

Frontiers of behavioural insights

David Halpern
CEO, BIT and National Advisor on What Works



THE
BEHAVIOURAL
INSIGHTS
TEAM

In partnership with



Cabinet Office



“Our government will find intelligent ways to encourage, support and enable people to make better choices for themselves.”

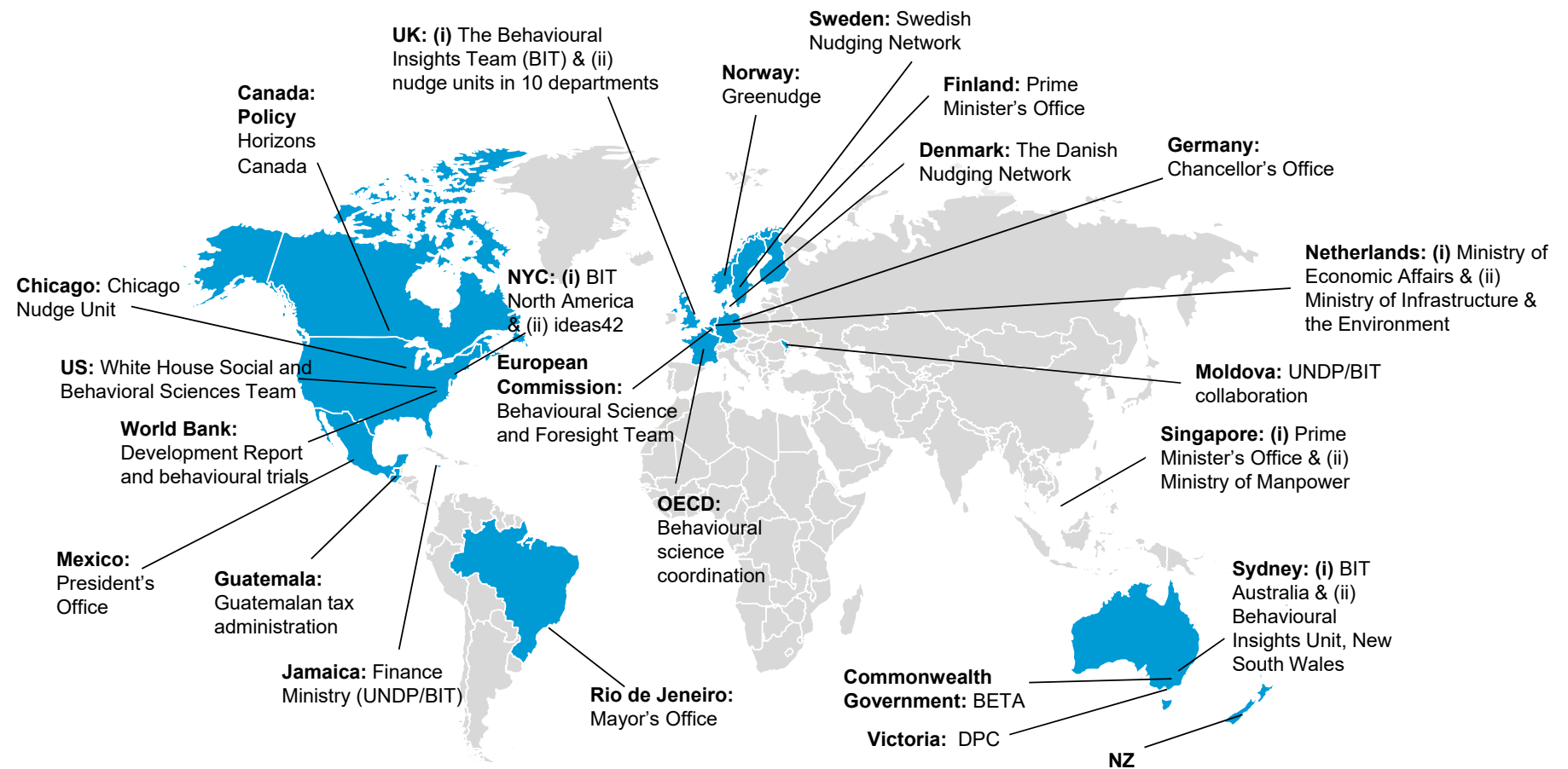




...With a little help
from our friends!



Behavioural insights across the globe



Early experimental



030005:00000011:001_001

030005:00000011:001
YVONNE STANYER
ROOM 201
KELSALL HOUSE
STAFFORD COURT
STAFFORD PARK
TELFORD
TF3 3BD

000

Debt Management & Banking

Mr R Harding
HMRC London South
2nd Floor South House

Nine out of ten people pay their tax on time.

Dear Sir/Madam

Please pay £9999999999.99

Our records show that your Self Assessment tax payment is overdue.

Nine out of ten people pay their tax on time.

It is easy to pay. Please call the phone number above to pay by debit card, credit card, or Direct Debit.

You can also pay using internet and telephone banking. For more information on when and how to pay, go to www.hmrc.gov.uk/payinghmrc

If you don't believe that this payment is overdue, please contact us on the number above.

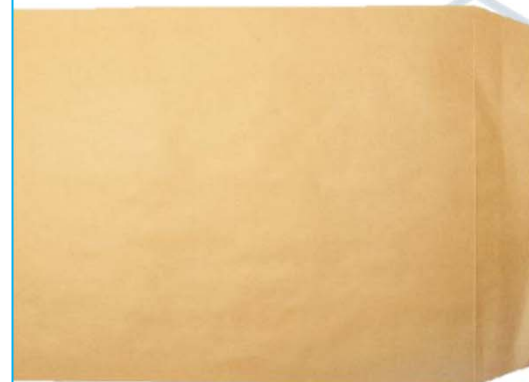
If you have already paid, thank you. If not, please act now.

Yours faithfully

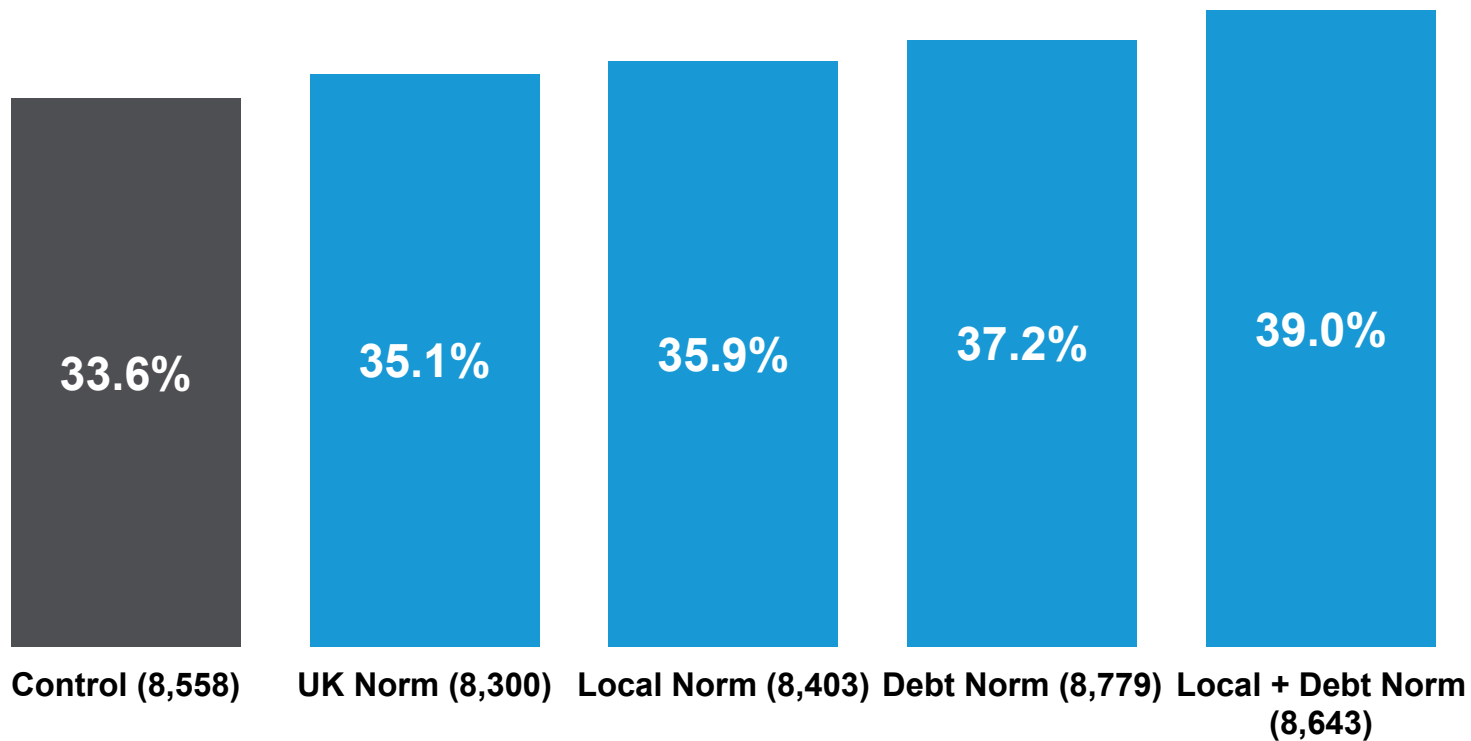
Officer of Revenue and Customs

IDMS99P

HMRC 10/10



Social norms to increase tax payment rates within 23 days (1 month)





Renew a tax disc

[Make a SORN declaration](#)
[Apply for an HGV vehicle tax disc](#)
[Calculate vehicle tax rates](#)

Before you start

To apply online you'll need either:

- the 16 digit reference number from your tax disc renewal letter (V11)
- the 11 digit reference number from your log book (V5C)

Apply on the DVLA website:

Apply now >

You will need

Tax disc renewal letter (V11)



Apply using the new service **BETA**

This is a 'beta' service - find out [what this means for you](#).

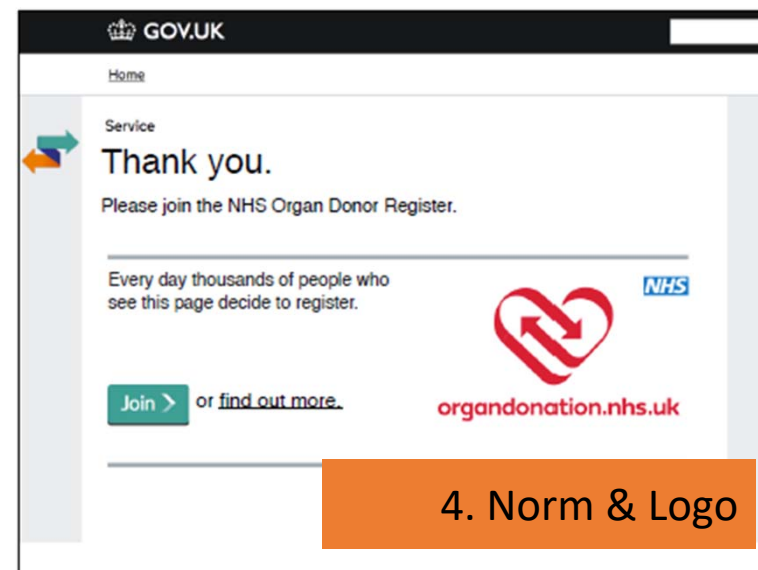
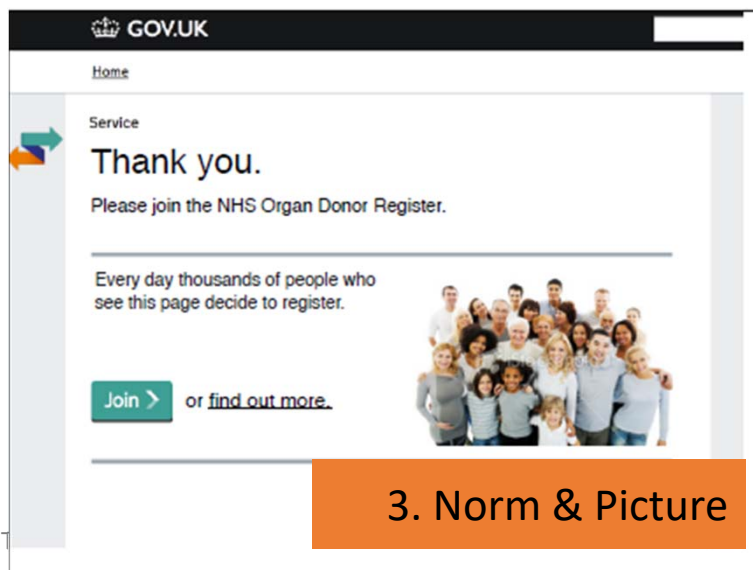
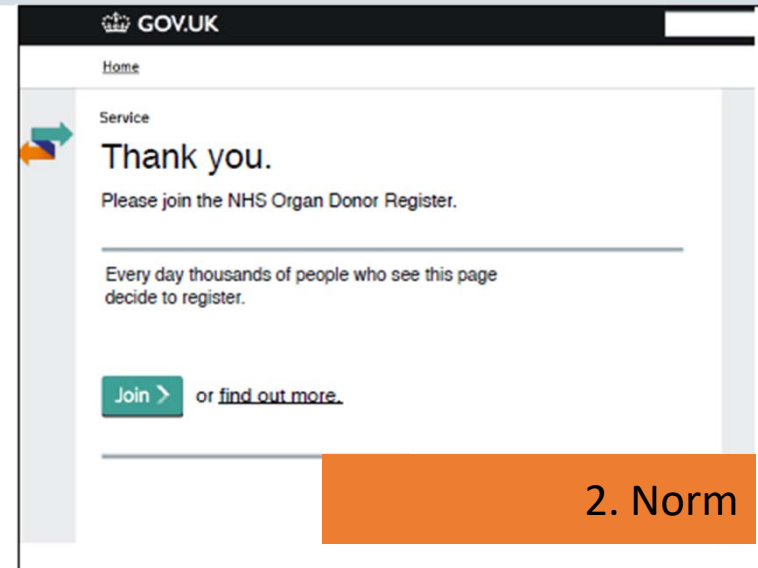
You'll need either:

