **Bing Feng** (*TD Wealth*), and **Nicholas Diamond** (*Impact and Innovation Unit, Government of Canada*).

2:30 – 2:45 pm   *Break*

2:45 – 3:50 pm   **Lightning Talks**

1) **Can You Spot a Phish? Preventing BC Public Service Employees from Getting Hooked by Scammers**
Stina Grant* on behalf of the BC Behavioural Insights Group & the Office of the Chief Information Officer

2) **Promoting Sustainable Food Choices in Hospital Cafeterias**
Karina Spoyalo* (University of British Columbia); Nicole Viduka (KAYA Climate Solutions); Sarah-Jean Dixon (BC Ministry of Water Lands & Resource Stewardship); Liam Devine (BC Ministry of Environment & Climate Change Strategy); & Jiaying Zhao (University of British Columbia)

3) **Nudging Away Global Smartphone Addiction: A Personalised Behavioural Intervention**
Jay Olson* (University of Toronto); Dasha Sandra, Denis Chmoulevitch, Élissa Colucci, Alain Al Bikaii, & Johnny Nahas (McGill University); Ellen Langer (Harvard University); Amir Raz (Chapman University); & Samuel Veissière (McGill University)

Moderator: *Vince Hopkins (UBC Decision Insights for Business & Society)*

3:50 – 4:00 pm   **Closing Remarks**

Stephanie Papik*, *Moose Hide Campaign Society*
Mikayla Ford*, *BC Behavioural Insights Group*

Keynote Address

Engineering Social Change Using Social Norms
Betsy Levy Paluck*, *Princeton University*

Social norms are among the most popular behavioural interventions used to encourage behaviour change. Work from my lab argues for the value and necessity of recognizing that social norms are not static messages, but dynamic group processes. Treating social norms as evolving and group-driven has three major benefits that more than offset the costs of the greater theoretical and practical complexity. One, it improves the effectiveness of existing social norms interventions. Two, it opens up a broader range of intervention strategies to change behaviour. Three, it connects research on social norms interventions with theories and research on collective phenomena like social movements and institutional culture change.

Betsy Levy Paluck (she/they) is Professor of Psychology and Public Affairs and Deputy Director of the Kahneman-Triesman Center for Behavioral Science & Policy, all at Princeton University. Her research, which takes her from communities in central Africa to public schools in the United States, focuses on prejudice and conflict reduction, using large-scale field experiments to test theoretically driven interventions. In 2017, she was awarded the MacArthur Fellow Award for her work unravelling how social networks and norms influence our interactions with one another and identifying interventions that can change destructive behaviour.

Special Session: Using Behavioural Insights to Improve How We Communicate

Communicating is one of the most natural and fundamental things we do. We communicate to transmit ideas, information, and intentions, and to facilitate shared understanding among individuals and organizations. Skilled communication enables successful collaboration, informed decision-making, and the establishment of meaningful relationships—both in personal and professional contexts.

Join our panel of behavioural insights experts as they share real-world case studies that demonstrate how understanding human behaviour can improve message effectiveness across audiences. Our panelists will share actionable insights to help you elevate your communication skills by applying behavioural insights to tailor your messages, reduce sludge in your communications, and increase public trust.

Dave Trudinger*
Director, Behavioural Insights Unit, Government of New South Wales

Dave Trudinger has been the Director of the New South Wales Government's Behavioural Insights Unit since 2020. Dave's diverse career has seen him work in consultancy, frontline community services, academia, and government across several Australian jurisdictions and the U.K. He brings a focus on demonstrating impact, supporting frontline delivery, and empowering public service partners. Dave's PhD included exploration of how and why psychology was applied in a range of professions and public policy in twentieth century Australia. On a sunny weekend in Sydney, you might find him on the beach as a volunteer life saver and still contemplating why humans make the decisions they do!

Bing Feng*
Manager of Behavioural Finance, TD Wealth

Bing Feng is the Manager of the Behavioural Finance Team at TD Wealth. Before joining TD Wealth, she was the Associate Director at the University of Toronto BEAR (Behavioural Economics in Action at Rotman), and project manager of a large international consortium of academics and organizations called the Behaviourally Informed Organizations (BI-Org Partnership). During her time at BEAR, Bing worked with over 20 organizations across the globe to embed behavioural insights in their everyday processes. Bing's recent work focuses on applying behavioural science in financial decision-making. She holds an MBA degree from the University of Toronto and a BA in Economics from Western University.

