THE
BEHAVIOURAL
INSIGHTS TEAM

IN PARTNERSHIP WITH Cabinet Office

Behavioural Insights Workshop

GEN Conference, Wellington

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Biases in action: Parole decisions of experienced judges

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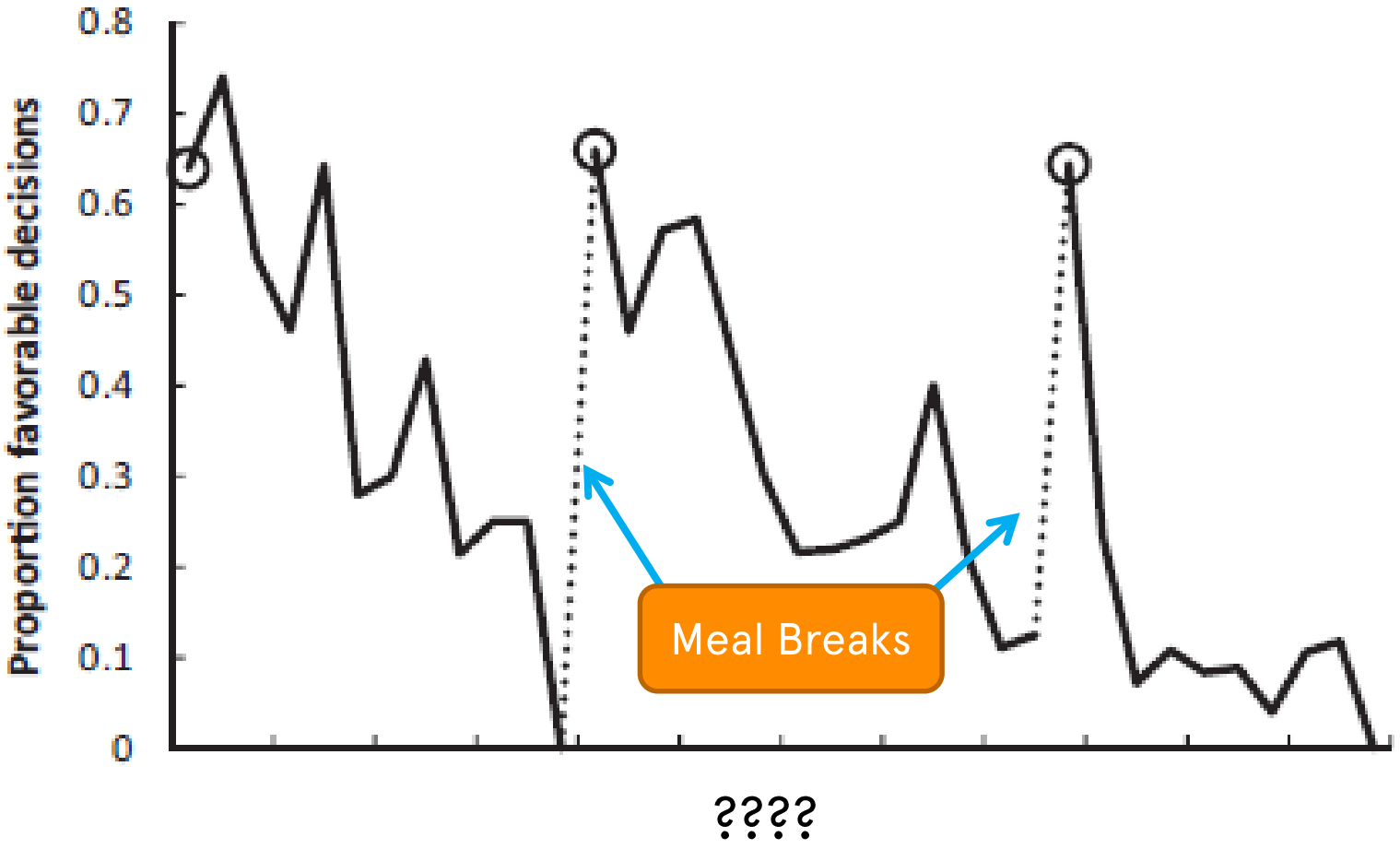

Source: Danziger et al. 2010

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A Behavioural Insights project is built around four main components

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Target

Explore

Solution

Trial

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A Behavioural Insights project is built around four main components

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EAST: a framework for applying behavioural insights

