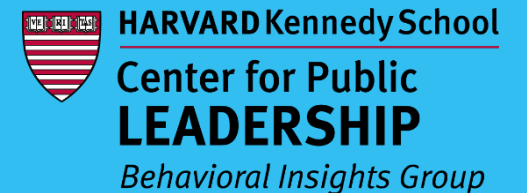


Behavioral Science through the City Lens

Wednesday, April 12, 2017



Getting the neurons firing

Bed

Rest

Awake

Tired

Dream

Wake

Snooze

Blanket

Doze

Slumber

Snore

Nap

Peace

Yawn

Drowsy

**Take a moment to
write down the
words that you
can remember**



Do you remember?

Snore

Wake

Blanket

Nap

Sleep

No 'sleep' here

Bed

Rest

Awake

Tired

Dream

Wake

Snooze

Blanket

Doze

Slumber

Snore

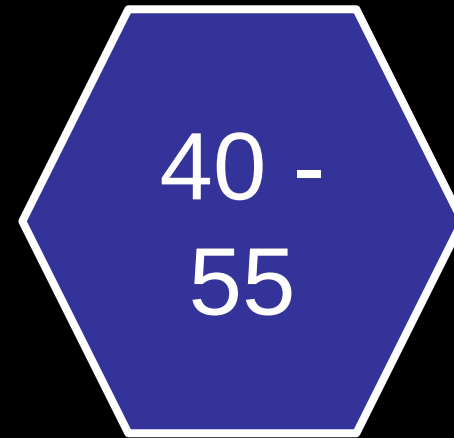
Nap

Peace

Yawn

Drowsy

**Did you
remember
'sleep'?**



*% of people who
falsely
remember*

How many think they are in the top 25% among people in this room when it comes to:

- 1. My ability to make good decisions**
- 2. My ability to get along well with other people**
- 3. My ability to negotiate effectively**
- 4. My ethicality**

How many respondents think the following person is going to get into heaven?

1. Bill Clinton

52%

2. Michael Jordan

62%

3. Mother Teresa

79%

4. Themselves

87%

Why – the Science

- Traditional economic models of perfectly rational decision-makers maximizing personal material rewards



- Implication: influence behavior with financial incentives and information

Why – the Science

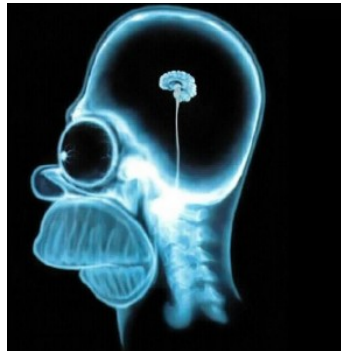
- Modern behavioral economics allows for human cognitive limitations & biases, imperfect self-regulation, sociality



- To influence behavior, we target the psychological roots of behavior

Why – the Science

- Modern behavioral economics allows for human cognitive limitations & biases, imperfect self-regulation, sociality



- To influence behavior, we target the psychological roots of behavior

Question – What do you want to eat?

If you are ordering today, would you choose fruit or chocolate for next week?



Choose today

Eat next week



Time

Question – What do you want to eat?

If you are ordering today, would you choose fruit or chocolate for next week?

Choosing today for later ...
74% choose fruit



Choose today

Eat next week



Time

Question – What do you want to eat?

If you are choosing today what you will eat now, would you choose fruit or chocolate?



Choose and eat today



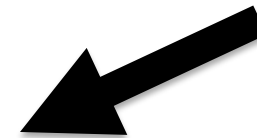
Time

Question – What do you want to eat?

If you are choosing today what you will eat now, would you choose fruit or chocolate?



Choosing today for today ...
70% choose chocolate



Choose and eat today



Time

Behavioral insights

Present bias – underweight the future in favor of present

Loss aversion – care more about potential losses than gains

Status quo bias – tend to continue doing the same thing

Self control – tempted to make bad choices when aroused

Social norms – care about fitting in with others

Altruism – care about others

Behavioral insights & interventions

Present bias – e.g., commitments & planning prompts

Loss aversion – e.g., focus messaging on costs

Status quo bias – e.g., improve defaults & allow opt-outs

Self-control – e.g., lock-boxes

Social norms – e.g., reference points & rankings

Altruism – e.g., focus on impacts for others

Immunization

This **FLU SHOT** reminder brought to you by:

HEALTHY HABITS are always in season.