Nicholas Diamond*
Senior Behavioural Scientist, Impact and Innovation Unit, Government of Canada

Dr. Nicholas Diamond is a Senior Behavioural Scientist in the Government of Canada's Impact and Innovation Unit, leading the team's research on the impacts of trust, trustworthiness, and misinformation across multiple policy domains. Before joining the Impact and Innovation Unit, he completed a PhD and postdoctoral fellowship in psychology and cognitive neuroscience, studying human memory.

Moderator: Kerri Buschel*
Senior Director, Communications & Marketing and Chief Experience Officer (CxO), WorkSafeBC

Kerri Buschel is Senior Director, Communications & Marketing and Chief Experience Officer (CxO) at WorkSafeBC. She has worked in the fields of marketing, engagement, and behavioural insights for the last 25 years across federal and provincial agencies. Teaching, presenting, and leading sessions on the interface of brand, culture, and behavioural insights to influence perceptions and shape consistent positive choices are highlights in her career, alongside working with, and learning from, her incredible team at WorkSafeBC.

Lightning Talks

Behavioural Insights for a Digital, Collaborative and Efficient Hybrid Workplace
Renante Rondina, Gloria Castaneda, Brianna Smrke, Rachael Jones-Chick, Sarah Hackett, Julie Metcalfe, & Elizabeth Hardy (Office of the Chief Human Resources Officer, Treasury Board of Canada Secretariat)*

In an effort to improve the hybrid working environment, we used predictive analytics and default calendar invitations to increase digital workplace behaviours that support collaboration and efficiency.

A Simple Behavioral Toolkit for Solutions in Complex Systems
Britt Titus & Marie Stege* (Airbel Impact Lab, International Rescue Committee); & Alexandra De Filippo (Poda Innovation Space)*

Although there is a growing consensus that applying behavioral science to address systemic challenges in more complex environments is essential, standardized guidance and practical tools for carrying out this work in such settings are lacking. Therefore, we are creating a toolkit to integrate a behavioral perspective to the way we diagnose and respond to complex, even wicked, problems. Our presentation will cover our experience testing this new approach in three of our projects targeting farmers' resilience to climate shocks and environmental disasters in Pakistan, Niger and South Sudan.

Testing the Impact, Durability, and Underlying Mechanisms of a Brief Emotion Resilience Intervention Among Essential Workers
Ke Wang, Amit Goldenberg, & Jennifer Lerner (Harvard University); & James Gross (Stanford University)*

We conducted a randomized controlled trial to examine the impact, durability, and underlying mechanisms of a brief online emotion resilience intervention among essential workers. Our findings revealed significant and enduring positive effects, observed approximately six months later, across a wide array of outcomes, encompassing emotional well-being, job satisfaction, job performance, and physical health.

Can You Spot a Phish? Preventing BC Public Service Employees from Getting Hooked by Scammers
Stina Grant on behalf of the BC Behavioural Insights Group & the Office of the Chief Information Officer*

To combat increasingly sophisticated phishing attempts, we tested the effectiveness of two types of email-based training among 33,165 employees. This trial found that email-based training was effective and may improve employees' short-term ability to identify threats and avoid interacting with phishing.

Promoting Sustainable Food Choices in Hospital Cafeterias
Karina Spoyalo (University of British Columbia); Nicole Viduka (KAYA Climate Solutions); Sarah-Jean Dixon (BC Ministry of Water Lands & Resource Stewardship); Liam Devine (BC Ministry of Environment & Climate Change Strategy); & Jiaying Zhao (University of British Columbia)*

In partnership with Vancouver Coastal Health (VCH), this project assessed the impact of salience and availability on sustainable food choices within hospital cafeteria settings. The sales of low carbon dishes were increased with both interventions, demonstrating a promising method for reducing the environmental impact of healthcare's food service industry.