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Easy

Defaults
Simplify
Friction costs

Attractive

Attract attention
Personalise
Rewards and incentives

Social

Social norms
Network nudges
Commitments and reciprocity

Timely

Timely reminders
Framing
Commitment devices

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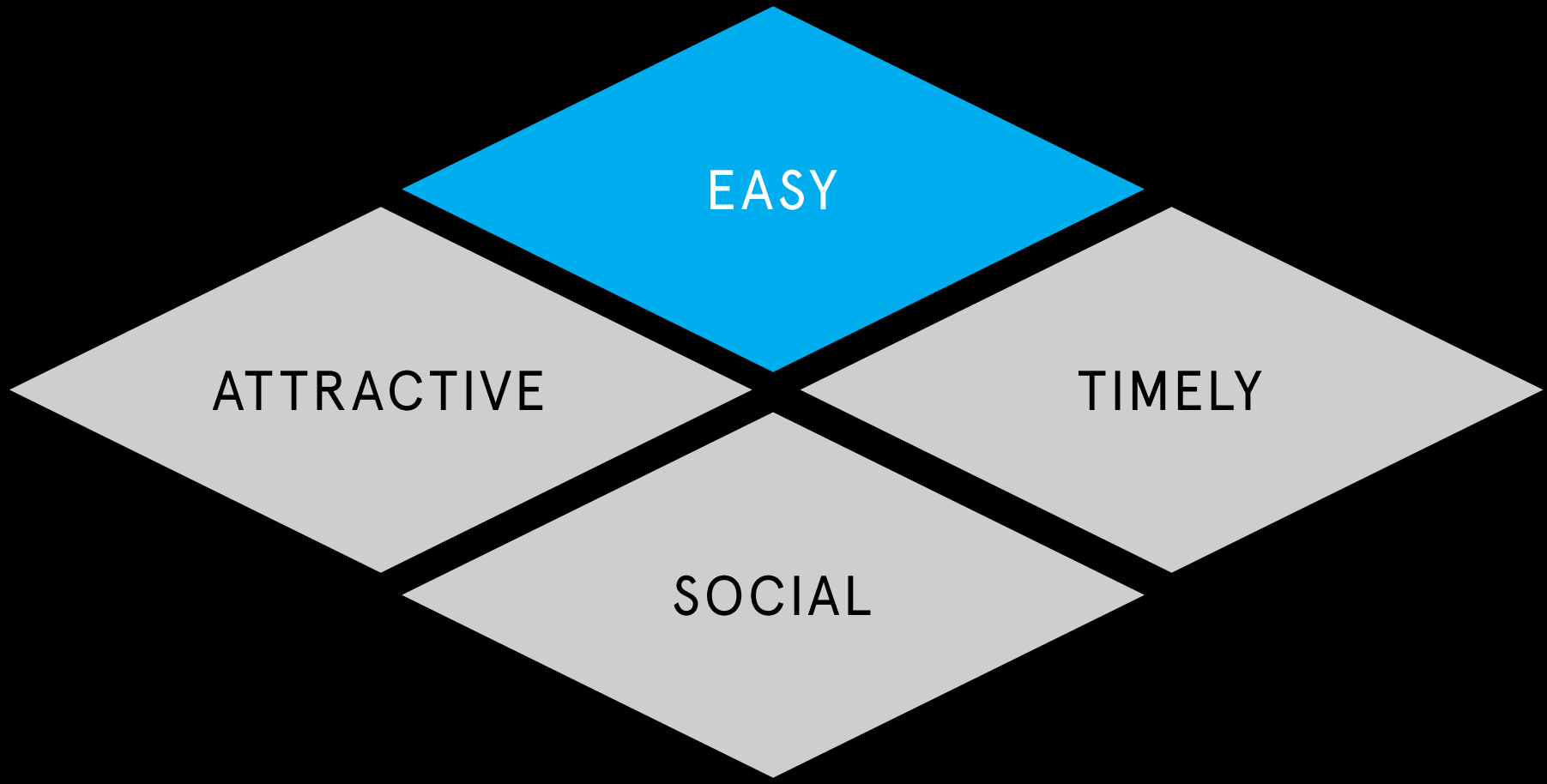

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How to make domestic violence orders more effective

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Make it easy by being clear & consistent

NSW GOVERNMENT Premier & Cabinet Behavioural Insights Unit

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TERMS OF FINAL ORDER

Date of Order: 3 February 2011
Location of Court: Waverley Local Court
Case Number: 2011/00001224

To the defendant:
The Local Court of NSW has made an Apprehended Domestic Violence Order against you in the following terms:

This order remains in force for a period of: 12 months

STANDARD ORDERS:

1. a) The defendant must not assault, molest, harass, threaten or otherwise interfere with the protected person(s) or a person with whom the protected person(s) has/have a domestic relationship.

   b) The defendant must not engage in any other conduct that intimidates the protected person(s) or a person with whom the protected person(s) has/have a domestic relationship.

   c) The defendant must not stalk the protected person(s) or a person with whom the protected person(s) has/have a domestic relationship.

ADDITIONAL ORDERS:

4. The defendant must not go within 100 Metres of the premises at which the protected person(s) may from time to time reside or work, other specified premises:
5. The defendant must not approach or contact the protected person(s) by any means whatsoever, except through the defendant's legal representative or as agreed in writing or as permitted by an order or directions under the Family Law Act 1975, for the purpose of counseling, conciliation, or mediation.

SAMPLE ONLY

NOTE: The terms of this order are subject to an Ancillary Property Recovery Order made on. The terms of the property recovery order are attached.

Signature of Defendant: *Gary Smith*

The defendant was present in court when the order was made.

