

KU LEUVEN



PUBLIC GOVERNANCE INSTITUTE

Old habits die hard New pathways of behaviour change

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ErgoHair Workshop 3 – 4/4/2019
Brussels

STEUNPUNT
BESTUURLIJKE
VERNIEUWING

*coiffure*EU 

Structure

Behaviour

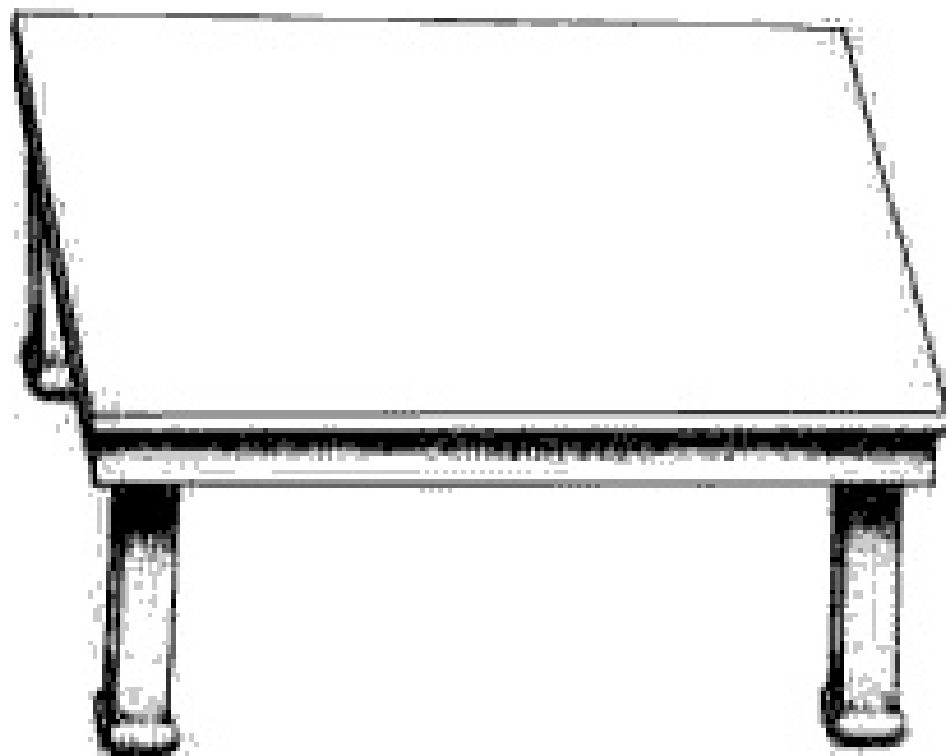
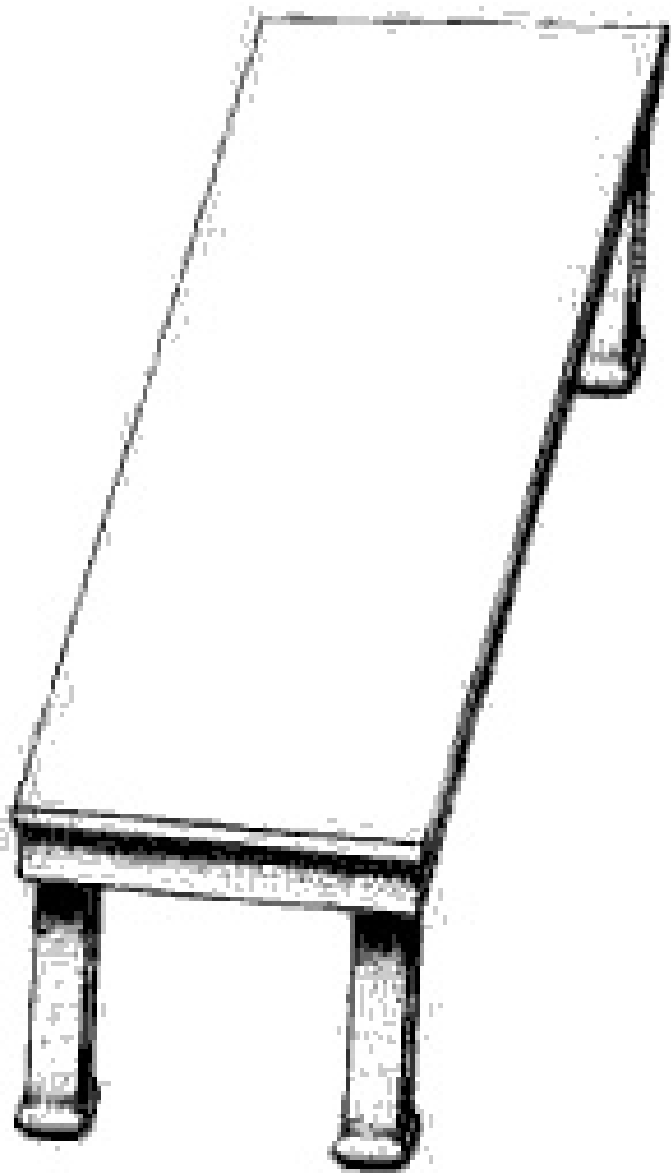
Nudges