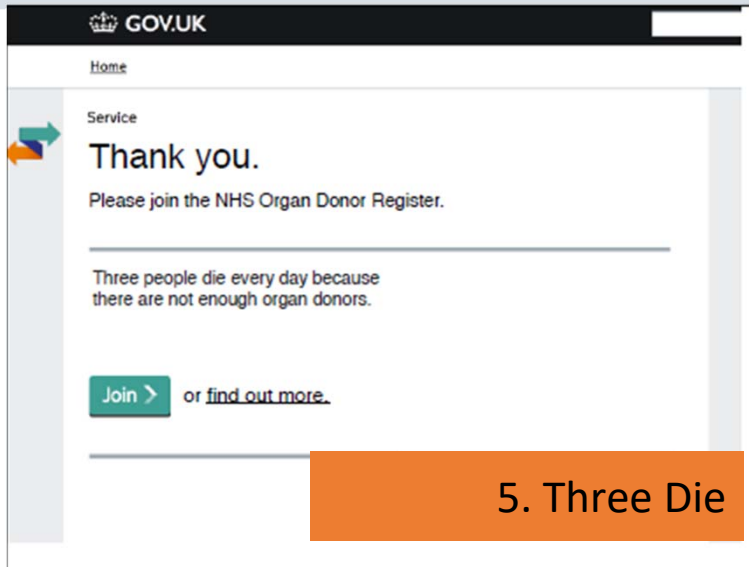
- the 16 digit reference number from your tax disc renewal letter (V11)
- the 11 digit reference number from your log book (V5C)

Apply now

Other ways to apply

By phone





GOV.UK

Home

Service

Thank you.

Please join the NHS Organ Donor Register.

Three people die every day because there are not enough organ donors.

[Join >](#) or [find out more.](#)

5. Three Die



GOV.UK

Home

Service

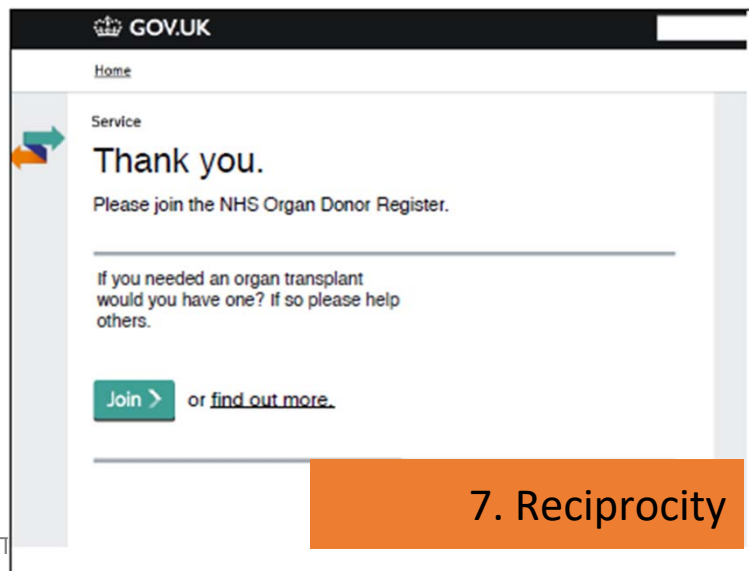
Thank you.

Please join the NHS Organ Donor Register.

You could save or transform up to 9 lives as an organ donor.

[Join >](#) or [find out more.](#)

6. Nine Lives



GOV.UK

Home

Service

Thank you.

Please join the NHS Organ Donor Register.

If you needed an organ transplant would you have one? If so please help others.

[Join >](#) or [find out more.](#)

7. Reciprocity



GOV.UK

Home

Service

Thank you.

Please join the NHS Organ Donor Register.

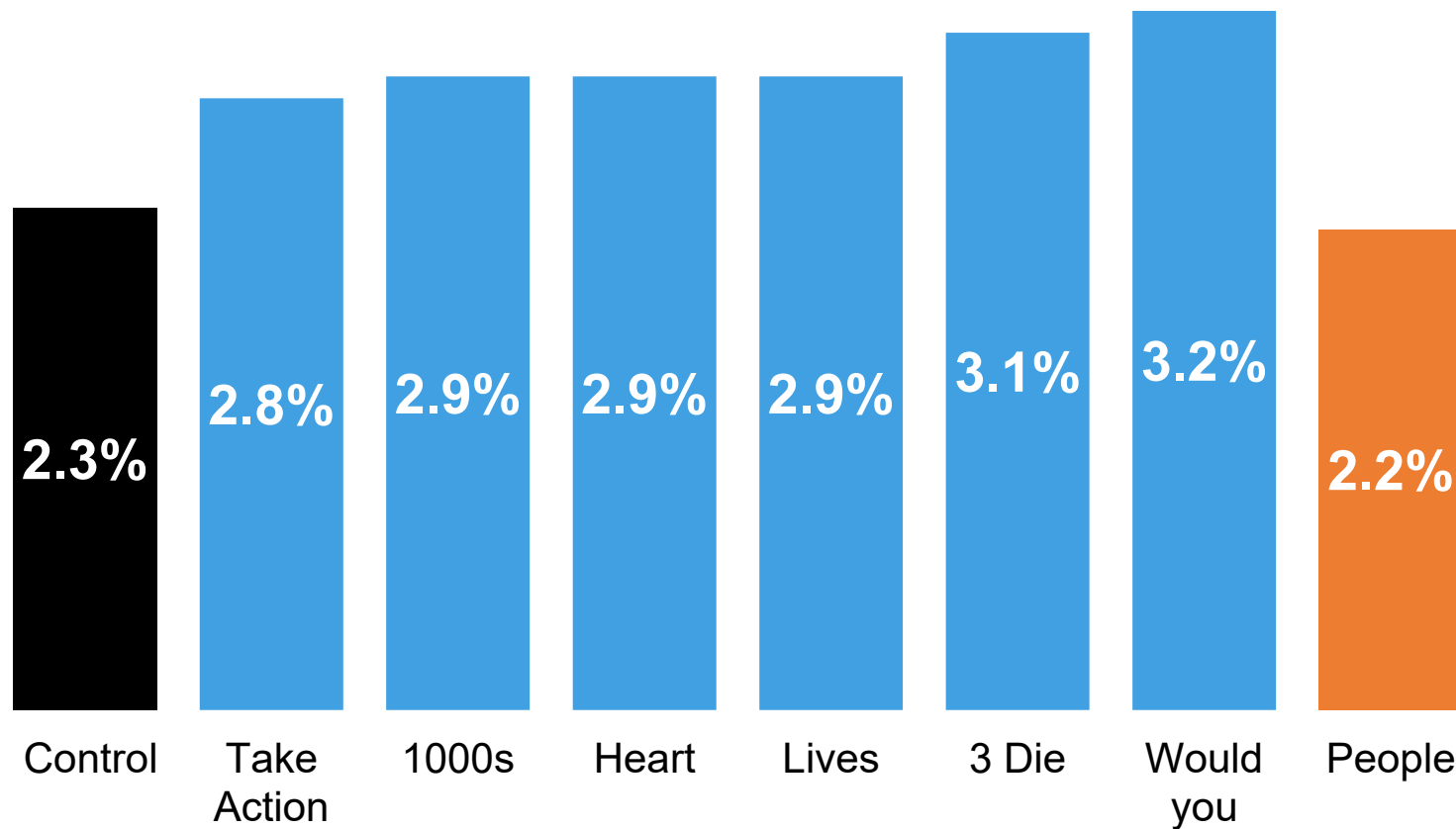
If you support organ donation please turn your support into action.

[Join >](#) or [find out more.](#)

8. Action



Proportion joining the organ donor register after a simple online prompt



A person is walking on a floor with a large-scale blue geometric pattern. The pattern consists of large, interlocking diamond shapes. The person is in the upper left, walking away from the viewer. The text 'Trials abroad and on an even bigger scale' is overlaid in white, with 'even bigger scale' underlined.

Trials abroad and on an even bigger scale



An Indonesian tax compliance trial (N=11M!)

Yth. Bapak/Ibu **Ruth Persian**
NPWP 123123123123152

Sudah tiba saatnya Anda menyampaikan Surat Pemberitahuan (SPT) Tahunan Pajak Penghasilan (PPh) Tahun Pajak 2018. Demi kenyamanan Anda, kami menyarankan untuk menyampaikan SPT Tahunan PPh Tahun Pajak 2018 sebelum tanggal 16 Maret 2019. Kami akan membantu Anda menyampaikan SPT lebih awal dengan mengirimkan pesan pengingat melalui *email* sebelum 16 Maret 2019.

Apakah Anda berkenan kami bantu?

YA, saya akan memilih tanggal yang sesuai untuk menyampaikan SPT sebelum tanggal 16 Maret 2019 agar lebih nyaman. [Klik di sini](#)
TIDAK, saya akan memilih tanggal lain, walaupun hal ini dapat mempersulit saya. [Klik di sini](#)

Bila Anda ingin menyampaikan SPT Tahunan saat ini juga, silakan [klik di sini](#).

Perencanaan yang baik dalam mempersiapkan SPT akan membuat penyampaian menjadi lebih mudah. Saat ini semakin banyak masyarakat Indonesia yang telah patuh menyampaikan SPT.

Hindari berbagai permasalahan yang mungkin terjadi bila Anda menyampaikan SPT pada akhir bulan Maret seperti:

- penolakan karena menyampaikan SPT secara tidak lengkap akibat tergesa-gesa;
- pelambatan laman situs web untuk penyampaian *e-filing*;
- antrean panjang untuk penyampaian secara manual;
- pengenaan denda jika melewati batas waktu penyampaian (31 Maret).

