

# Behavioural Insights for Records Management in the BC Public Service



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## Background

- Improper records management practices can increase the amount of data stored on BC Public Service (BCPS) employees' personal hard drives.
- This costs the government money and makes it difficult for employees to find the files they need.

## Objective


- Apply behavioural insights to improve records management amongst BCPS employees.

## Approach

- An 8-week email campaign designed to build awareness and disseminate helpful tips for improving records management among BCPS employees ( $N = 22,388$ ).

## Methods

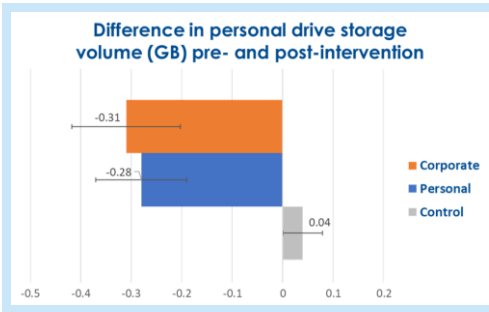
- We conducted a three-arm randomized controlled trial to test two variations of the email campaign against a control condition:
  - Email 1: Personal benefits "Save time and effort – declutter your home drive" ( $n = 4,402$ )
  - Email 2: Corporate appeal "Reduce data storage costs – declutter your home drive" ( $n = 4,387$ )
  - Control: no email ( $n = 13,599$ )
- Key performance indicator was a reduction in employees' personal hard drive storage volume (GB).



Weekly records management tips	
Wk 1	"Empty your recycle bin"
Wk 2	"Find and manage old files"
Wk 3	"Remove personal records"
Wk 4	"Find and manage large files"
Wk 5	"Relocate sensitive files"
Etc ...	...

## Findings

- Compared to the control condition, storage volume decreased significantly in the personal ( $p < .001$ ) and corporate ( $p < .001$ ) conditions [ $F(2, 21,850) = 39.58, p < .001$ ].
- There was no difference between the two email frames ( $t = -.54, ns$ ).
- Bulk of effect during first month.



## Conclusion

- Behavioural Insights can effectively improve records management.