Taxonomy

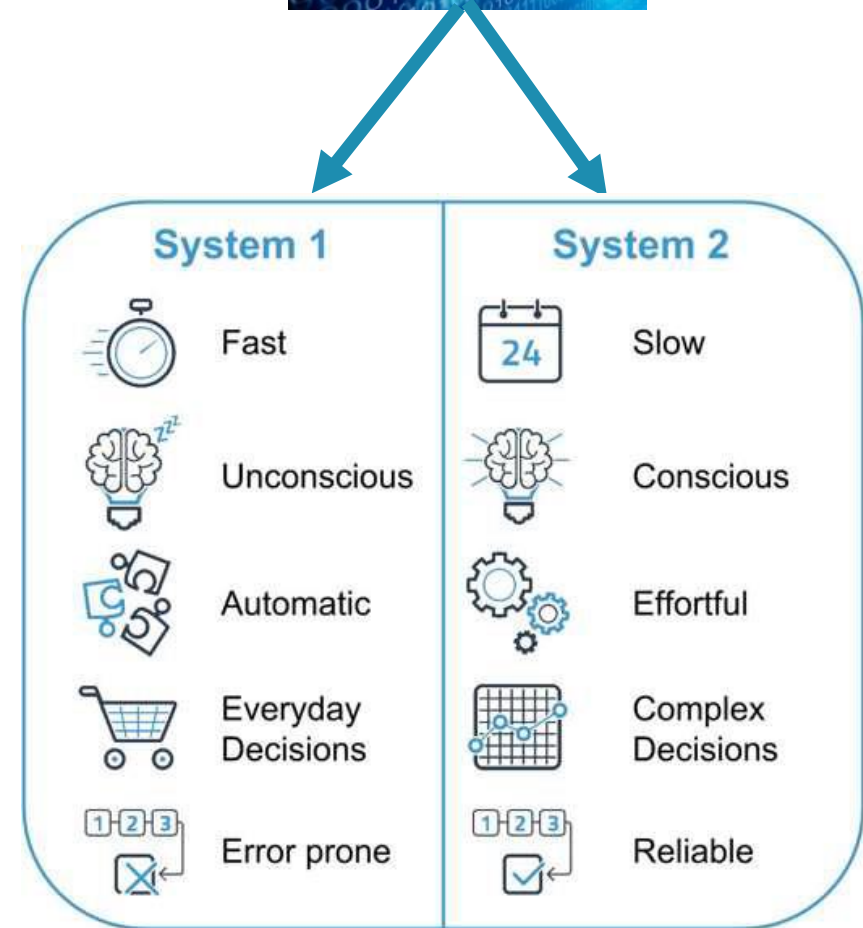
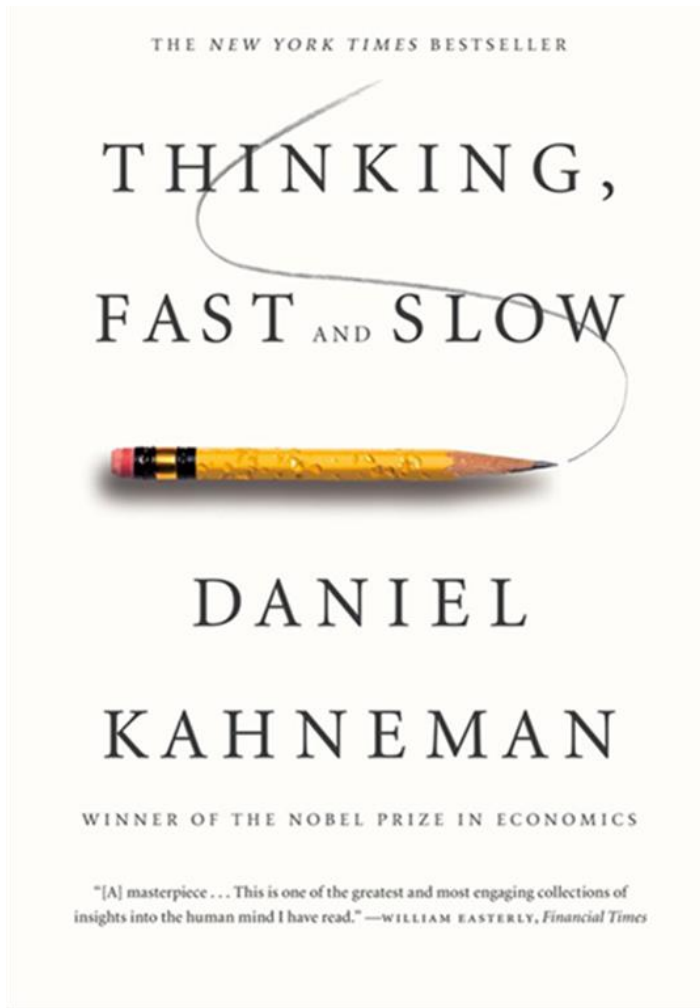
Criticism