Signature of Registrar: *R. Bowen*

Date: *3 February 2011*

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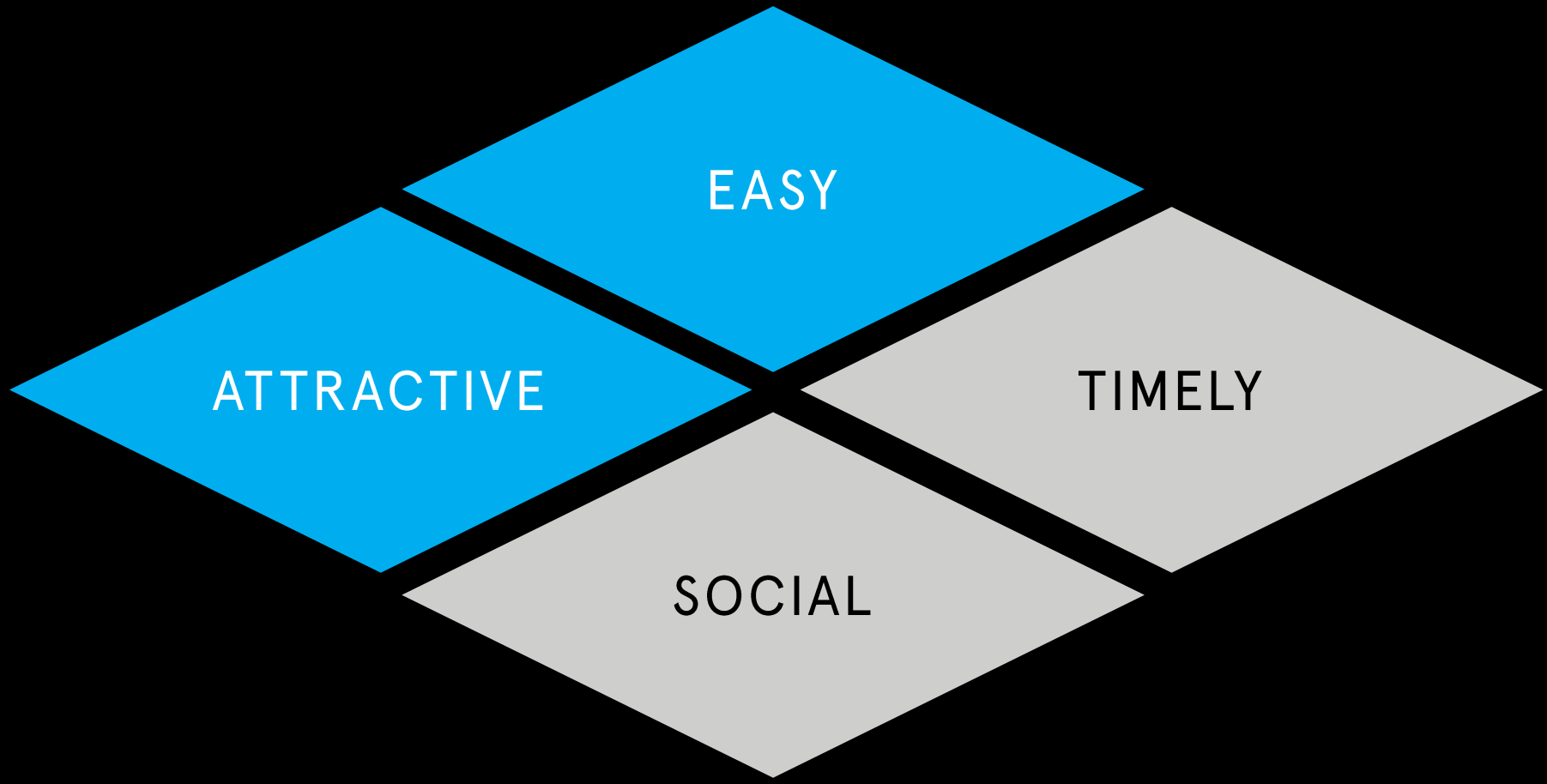

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Personalisation can get more people to attend job appointments

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Combining personalisation and reciprocity is very effective

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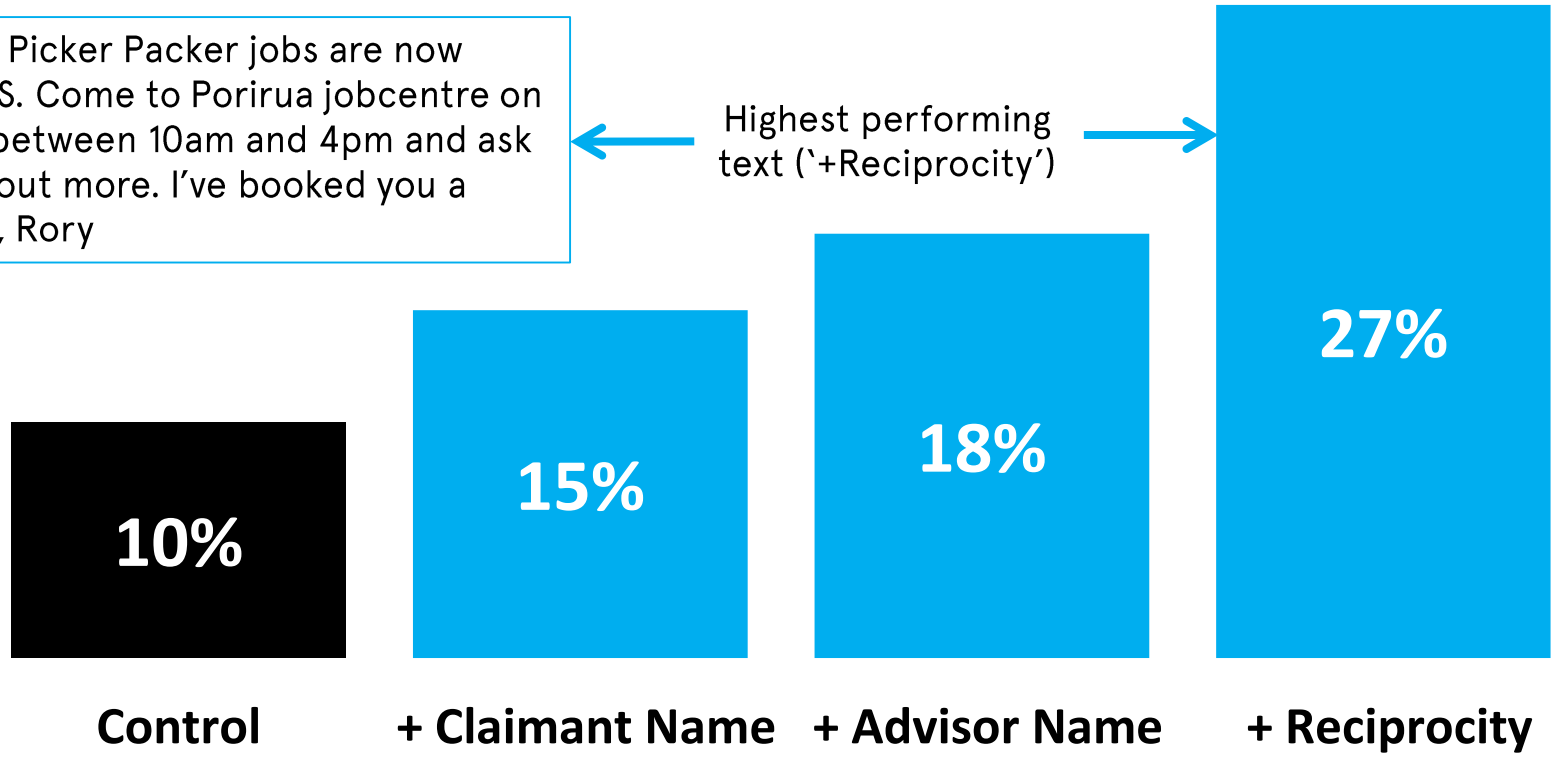
% of job seekers turning up to the Jobcentre