David D. Sample
10200 Oak Rd.

JUST THE FACTS:

- The single most effective way to protect yourself from the flu is to get vaccinated every year.
- October or November is the best time to get vaccinated.
- Each year, about 36,000 people in the U.S. die from the flu.

EVEN BEFORE the leaves start to change color, there are little things that just tell you it's autumn. You watch the new fall TV shows while bundled up in a favorite sweater. The grill tools – well, at least some of them – get put away, and out comes the chili pot. Maybe you're even lucky enough to make it out to the apple orchard or the pumpkin patch one Saturday afternoon.

Another sign of the changing season?
Your yearly flu shot. It sure doesn't sound as heartwarming as woolly clothing or as mouth-watering as five-alarm chili, but it's far more protective and nourishing than either one of those things. After all, it's your single best bet for fighting against the flu all fall and winter long. And the sooner you roll up that woolly sleeve and get it, the better chance it has to protect you.

There are long, serene autumn sunsets ahead, and months of cozy snow days and family dinners scattered across the calendar pages. Keep those special times in mind by making a healthy choice today. This one's easy.

[Company Name] IS HOLDING A FREE FLU SHOT CLINIC.

Flu shots will be available on site at the **[location of relevant free flu shot clinic]** at the following times:

Monday, October 26th	7:00 am – 3:30 pm
Wednesday, October 28th	7:00 am – 3:30 pm
Friday, October 30th	7:00 am – 3:30 pm
Tuesday, November 3rd	7:00 am – 3:30 pm
Thursday, November 5th	7:00 am – 3:30 pm

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Thursday, November 5th	7:00 am – 3:30 pm

Control

[Company Name] IS HOLDING A FREE FLU SHOT CLINIC.

Many people find it helpful to **make a plan** for getting their shot. You can write yours here:

, at
(day of the week) (month) (day) (time)

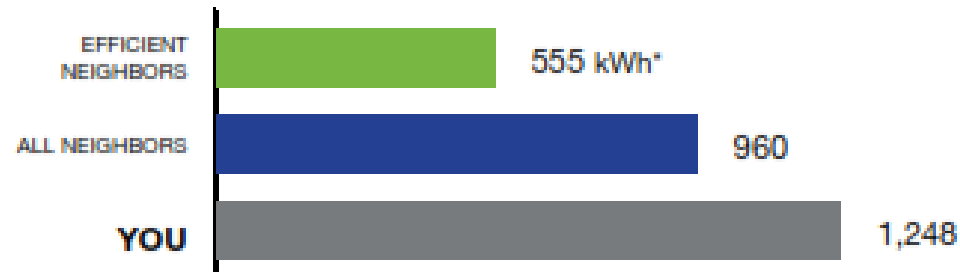
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Planning prompt

Energy Conservation

Last Month Neighbor Comparison | You used **30% MORE** electricity than your neighbors.