Nudging Away Global Smartphone Addiction: A Personalised Behavioural Intervention
Jay Olson (University of Toronto); Dasha Sandra, Denis Chmoulevitch, Élissa Colucci, Alain Al Bikaii, & Johnny Nahas (McGill University); Ellen Langer (Harvard University); Amir Raz (Chapman University); & Samuel Veissière (McGill University)*

We conducted a 6-week randomised controlled trial of a personalised nudge-based intervention to reduce problematic smartphone use, involving strategies such as disabling notifications and keeping the phone out of the bedroom at night. Compared to control participants, those following the intervention reduced their screen time and self-reported smartphone addiction.

Micro-Presentations

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

Track 1: Understanding & Countering Misinformation

Countering Misinformation Among Canadian Young Adults: Insights from Focus Groups
Thomas Vargas* (New Power Labs; formerly the Government of Canada (Privy Council Office's Impact and Innovation Unit and the Public Health Agency of Canada)); Catherine Guo, Rhiannon Mosher, Lucie Peleja & Gabrielle Plamondon (Public Health Agency of Canada); Angela Mastroianni (Government of Canada (Privy Council Office's Impact and Innovation Unit and the Public Health Agency of Canada)); & Meera Paleja (Ontario Securities Commission; formerly Public Health Agency of Canada)

> Through nine focus groups, this qualitative research explores how young adults in Canada engage with, make sense of, and trust online health information and messengers—including public health authorities. These findings provide insight into how to address the growing challenge of misinformation in the public health space and will inform the next quantitative phase of this work.

Wrong About Each Other: Widespread Social Misperceptions and Their Links to Pro-Climate Policy Support, Belief in Misinformation, and Public Health Outcomes
Justin Savoie*, Nicholas Diamond, Dhawal Selarka, Annamarie Grant, & Brian Pereira (Government of Canada)

> Results from multiple national-scale behavioural monitoring surveys on COVID-19, climate change, and trust and misinformation identified systematic and widespread social misperceptions, and their links to individuals' beliefs, attitudes, and behaviours.

Track 2: Improving Registration & Response Rates

Improving Employment Service Registration Rates Among Income Assistance Clients in British Columbia
Craig Hutton* (BC Behavioural Insights Group; formerly BC Ministry of Social Development & Poverty Reduction); Kerstin Behrens-Bolt & Iqbaldeep Kaur (BC Ministry of Citizens' Services); & Vince Hopkins (University of British Columbia)

> This project aimed to increase WorkBC Employment Service registration rates among employment-obligated income assistance clients of the BC Ministry of Social Development and Poverty Reduction by sending them an educational electronic message about WorkBC Employment Services. This electronic message was designed based upon insights from prior behavioural research, interviews with front-line staff, and input from stakeholders.

Improving Response Rates for Student Surveys
Carl Jensen* on behalf of the BC Behavioural Insights Group & BC Stats

Student outcome data, partially collected via the annual Diploma, Associate Degree and Certificate Student Outcomes Survey, are used to estimate future labour market supply and improve post-secondary education. This project aimed to increase participation in the 2023 cycle of the survey by redesigning the existing email invitation using insights from the behavioural sciences, evidence from literature, and input from key stakeholders.

Track 3: Tackling Public Health & Safety Challenges

Testing Regulatory Signage to Nudge Safe Chairlift Behaviour at BC Ski Hills
Rachel Yang* (Technical Safety BC)

Chairlift incidents and injuries at ski hills caused by passenger behaviour are a safety risk in BC. This two-part study established baselines for restraining bar usage and tested regulatory signage to influence safe chairlift behaviour. Despite no statistically significant differences in the use of signage during this pilot, valuable insights were gained and more research is planned for the upcoming season.

Regional Differences Vital for Understanding Physician Referrals to Virtual Care on Vancouver Island
Jennifer Parisi* (Health Research BC); Ashleigh Golden (PsyD, RPsych); Anne Mburu (Coastal Health); Özer Tozoğlu (3M); & Kirstin Appelt (University of British Columbia)

Despite the benefits of a virtual care program for older adults with chronic health conditions in the Island Health region, physician referrals are low. Using a behaviourally informed email sent to physicians in the South Vancouver Island Health Service Delivery Area only, we compared referrals from South Vancouver Island to those in Central and North Vancouver Island Health Service Delivery Areas using a differences-in-differences research design.