Hi Marcos, 8 new Picker Packer jobs are now available at Pro FS. Come to Porirua jobcentre on Monday 10 June between 10am and 4pm and ask for Sarah to find out more. I've booked you a place. Good luck, Rory

Highest performing text (`+Reciprocity')



Total number of SMSs sent = 1,224

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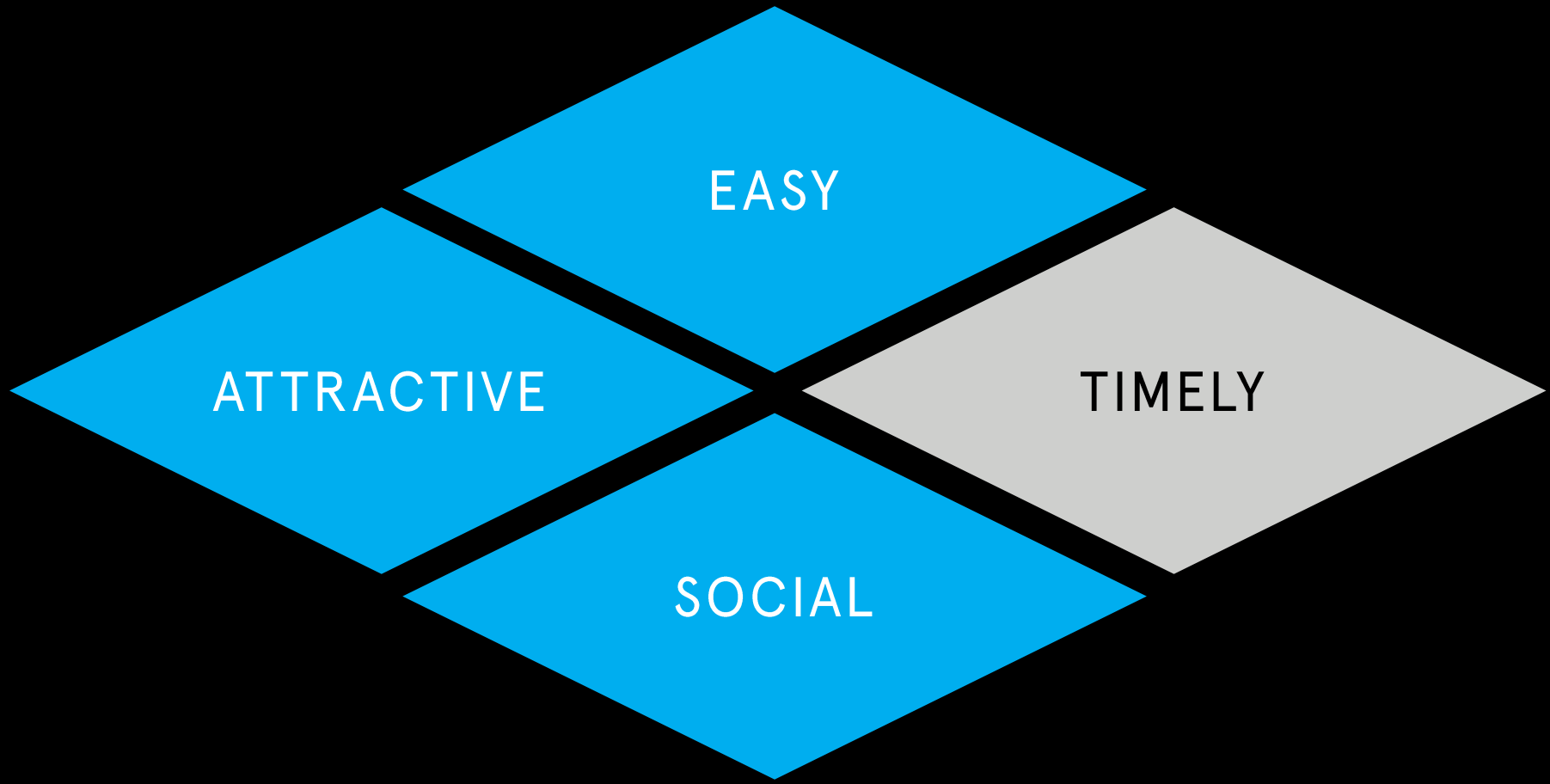