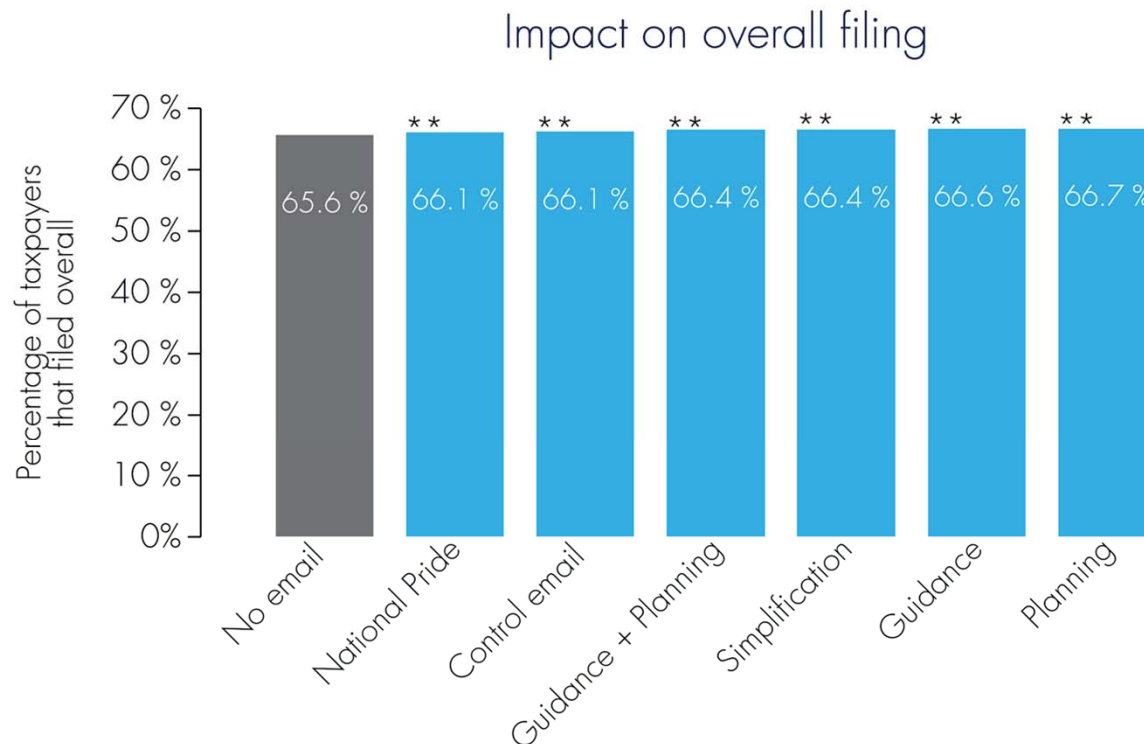
Mulailah mempersiapkan penyampaian SPT Anda dari sekarang.

Salam hormat,

Robert Pakpahan
Direktur Jenderal Pajak



Overall tax filing



Total N=11,157,069 ** p-values: $p < 0.01$ * $p < 0.05$, + $p < 0.1$

Confidence intervals have been omitted since they are too small to be visible

All emails also led to increase in overall filing. Again, **planning prompt was most effective.**

What does this mean in real numbers?

17,800 extra returns filed overall or 125,000 if Planning email had been sent to the whole sample.

Tackling the biggest societal challenges



“Wicked” societal challenges

Social Mobility



Corruption



Obesity





“Wicked” societal challenges

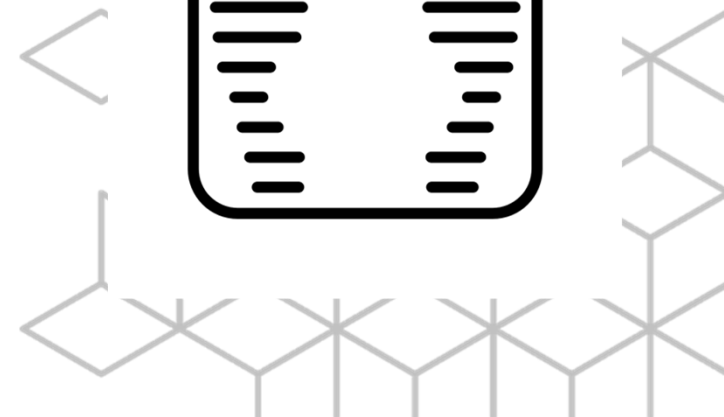
**Social
Mobility**



Corruption



Obesity





Mobilising informal support for students

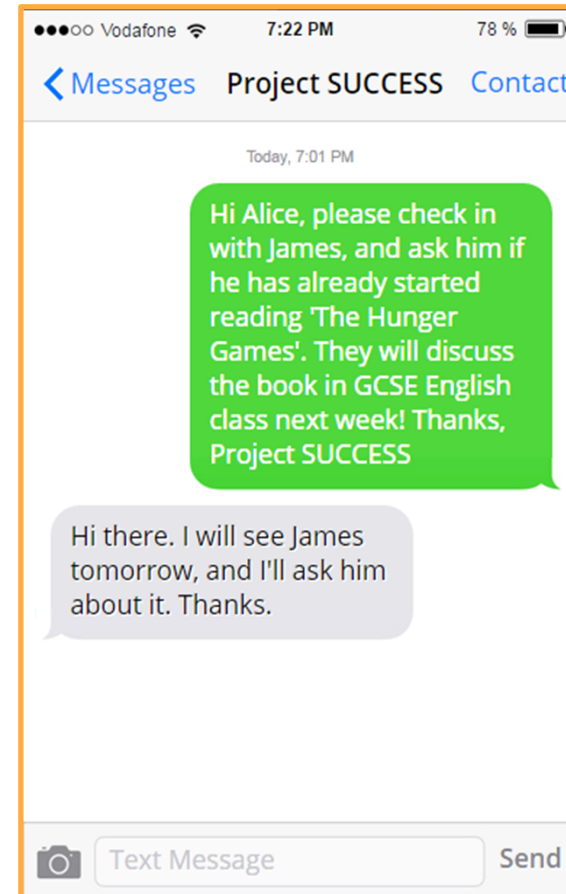
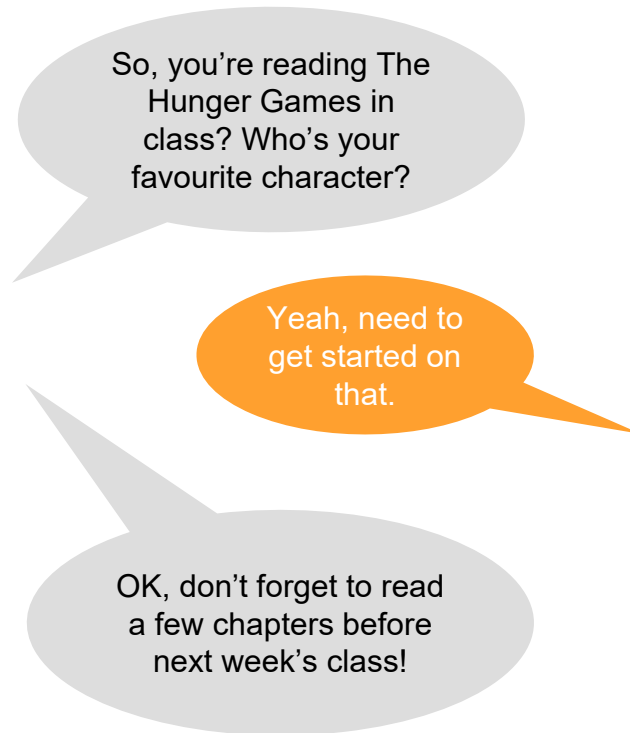
What have you been
up to at college
today?

Oh... nothing
special, really.

OK. Well, let
me know if I
can help.