Track 4: Understanding How People Make Decisions

How Does Choice Architecture Influence Attention and Decision Making?
Chaoyi Shi* & Yu Luo (University of British Columbia); Dilip Soman (University of Toronto); & Jiaying Zhao (University of British Columbia)

The current study provides new insights on the attentional mechanism of choice architecture, with implications for practitioners and policymakers on designing optimal choice architecture to aid decision making for consumers.

Should Advisors Provide Confidence Intervals Around Their Estimates?
Celia Gaertig* (UC Berkeley) & Joseph Simmons (University of Pennsylvania)

In 12 incentivized and pre-registered studies (N=17,615), we find that participants are either directionally or significantly more likely to follow numeric advice when it was accompanied by a confidence interval. These results suggest that advisors may be more persuasive if they provide confidence intervals around their estimates.

Track 5: Webinar About Behavioural Insights Courses
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*, UBC's 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*, UBC's 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 2023 Partners

BIG Difference BC 2023 is co-hosted by

BIG Difference BC 2023 is made possible through additional sponsorship from

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A Partnership Development Grant from the
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THE BEHAVIORAL INSIGHTS TEAM

UBC SAUDER SCHOOL OF BUSINESS
Peter P. Dhillon
Centre for Business Ethics

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. Our mission is to improve outcomes across major societal and planetary challenges by improving our understanding of decision-making, encouraging long-term behaviour change, and working together toward an environmentally, economically, and socially sustainable future. UBC-DIBS conducts behavioural and decision science research, offers Behavioural Insights training, and hosts events and resources to support the BI community. Visit http://sauder.ubc.ca/dibs 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), *University of British Columbia*

Mikayla Ford (co-chair), *BC Behavioural Insights Group*

Kerri Buschel, *WorkSafeBC*

Heather Devine, *Public Health Agency of Canada*

Jeremy Douglas, *Delterra*

Crystal Hall, *University of Washington*

Jeff Mackey-Murdock, *City of Vancouver*

Meghan Martin, *Fraser Health Authority*

Stephanie Papik, *Moose Hide Campaign Society*

Sasha Tregebov, *Behavioural Insights Team*

Sharilynn Wardrop*, BC Parks*

Stephanie Wilkie*, 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.

Behavioural Insights Resources

- BIG Difference BC newsletter: Monthly newsletter sharing events and resources
- BI tutorials: Brief videos on key BI concepts
- BI wiki: Online newsfeed, podcast, case studies, library, and other resources

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/

Fundamentals of Behavioural Insights

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. 20-Dec. 10
Seminars 5-7pm ET or 5-7pm PT

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Learn more and register 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)
- 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. 2024-May 2025

Early bird deadline   May 31
Late deadline   June 30

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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.

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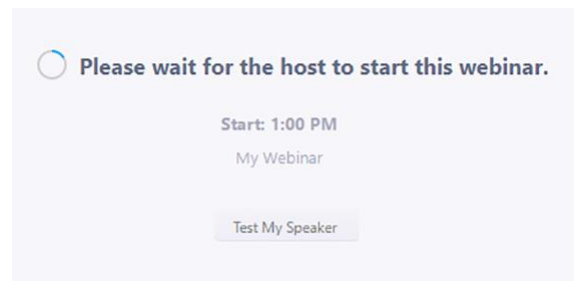
When you log in for the first time, Zoom will ask for your display name (i.e., the name that the presenters and other attendees will see). Please provide at least your first name or a nickname so that the presenters and other attendees can keep track of who is who in the Q&A.