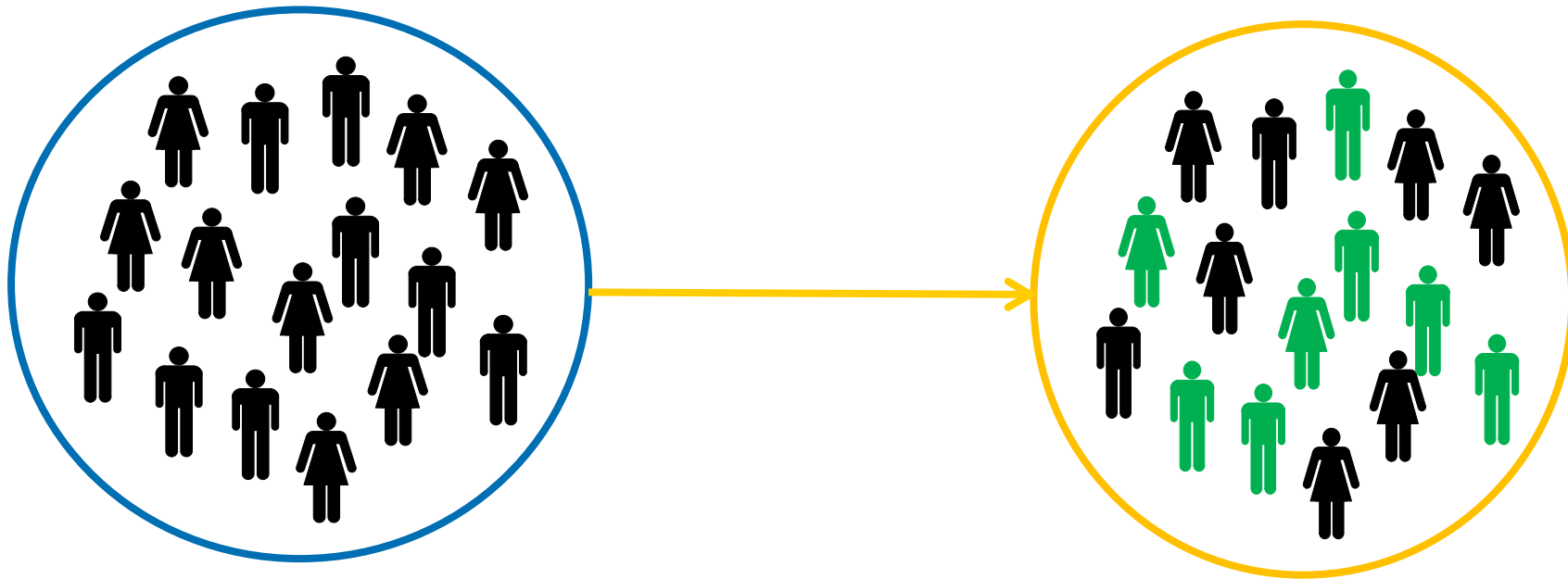
* kWh: A 100-Watt bulb burning for 10 hours uses 1 kilowatt-hour.

HOW YOU'RE DOING:

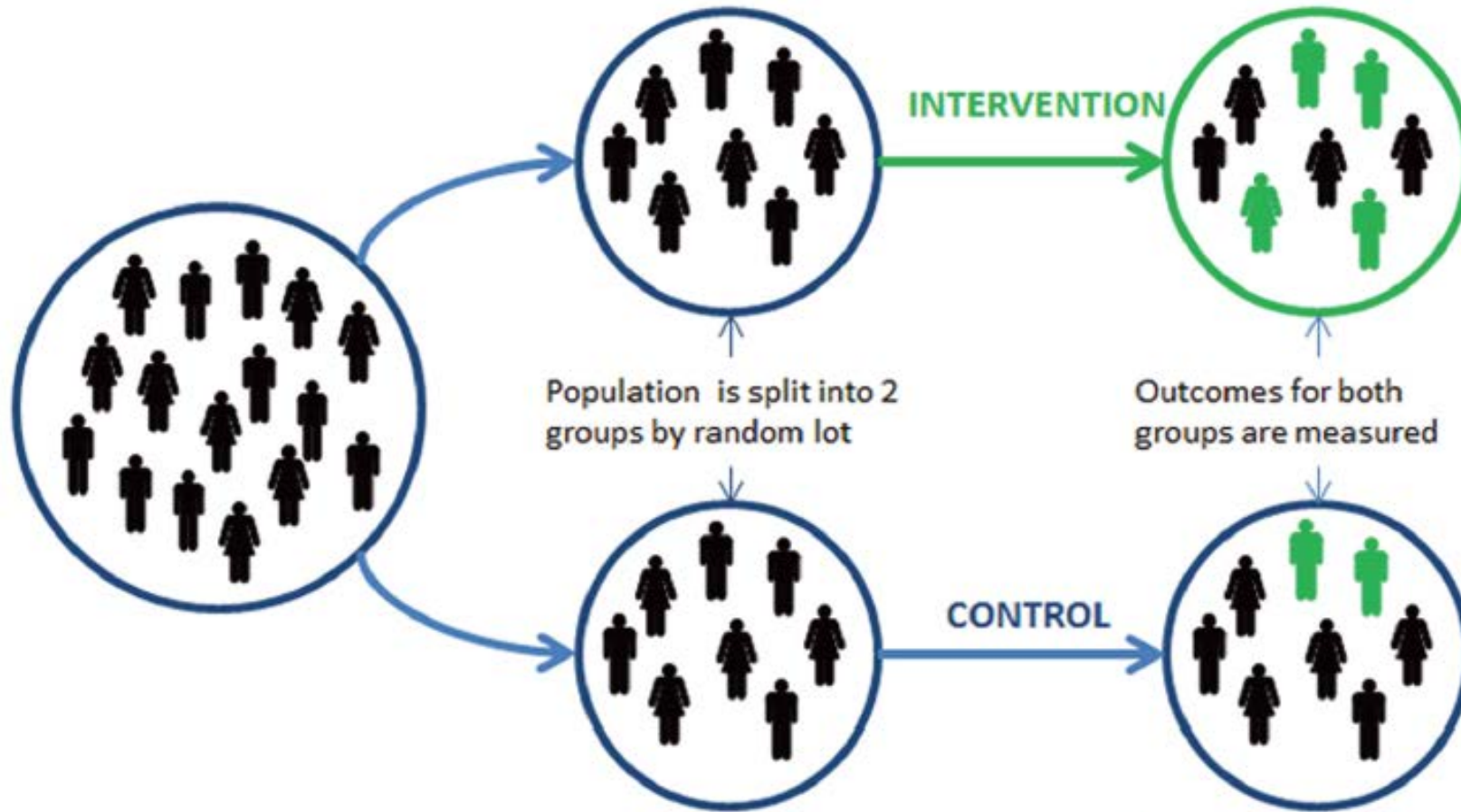
You used more
than average

Turn the report over
to find ways to save

“Experimenting” – typically



Experimenting with experiments



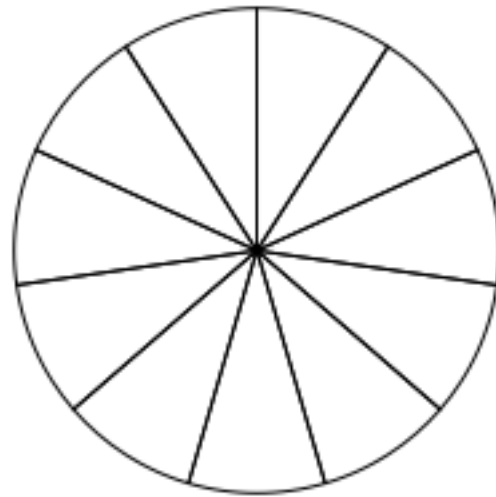
Research Case Study

- **Consumer Engagement**
 - Pseudo-Set Framing

Pseudo-sets

– arbitrary and meaningless–
**encourage people to expend
more resources in pursuit of
completion**

Pseudo-Sets are flexible...



Charitable Donations



susan g. komen.

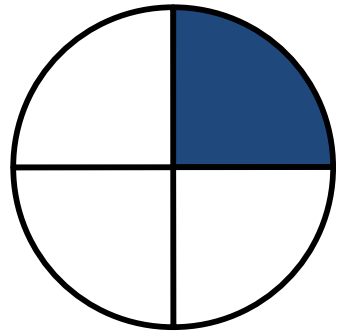
Gift Information

* Select Gift Amount:

\$25	\$50	\$75	\$100
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Pseudo-Set Framing

Number of times you've
contributed





Gift Information

* Select Gift Amount:

25% of one share (\$25)	50% of one share (\$50)	75% of one share (\$75)	One full share (\$100)
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\$100 = One Donation Share



Hello,

This is just a simple note to
spread some holiday cheer. I
hope you have a cozy winter,
and a very happy new year.

May your troubles be less and
your blessings be more. And
may nothing but happiness come
through your door.

Happy holidays,

Andrew

Control

Pseudo-Set

“We will collect as many cards as possible. We will send roughly 200 cards to each nursing home. Each senior will receive one card.”

Thanks!

You have completed ONE card.

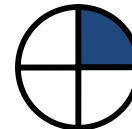
Would you like to write another?

- ☐ Yes
- ☐ No

“Within each package, we are batching the cards in sets of 4.”

Thanks!

You have completed 25% of one batch of cards.



Would you like to write another?

- ☐ Yes
- ☐ No

% completing full “set” (4 cards)

Control = 4.3%

Pseudo-Set = 39.8%



Complete Your
DonorsChoose.org
Curriculum



globalgiving