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Using planning and commitment devices to reduce reoffending

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WOOP – a simplified version of MCII

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- **What is your WISH?**

What is your most important wish or concern? Pick a challenging wish that you can reasonably fulfil within the next four weeks.

- **What is the best OUTCOME?**

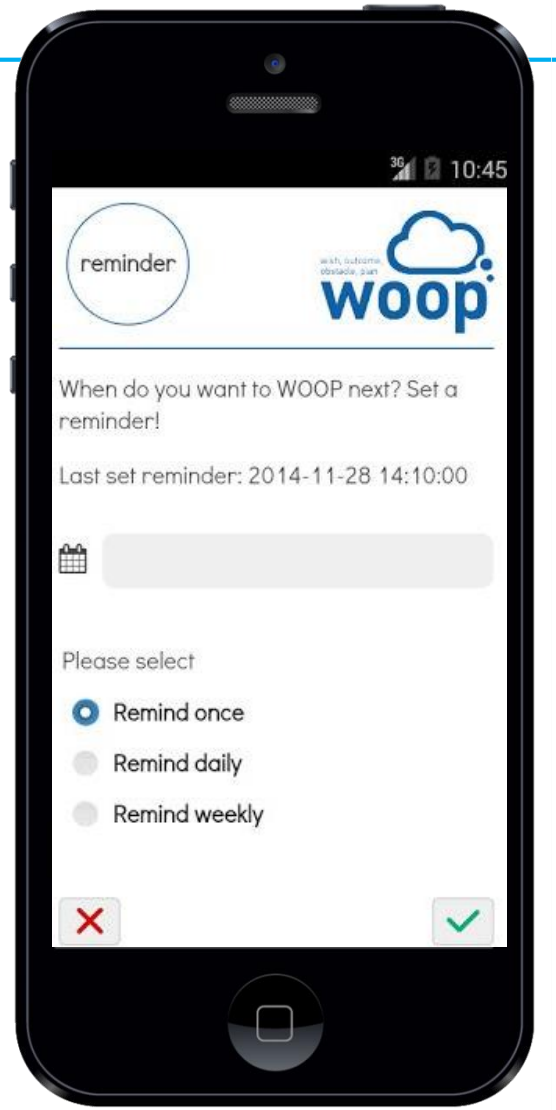
If your wish is fulfilled, where would that leave you? What would be the best, most positive outcome? How would it make you feel? Identify your best outcome and take a moment to imagine it as fully as you can.

- **What is your main inner OBSTACLE?**

What is it *within* you that holds you back from fulfilling your wish? It might be an emotion, an irrational belief, or a bad habit. Identify your main inner obstacle and imagine it fully for a moment.

- **Make a PLAN.**

What can you do to overcome your obstacle? Identify one action you can take or one thought you can think to overcome your obstacle. Make the following plan for yourself: *"If... (obstacle), then I will ... (action or thought)."*