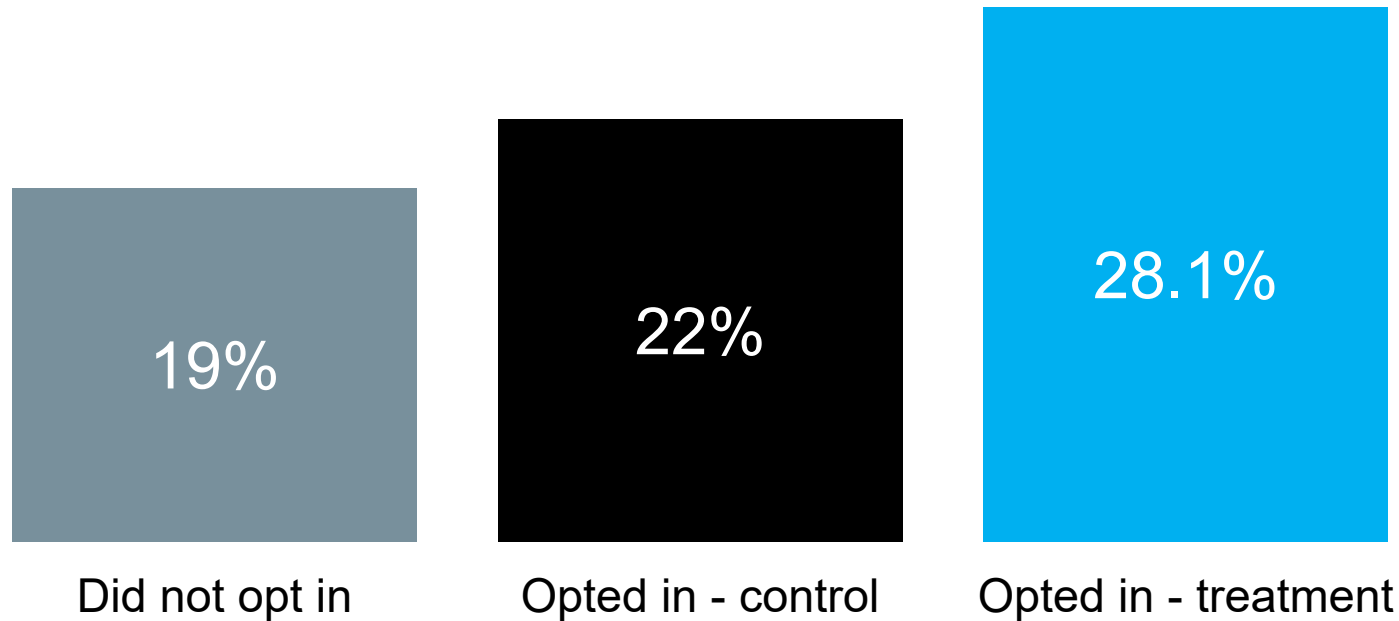


Mobilising informal support for students





GCSE pass rates increased by nearly 30%





“Wicked” societal challenges

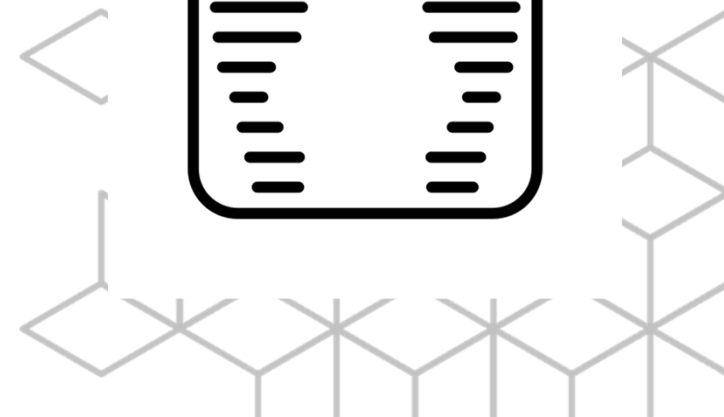
**Social
Mobility**



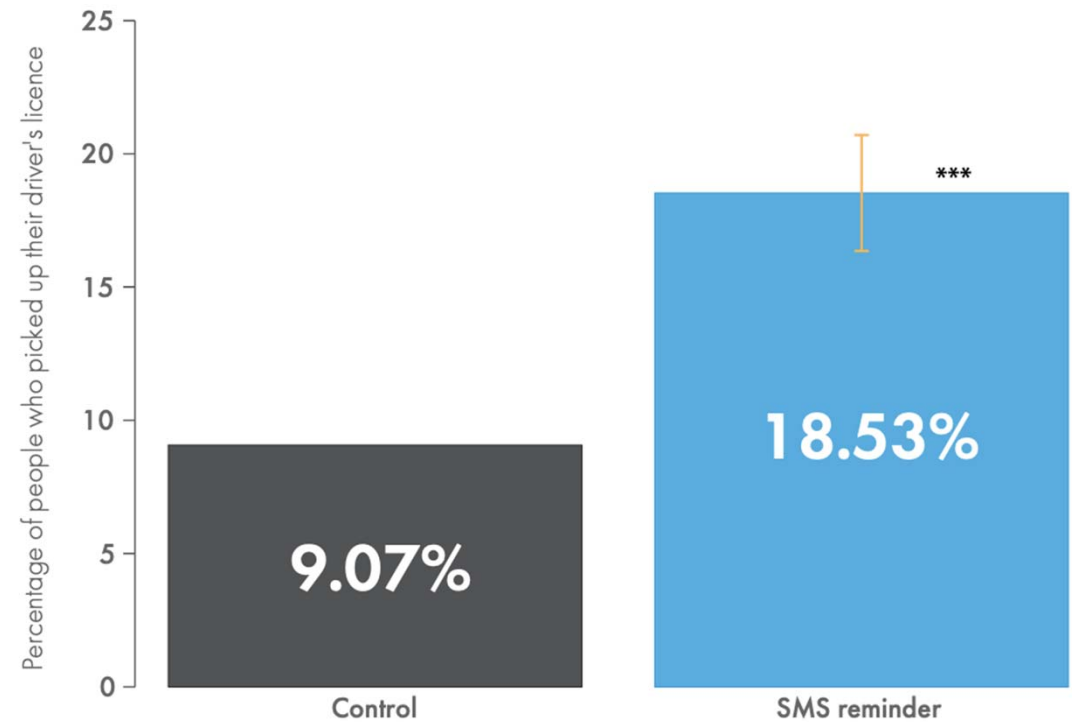
Corruption



Obesity



Reducing opportunities for bribery in Nigeria



$n=3,801$, *** $p<0.001$, ** $p<0.01$, * $p<0.05$, + $p<0.1$



“Wicked” societal challenges

**Social
Mobility**



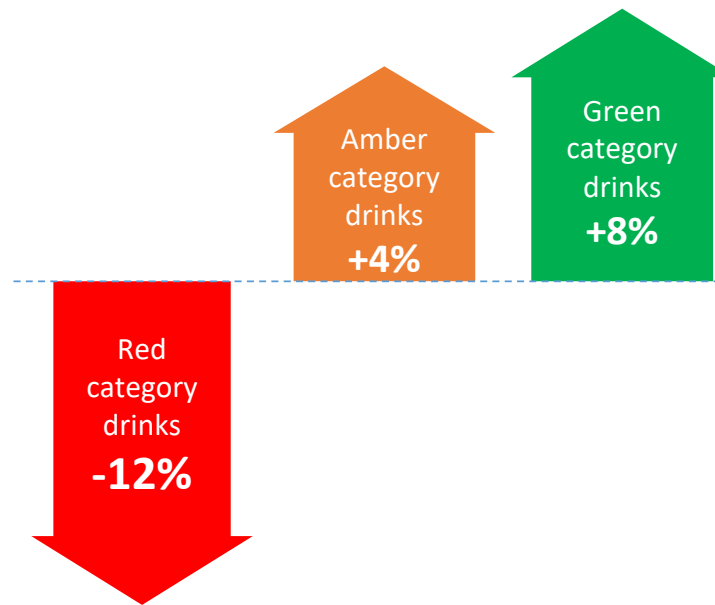
Corruption



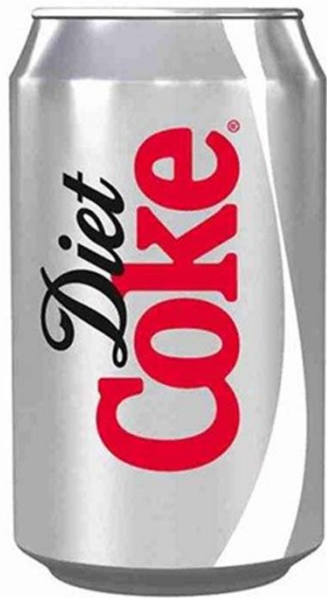
Obesity



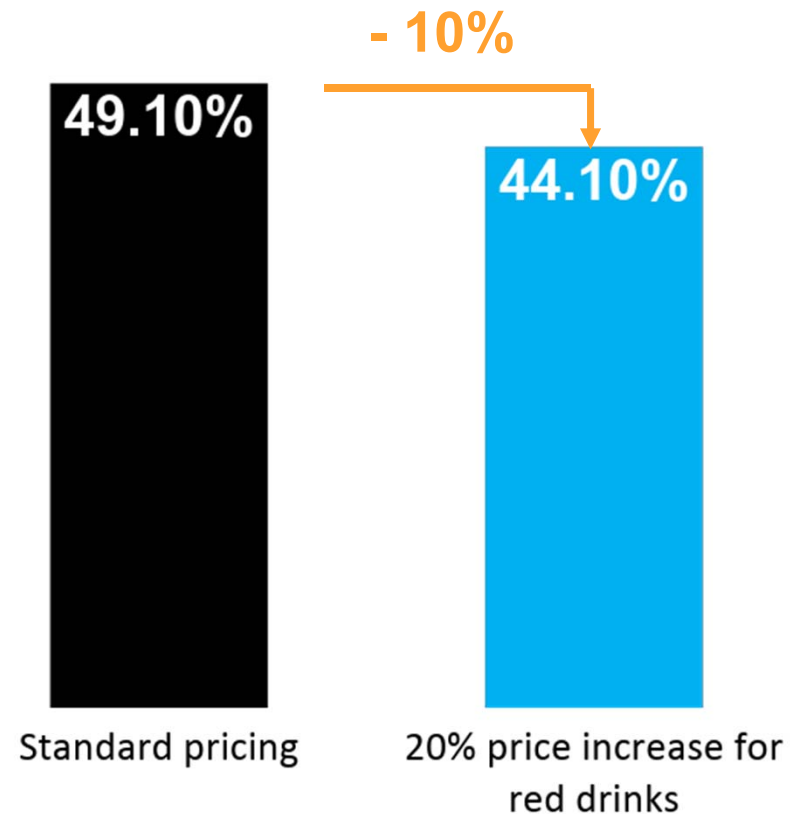
Tackling obesity through trials and policy



Encouraging healthy swaps: Price changes

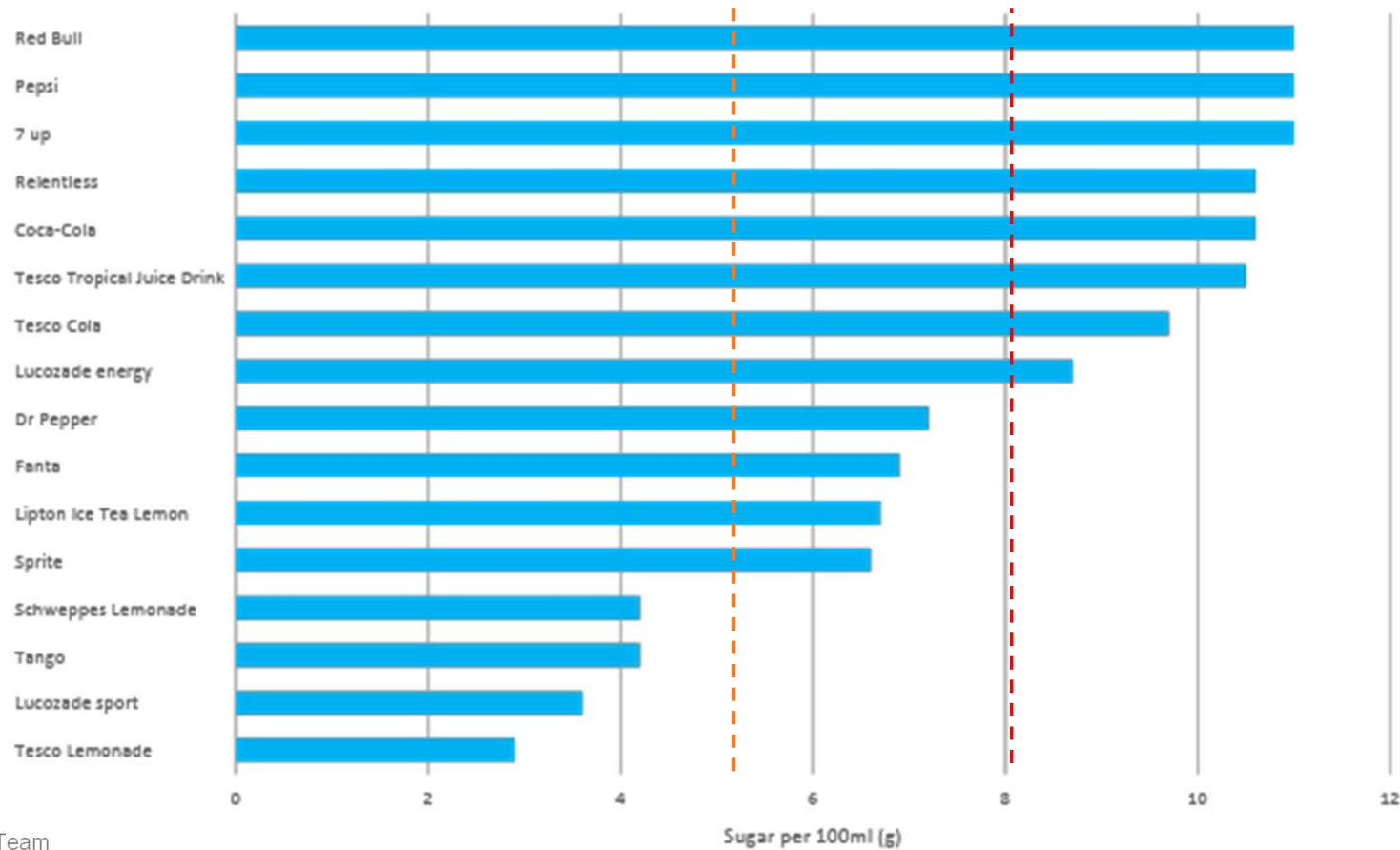


Proportion of vending machine drink
sales that are high sugar



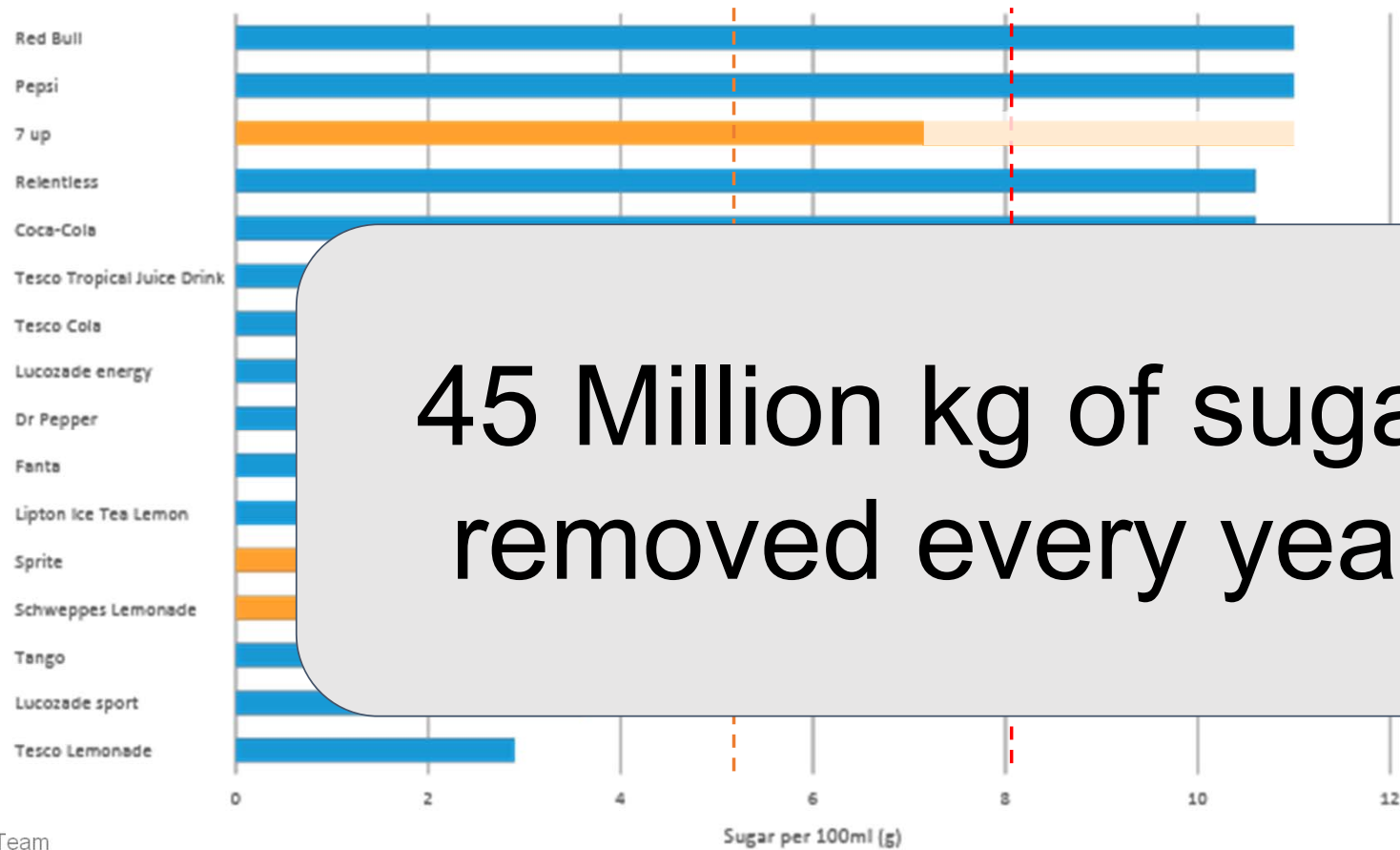


Sugar tax – a ‘double nudge’