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.)
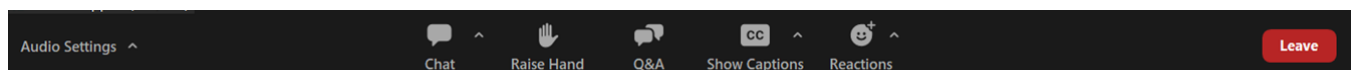
Audio Settings

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".
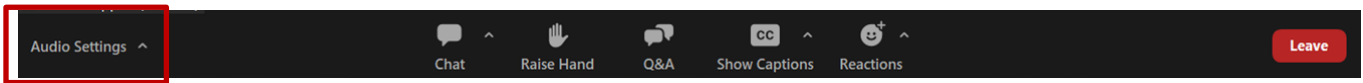
Accessing the Functions

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

- Access the chat window. This will be disabled.
- Raise your hand. This will be disabled.
- 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 live Zoom-generated closed captions.
- Access the reactions. This will let you react with emoji, such as clapping and heart.
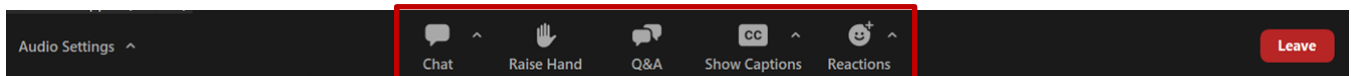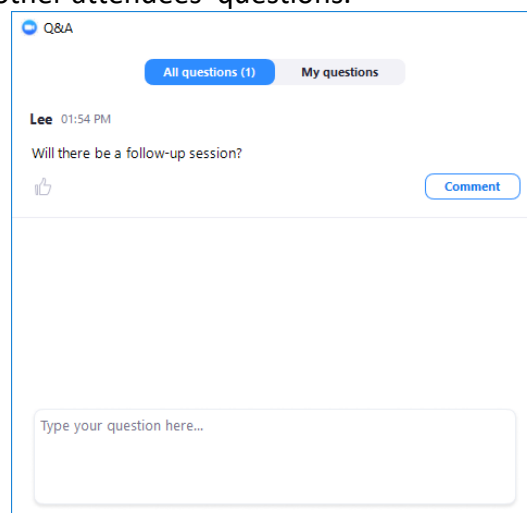

Using the Q&A Function

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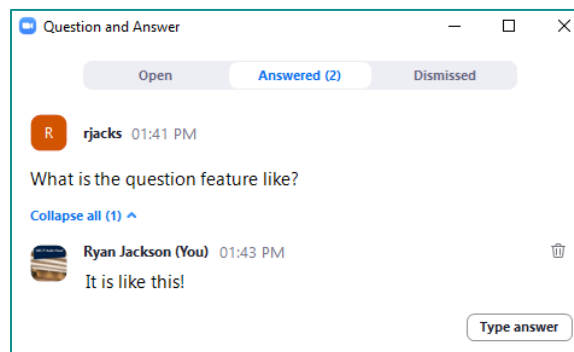
- You can "like" other attendees' questions. Click the thumbs up icon to "like" or upvote a question. Session moderators will ask the presenter(s) a selection of popular and/or interesting questions.
- You can also comment on other attendees' questions.

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.
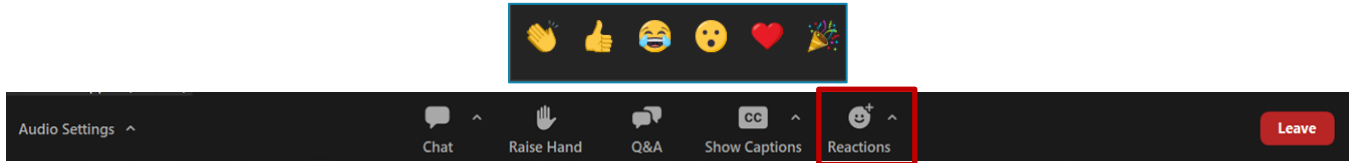
Leaving the Webinar

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.
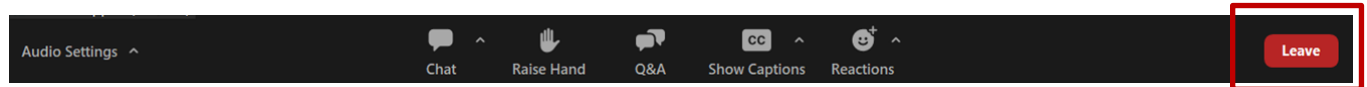
Notice of Recording

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.