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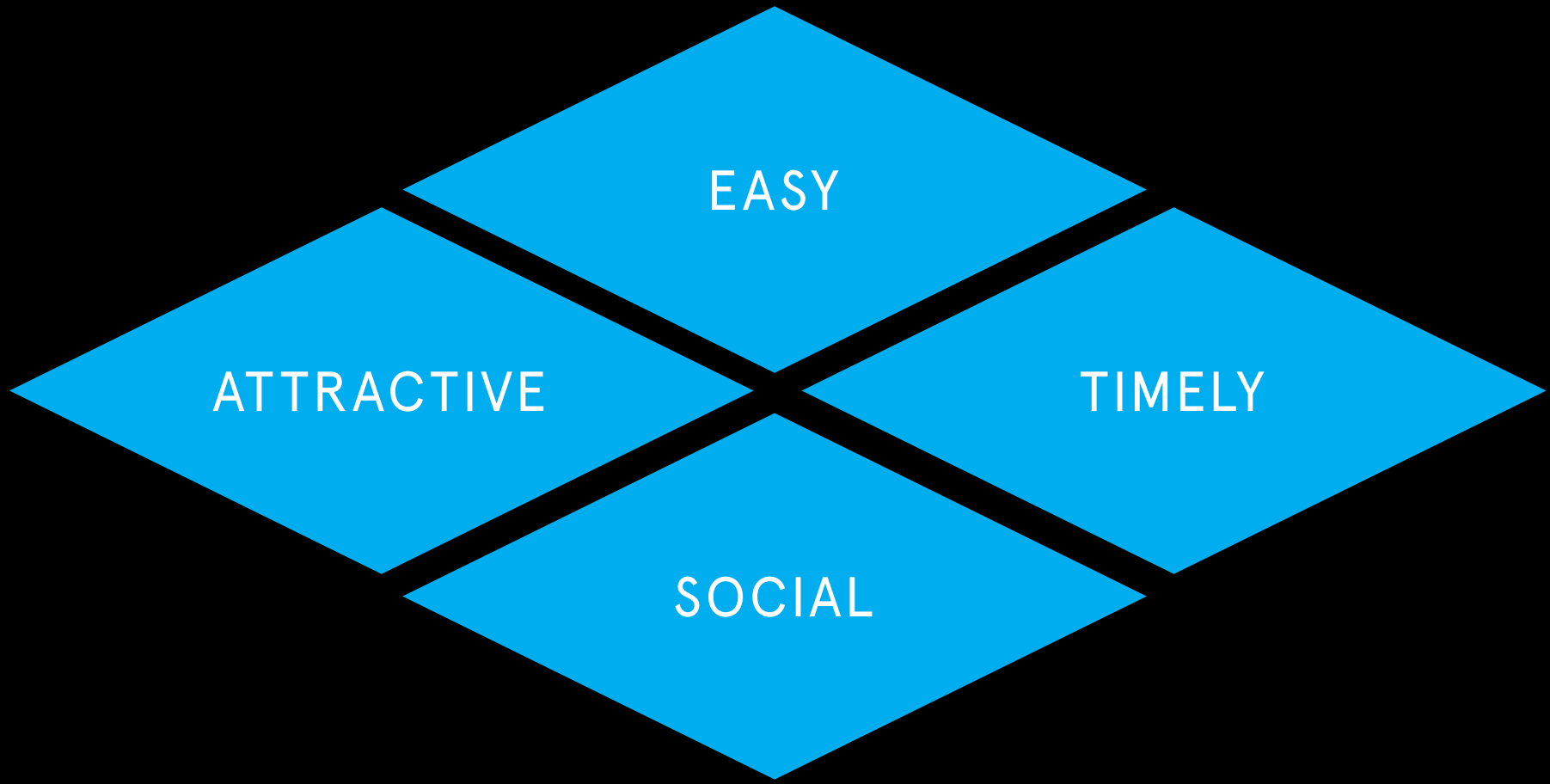

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Using a key moment to influence

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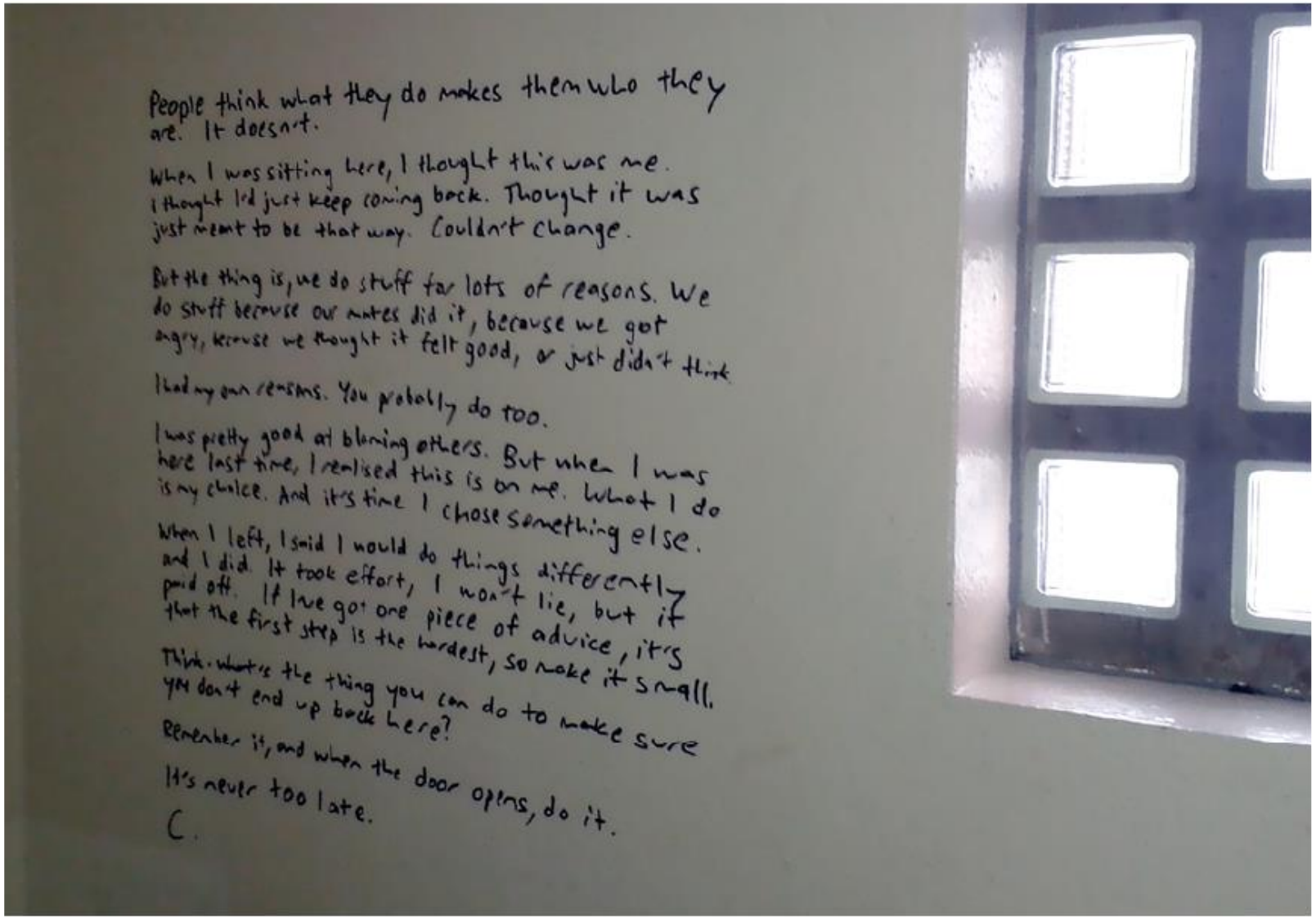