Sugar tax – a ‘double nudge’



Building evidence in rural environments



Encouraging refugee parents to engage with child development content

Brain development and sciencey

Good evening! Here is your **first activity to help grow your child's brain.** We hope that your child learns something **useful**, click here to watch a short clip: [bit.ly/](https://bit.ly/123)



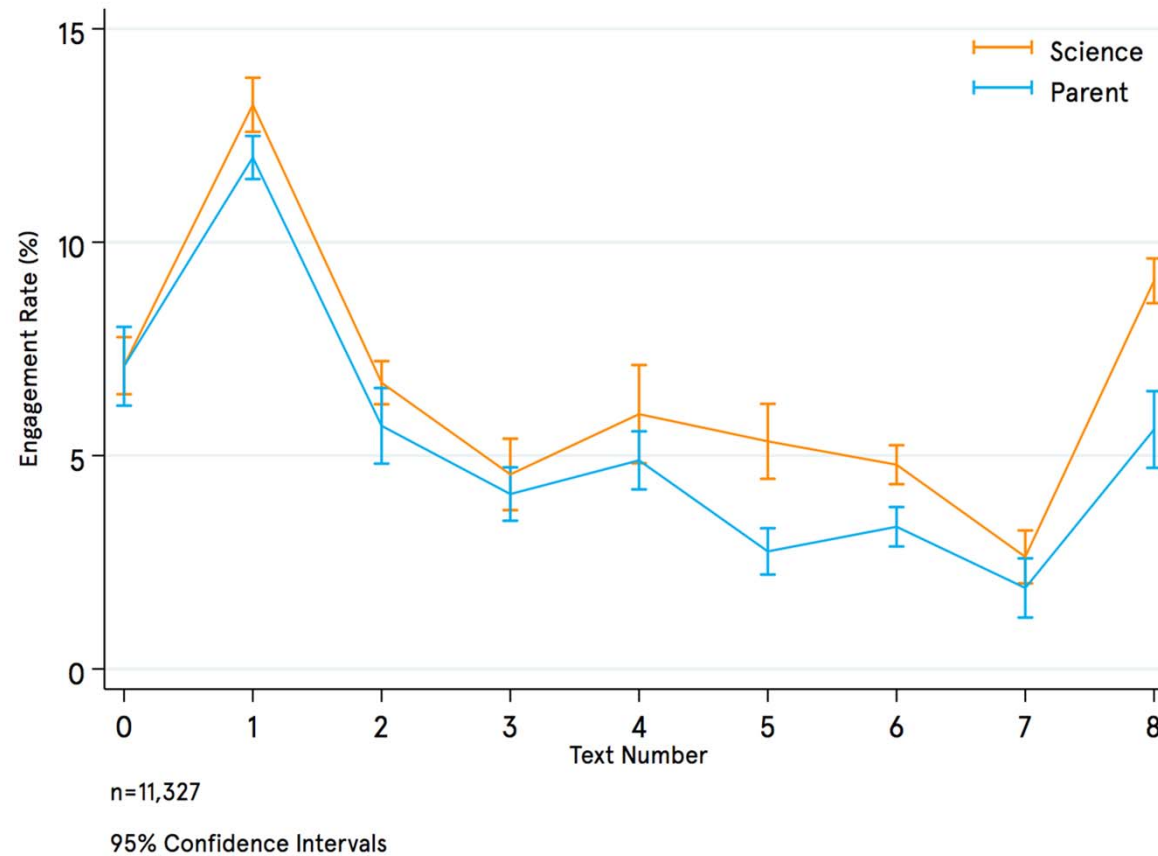
Parent- focused, fun

Good! Here is your **first fun game to play with your child.** We hope you enjoy it, click here to watch a short clip: bit.ly/123

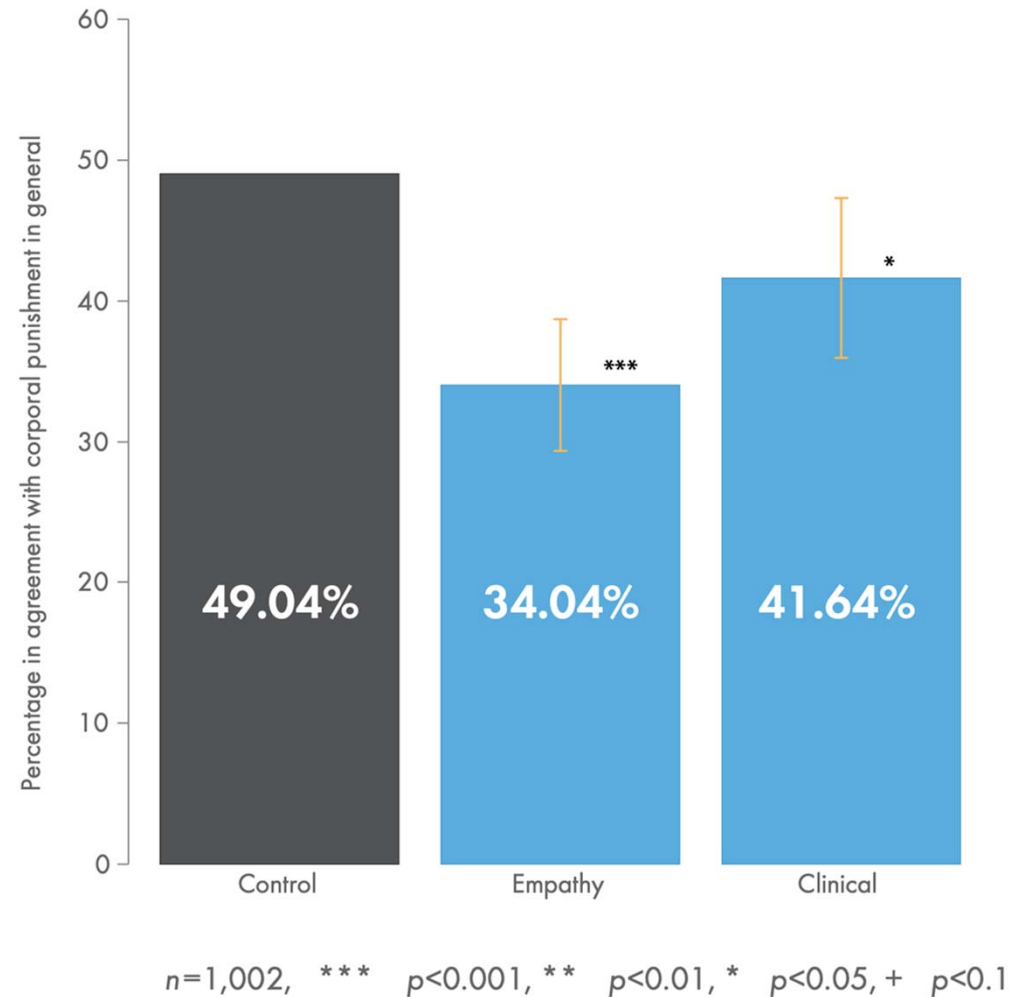
81,000 SMS over 2 weeks



Science messages had higher engagement



Reducing acceptability of corporal punishment among teachers through an empathy building exercise



Building a better system



In partnership with

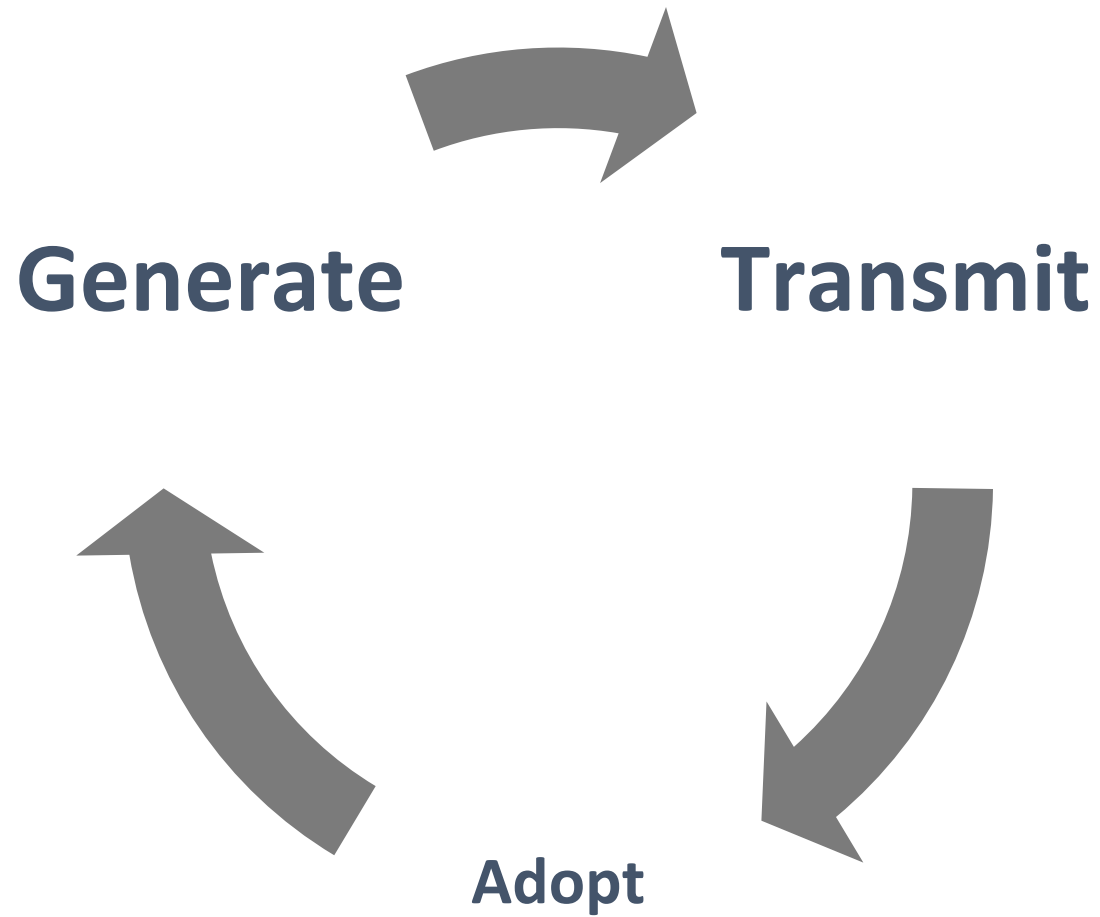


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Spot the odd one out



The What Works approach

What works centres collate and build the evidence, designed for practitioners



EEF / Evidence and Data / Toolkit A-Z

About Document Library Share Contact Log In

Education Endowment Foundation

Evidence and Data /

Search Site

Apply for Funding / News & Events / Support

Evidence and Data

- Toolkit A-Z
- About the Toolkit
- Using the Toolkit
- Families of Schools Database
- Videos and Case Studies
- Publications

Toolkit Filter

Keywords

Average Impact ⓘ

TOPIC	COST	EVIDENCE	IMPACT
Arts participation	£ £ £ £ £	🔒 🔒 🔒 🔒 🔒	+2 months
Aspiration interventions	£ £ £ £ £	🔒 🔒 🔒 🔒 🔒	0 months
Behaviour interventions	£ £ £ £ £	🔒 🔒 🔒 🔒 🔒	+4 months
Block scheduling	£ £ £ £ £	🔒 🔒 🔒 🔒 🔒	0 months
Collaborative learning	£ £ £ £ £	🔒 🔒 🔒 🔒 🔒	+5 months
Digital technology	£ £ £ £ £	🔒 🔒 🔒 🔒 🔒	+4 months

Cost

Impact

Confidence

© Behavioural Insights Ltd

This is changing how we do policy



THE GREEN BOOK

Appraisal and Evaluation in Central G

Treasury Guidance

LONDON: TSO



HM Treasury

THE GREEN BOOK

CENTRAL GOVERNMENT
GUIDANCE ON APPRAISAL
AND EVALUATION

Box 6. Use of Evaluation and Testing

The Behavioural Research Centre for Adult Skills and Knowledge wanted to understand if behavioural science could help improve educational outcomes for 16 to 19 year olds. Existing research suggested that there is a link between strong social support and student attainment. The project team adopted a 'test, learn, adapt' methodology, which focuses on testing what works and continually improving policy interventions in response to evaluation results.