Newest pathways

1. Behaviour



Two cognitive systems



THE COGNITIVE BIAS CODEX

What Should We Remember?

Too Much Information

We discard specifics to form generalities

We edit and reinforce some memories after the fact

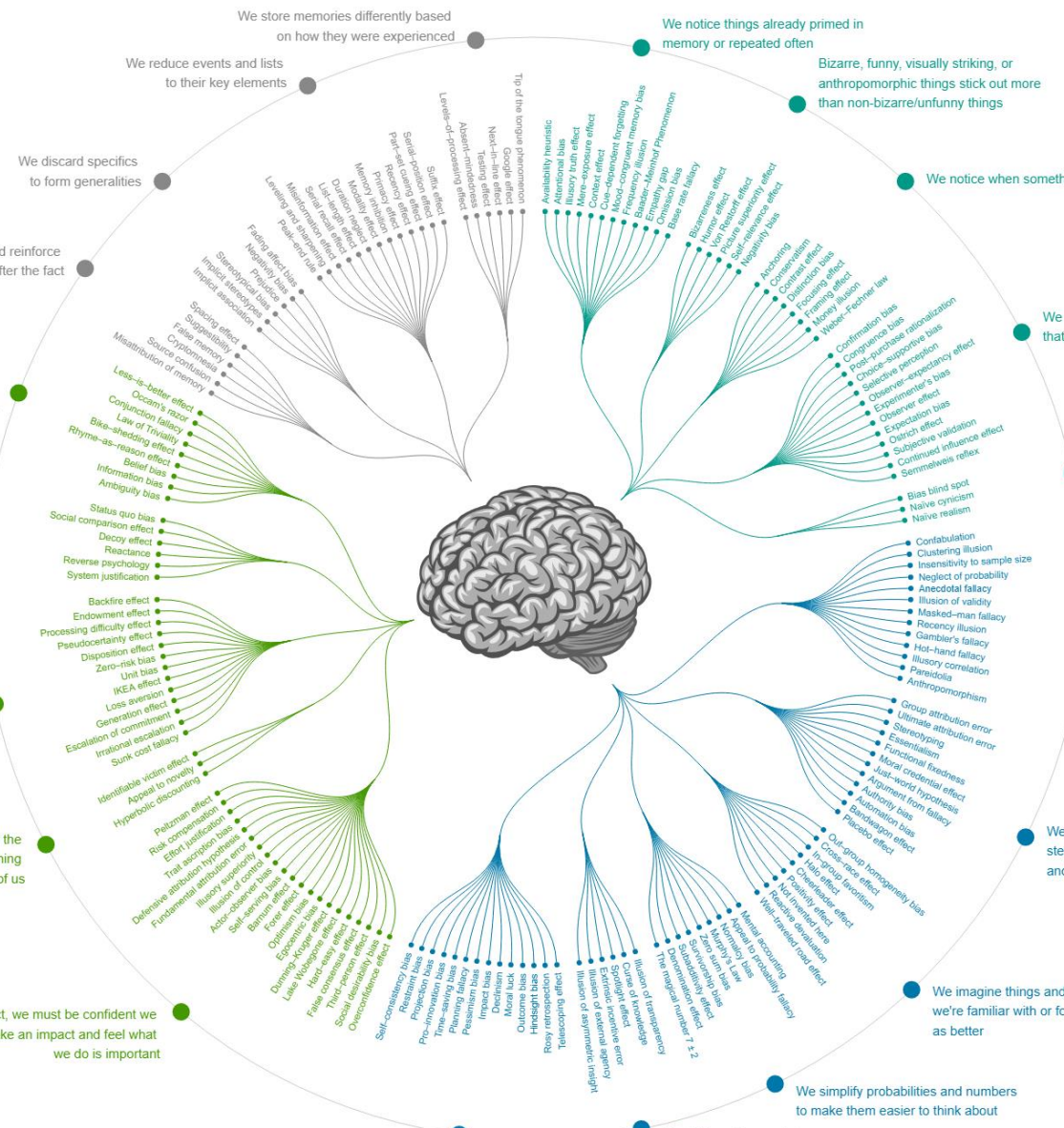
We favor simple-looking options and complete information over complex, ambiguous options

To avoid mistakes, we aim to preserve autonomy and group status, and avoid irreversible decisions

To get things done, we tend to complete things we've invested time and energy in

To stay focused, we favor the immediate, reliable thing in front of us

To act, we must be confident we can make an impact and feel what we do is important



We notice things already primed in memory or repeated often

Bizarre, funny, visually striking, or anthropomorphic things stick out more than non-bizarre/unfunny things