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Policy aim: recruiting a more diverse police force

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"We will transform the relationship between the police and the public

We have taken action to boost public confidence and trust in the police and now want to go even further.

We will improve the diversity of police recruitment – especially of black and ethnic minority officers."

Conservative Party Manifesto 2015

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Treatment message

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- The `affirmation boost':

"Before you start the test, I'd like you to take some time to think about why you want to be a police constable. For example, what is it about being a police constable that means the most to you and your community?"

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Test score – BMEs and non-BMEs

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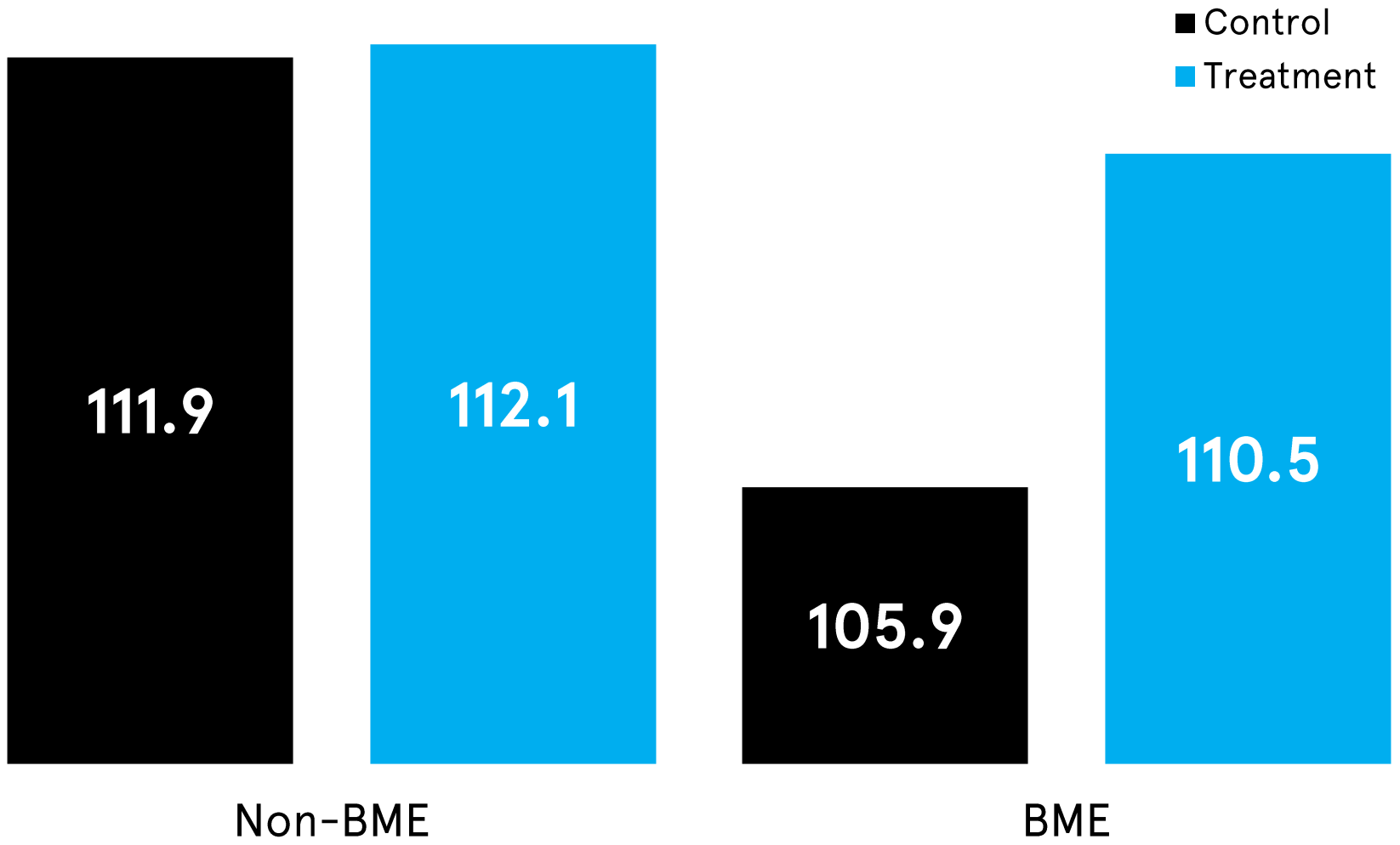