Almost 1,500 students at 9 further education colleges were enrolled into a 'study supporter' trial. Students were randomly assigned into 2 different groups. An intervention group is asked to nominate one or two 'study supporters' (such as a parent, friend, or employer) to receive weekly text messages about their studies. Messages to supporters were a mix of notifications about key events, including upcoming exam dates, and suggested questions that supporters could ask the student to prompt a learning conversation. A second group nominates study supporters, but did not receive text messages.

Costing less than £10 per student, the trial finds that students whose supporters received weekly text messages were 27% more likely to pass their GCSEs than students who had volunteered to be part of the programme but had not been selected to receive supportive messages.

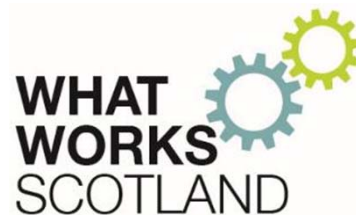
The results indicated the potential of the intervention and the team tested another iteration the following academic year, with a different cohort of 900 students. This time both the students themselves and their study supporters receive text messages. Results showed a 32% increase in the exam pass rate.

The team then decided to test whether the intervention could be effectively replicated at larger scale by running a trial across 31 further education colleges, involving approximately 4,000 students.

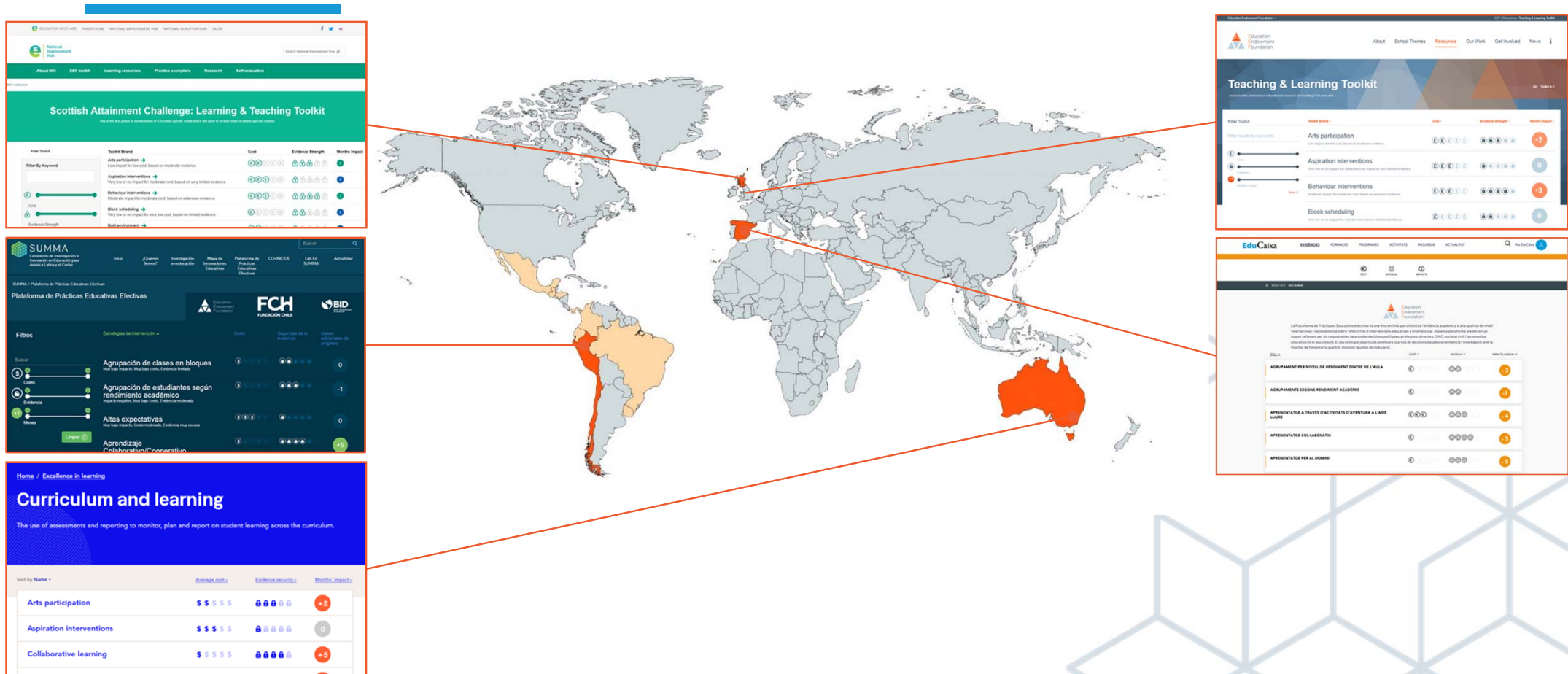
Source: *Behavioural Insights Team Update Report 2016-17*, see: www.behaviouralinsights.co.uk

2018

A growing What Works network in the UK



And an emerging global network...



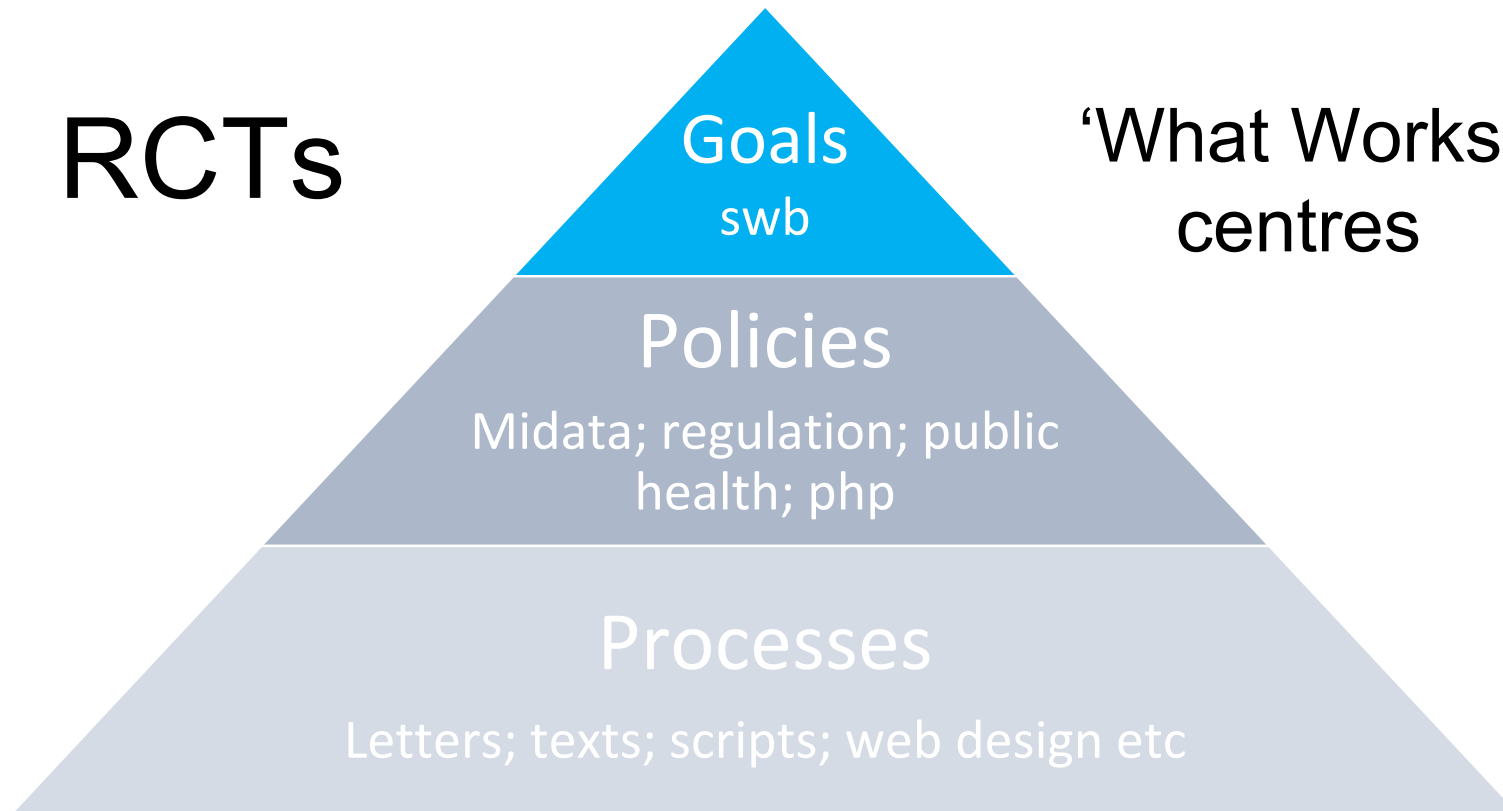
The Behavioural Insights Team

© Behavioural Insights Ltd

A more realistic model of the human mind is changing policy, practice, and perhaps our goals



RCTs



‘What Works’
centres

New approaches & tools


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BEHAVIOURAL
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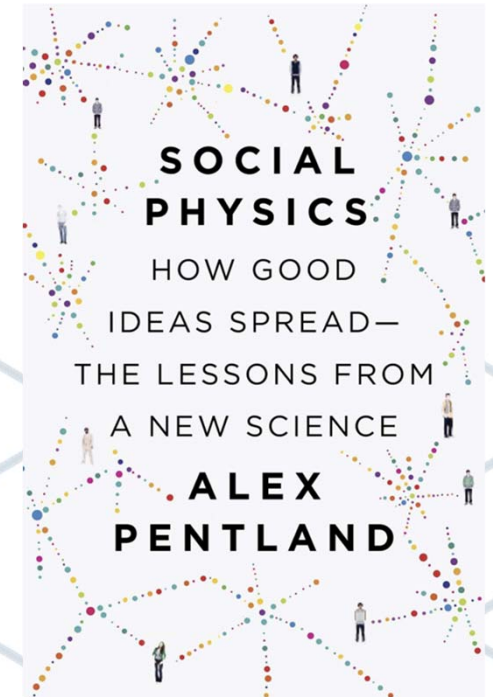
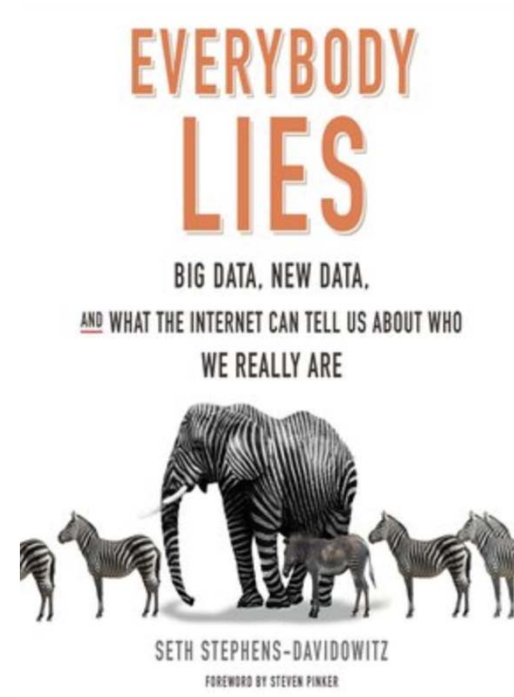
Cabinet Office

Share of market activity

Changes in the activity of the
active and passive market is

Distribution of the securities market key players

Data science and behaviour





Using online experiments to improve foreign exchange understanding

Low transparency

You will be charged the following:

- Commission: 1.50%
- Flat fee: £0.00
- Firm's exchange rate: \$1.185

Medium 1

You will be charged the following:

- Commission: 0%
- Flat fee: £0.00
- Firm's exchange rate: \$1.185, compared to the interbank rate of \$1.230

