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).

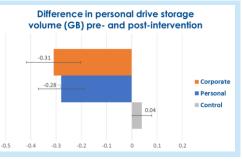
Methods

- 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).

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Citizens' Services Kerry Pridmore	Wk 1	"Empty your recycle bin"
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Denser Pag Bandra Denser Bandra Denser Para de Denser de Maria	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.

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