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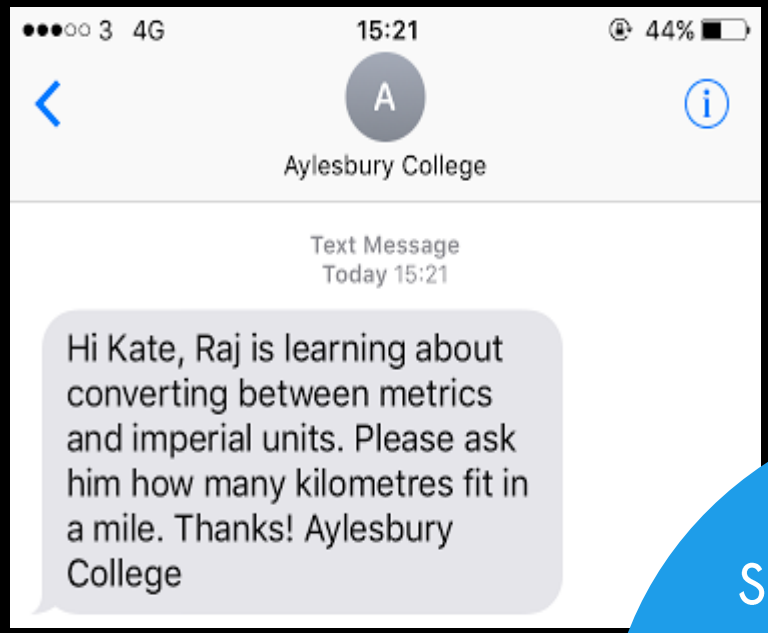
Combining EAST

Study Support: Helping Friends and Family Help Learners



So how is college going Raj? I hear you've been learning about kilometres and miles. How many kilometres is one mile?

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Interim Attendance Results: Study Supporter

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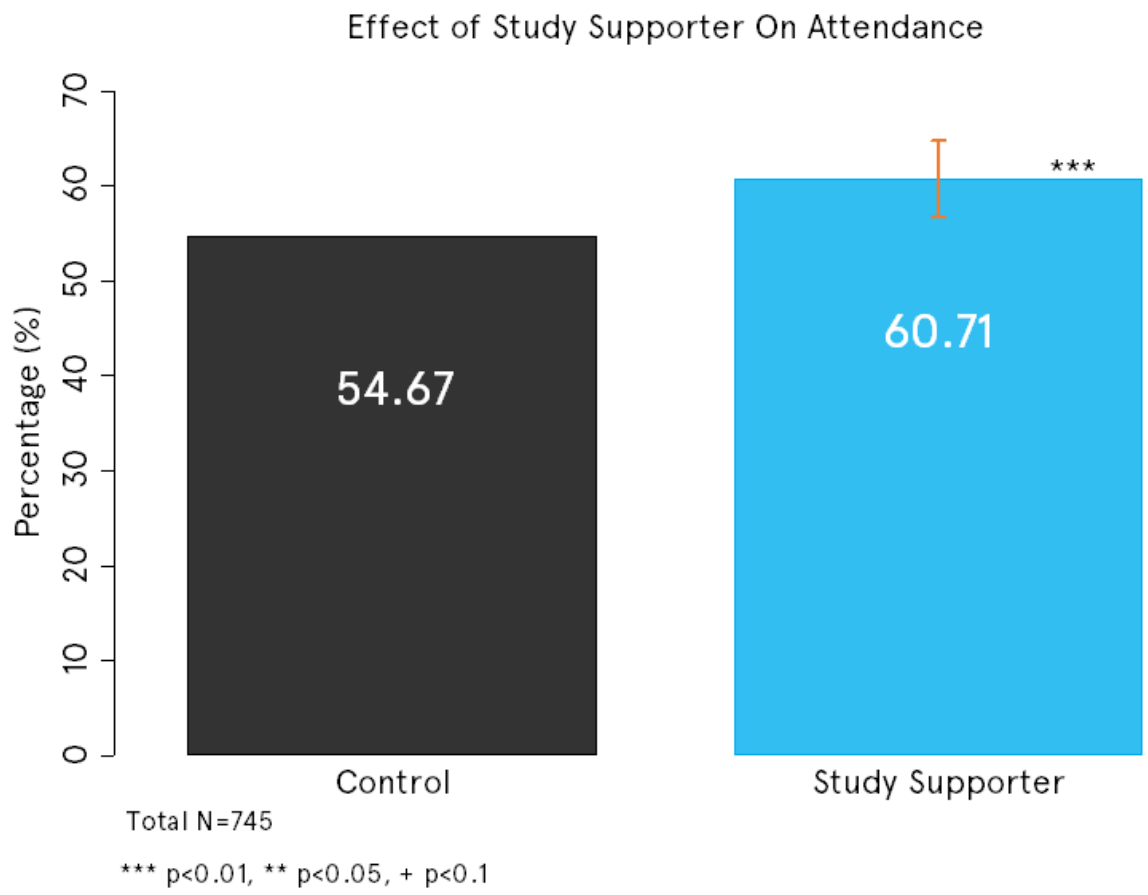

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Reducing recidivism by recent offenders

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- TARGET: reduce reoffending by first time offenders committing common assault through diversion process
- (Assumption – common assault is a high predictor of reoffending, and diversion is effective)
- What are the specific behaviours you want to encourage/ discourage?
- Use the EAST Framework to generate potential intervention
- How would you know if the intervention is effective?

Easy
Defaults
Simplify
Friction costs

Attractive
Attract attention
Personalise
Rewards and incentives

Social
Social norms
Network nudges
Commitments and reciprocity

Timely
Timely reminders
Framing
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