Medium 2

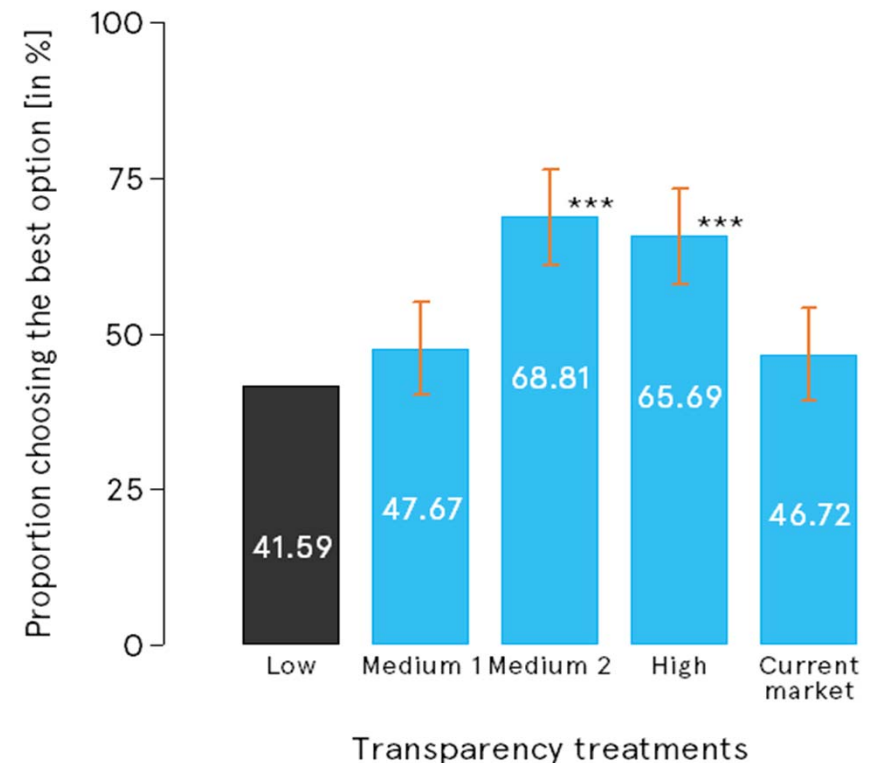
You will be charged the following:

- Commission: 0%
- Flat fee: £0.00
- Firm's exchange rate: \$1.185, compared to the interbank rate of \$1.230. (This means you lose £36 for every £1000 you transfer)

High

You will be charged £34.76, consisting of:

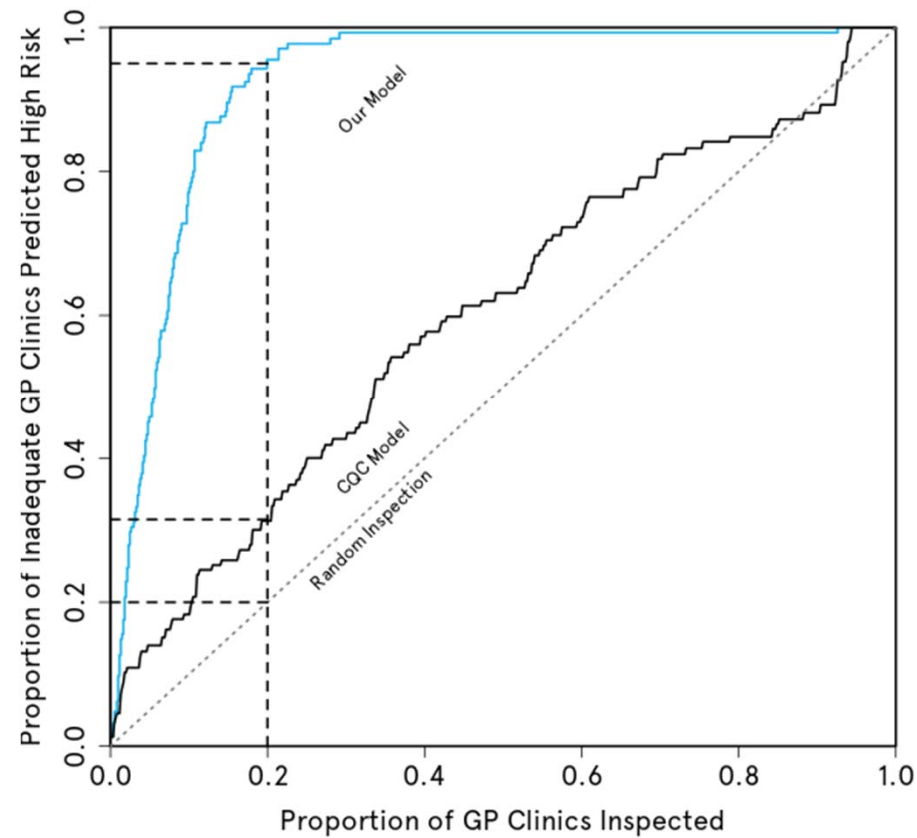
- Commission: £0.00 (0%)
 - Flat fee: £0.00
 - Exchange rate fee: £34.76.
- Firm's exchange rate: \$1.185, compared to the interbank rate of \$1.230. (This means you lose £36.59 for every £1000 you transfer)



N = 1648

*** p<0.001, ** p<0.01, * p<0.05, + p<0.1

Machine learning: identifying inadequate GP practices



Machine learning: identifying inadequate GP practices



Three-fold increase in
“inadequate” practices
identified



Where next?

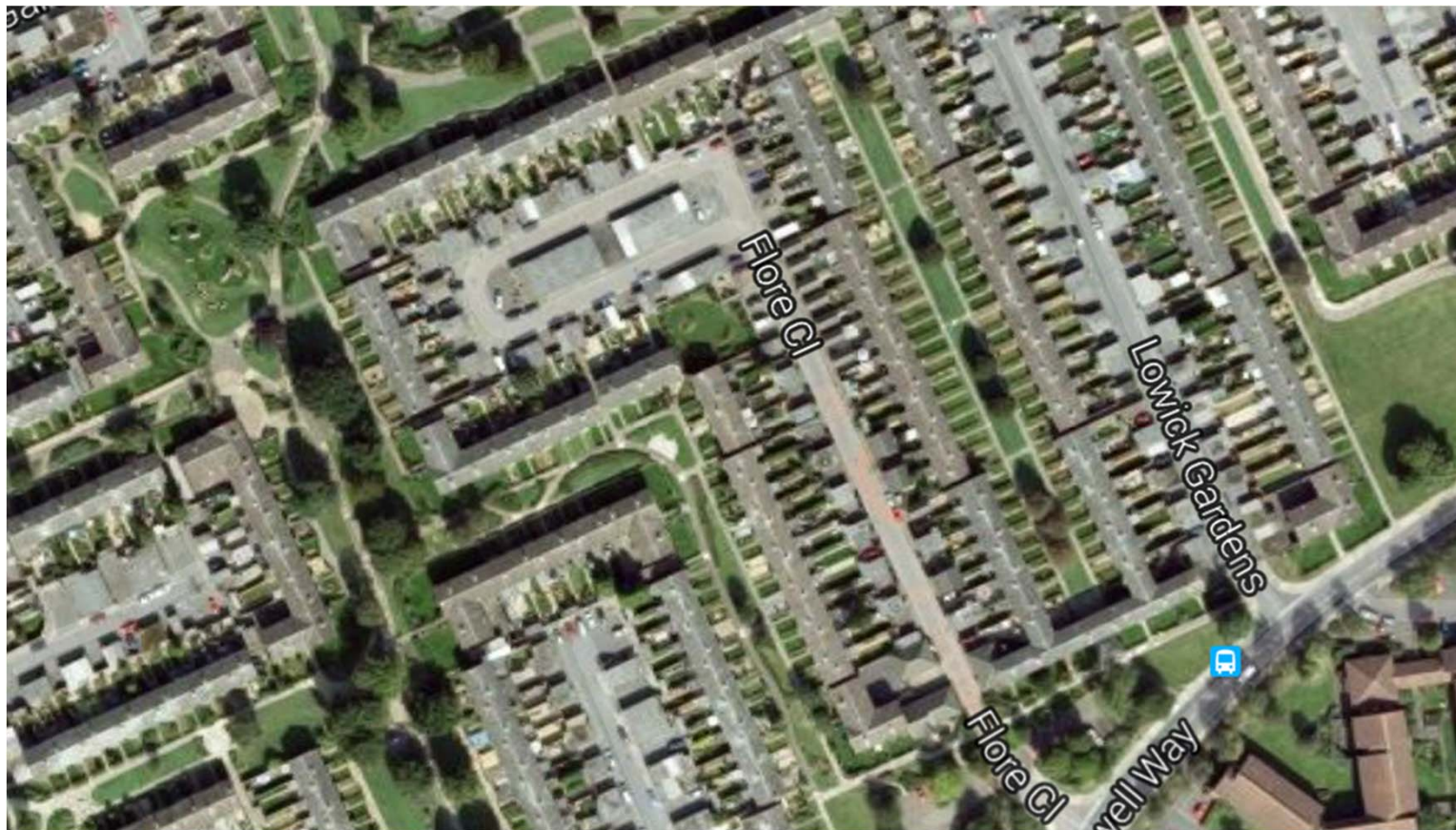

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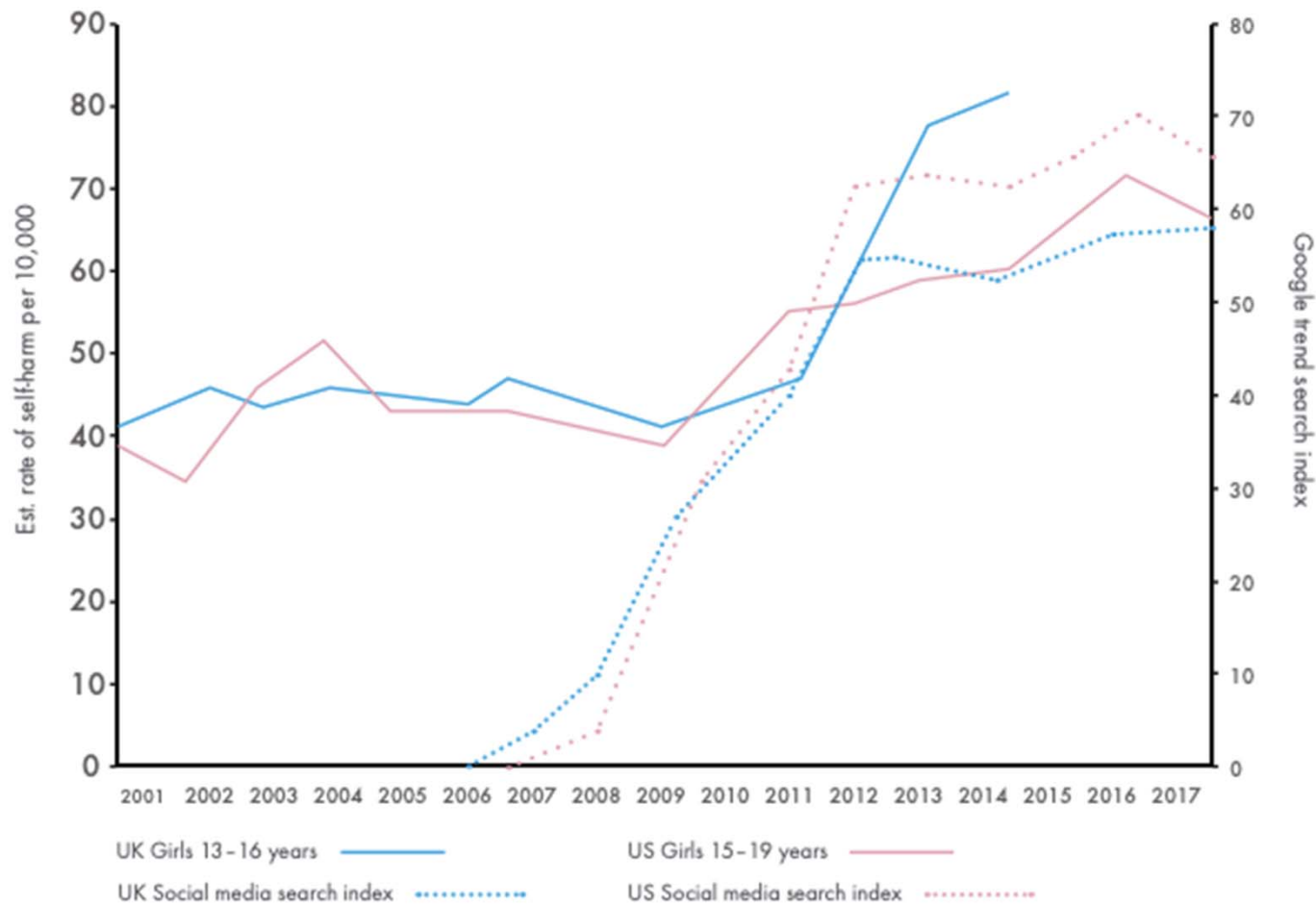
in partnership with



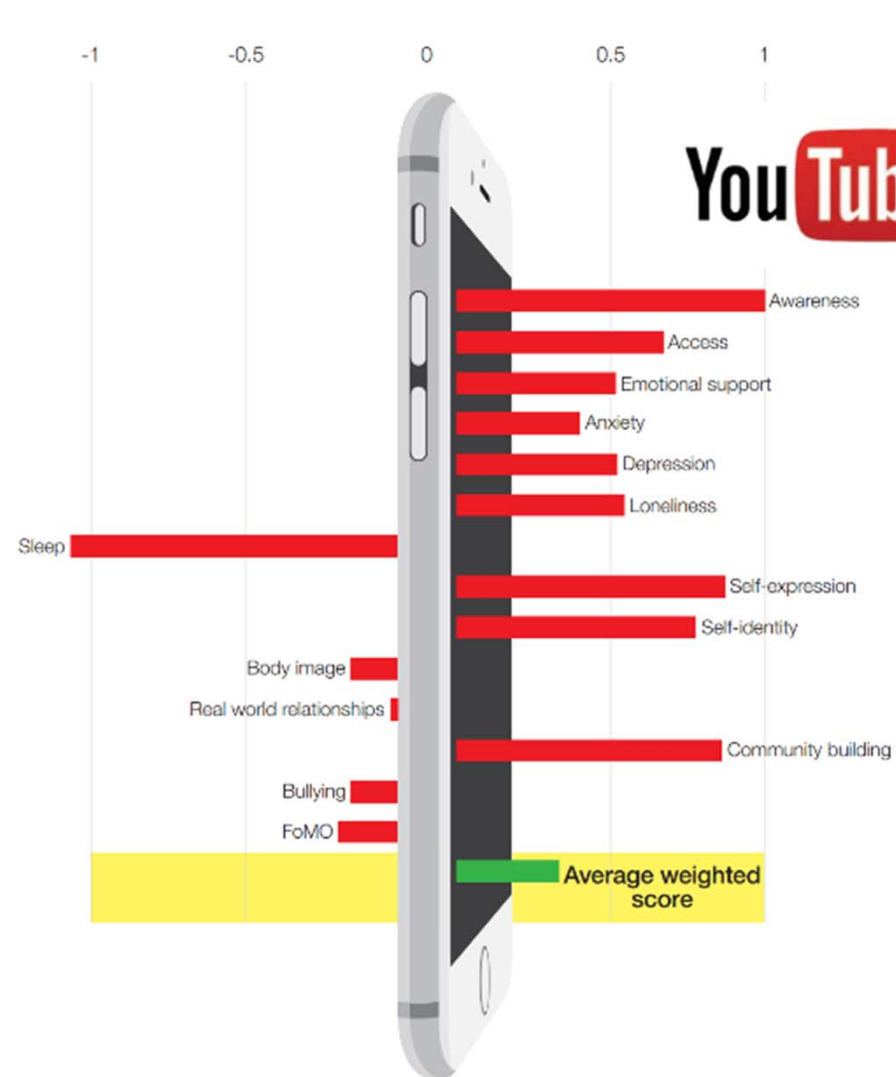
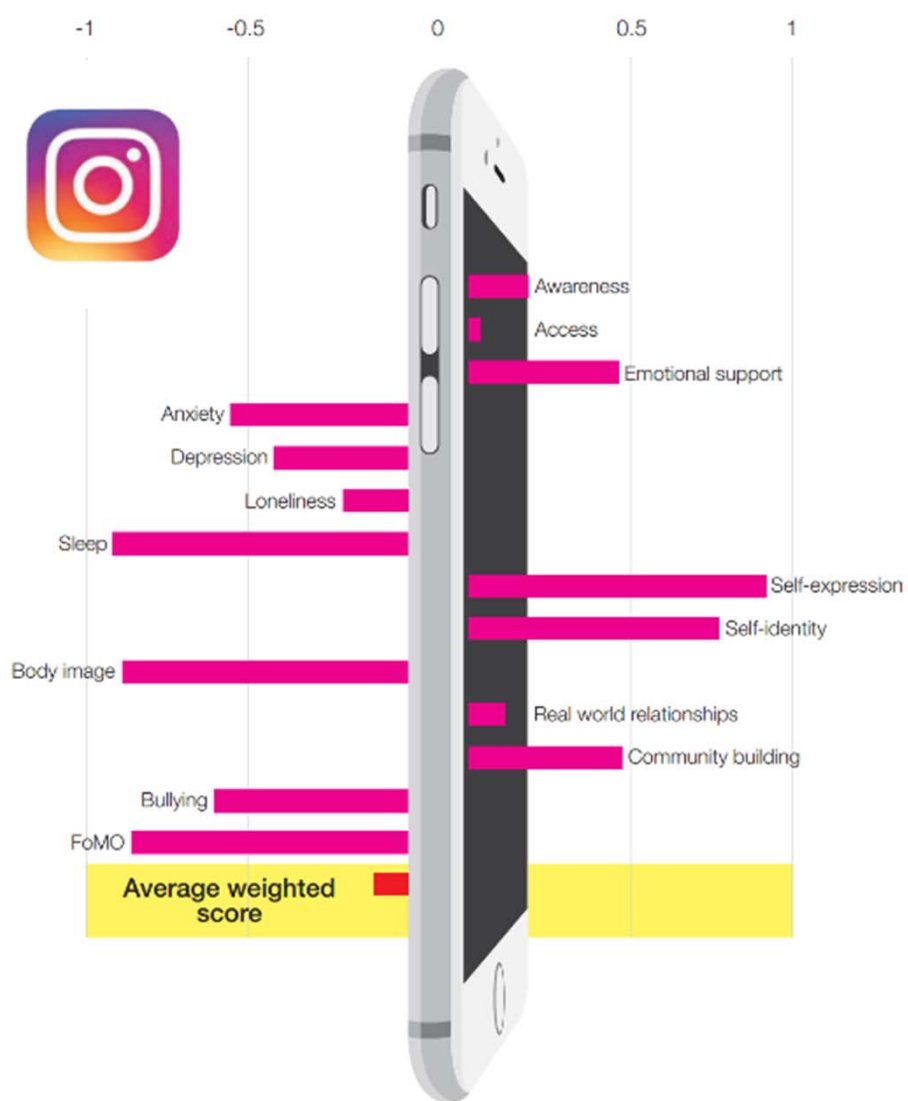
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The bigger picture



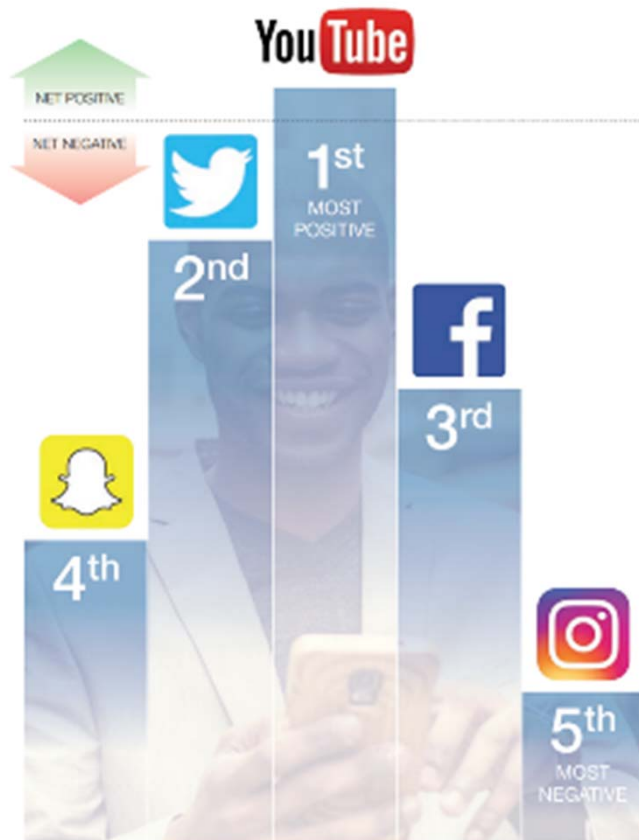


**Self-harm rates
are rising for
teenage girls**





De-shrouding markets



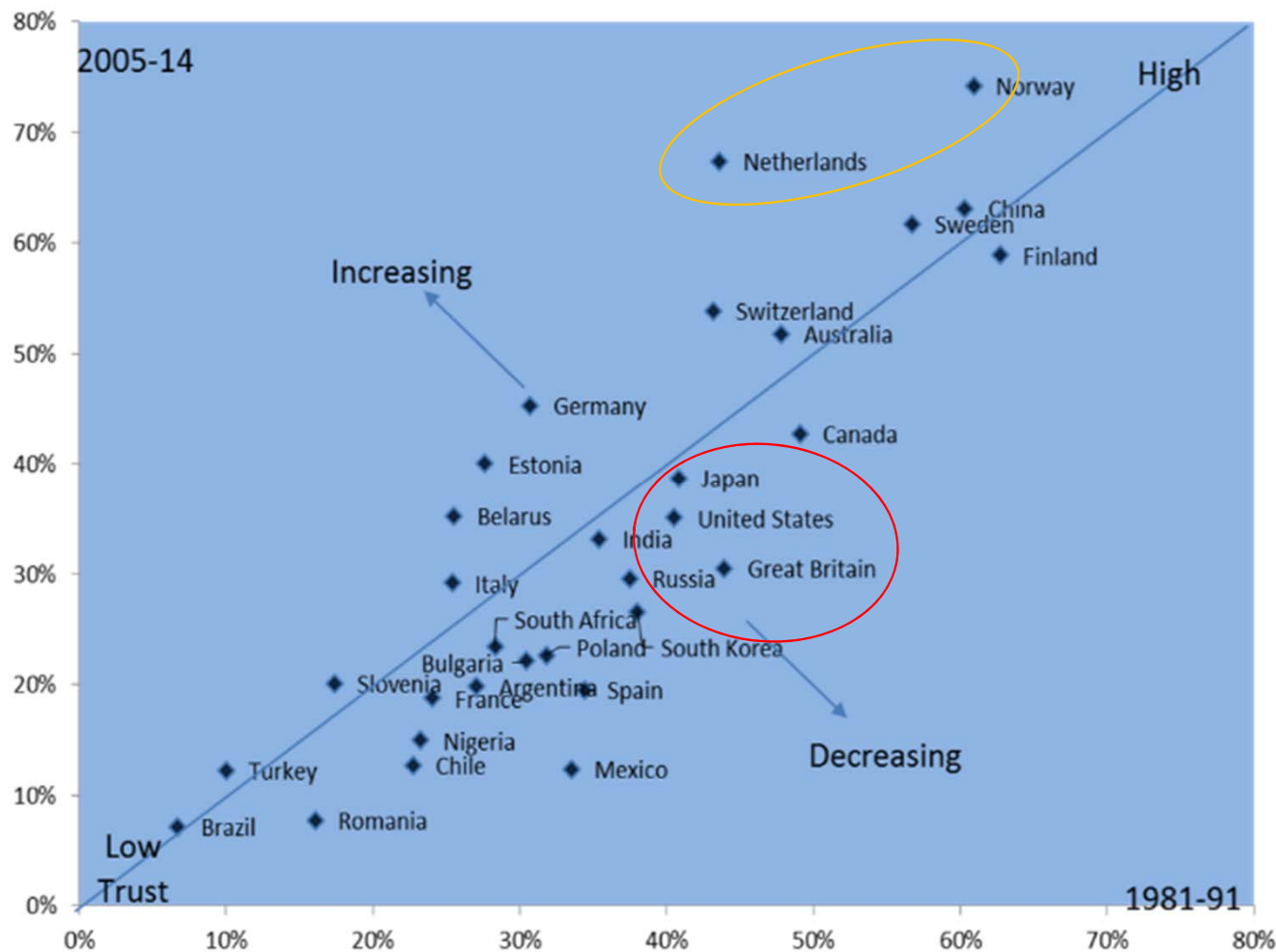
Birch Coffee 0.1 mi
★★★★☆ 328 Reviews
Coffee & Tea
Hours Today: 7:00 AM - 9:00 PM Open

Add Review Add Photo Check In Bookmark

NEW! Add a review from your phone.



Sleep Quality	●●●●●
Location	●●●●○
Rooms	●●●●●
Service	●●●●●
Value	●●●●●
Cleanliness	●●●●●



Social trust