We are drawn to details that confirm our own existing beliefs

We notice flaws in others more easily than we notice flaws in ourselves

We tend to find stories and patterns even when looking at sparse data

We fill in characteristics from stereotypes, generalities, and prior histories

We imagine things and people we're familiar with or fond of as better

We simplify probabilities and numbers to make them easier to think about

We think we know what other people are thinking

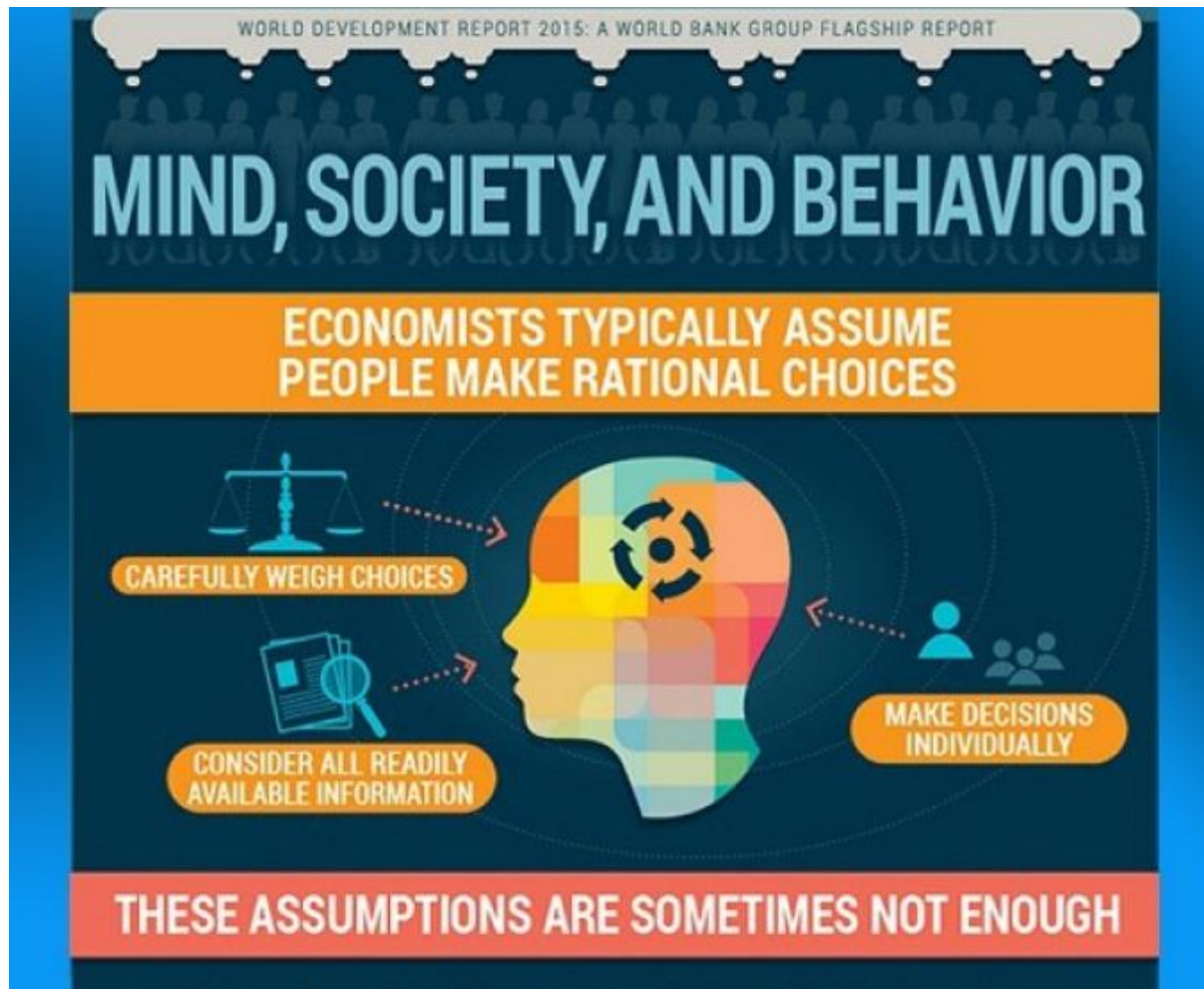
Need To Act Fast

Not Enough Meaning

We project our current mindset and assumptions onto the past and future

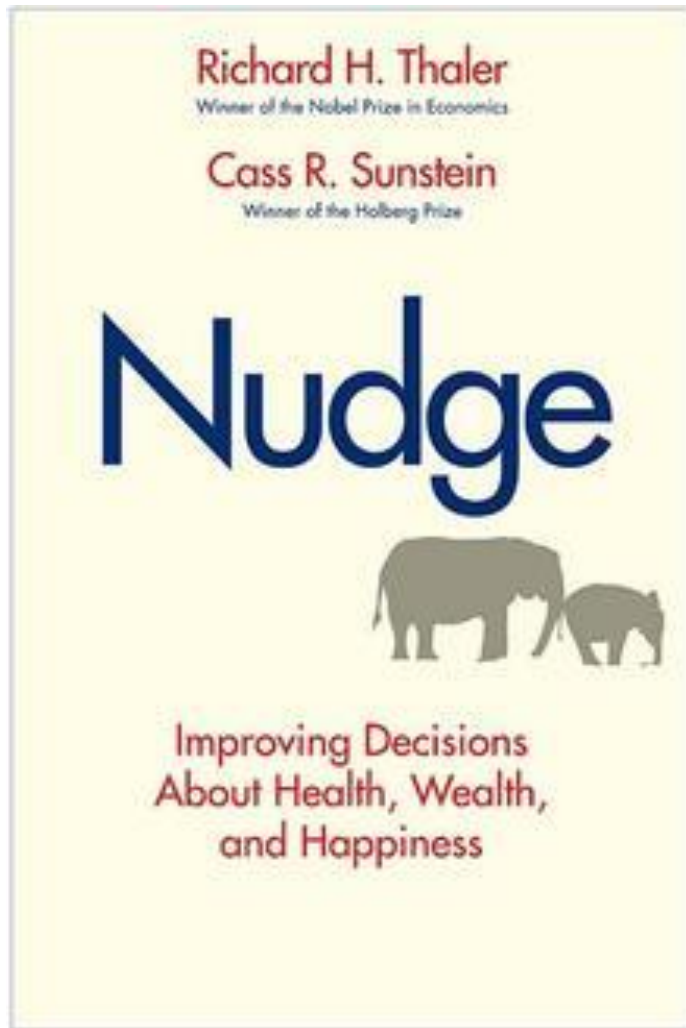
We think we know what other people are thinking

Predictable irrationality

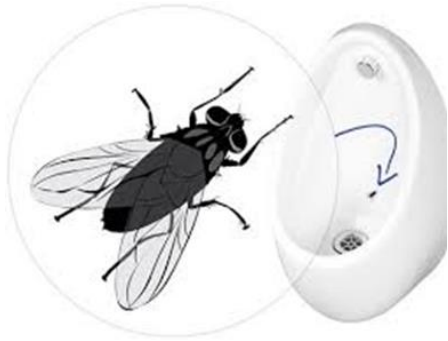


2. Nudges

Definition of nudging



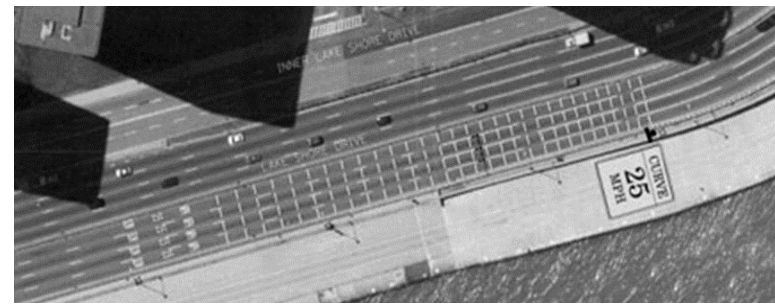
- *Nudge* = a light touch or push (in the ‘right’ direction)
- *Nudge* = “any aspect of the **choice architecture** that alters people’s behavior in a **predictable** way without forbidding any options or significantly changing their economic incentives.”
- Libertarian paternalism



Schiphol



Rotterdam – The Hague



LSD Chicago



Copenhagen



Kent - UK



Belgium



Stockholm

Policy instruments

Source: Van den Doelen 1987: 53-57; Fobé 2014. *Beleidsinstrumenten*

| | Positive | Negative |
|------------------------------------|------------------------------------|----------------------------------|
| LEGAL Regulatory | Prescriptions Licenses, permits | Prohibitions |
| ECONOMIC Financial | Subsidies, grants | Taxes, user chargers |
| COMMUNICATION Persuasion | Information education campaigns | Propaganda naming and shaming |



Policy instruments

Behavioural insights improve traditional tools for policy making...

THE
BEHAVIOURAL
INSIGHTS TEAM

Regulation



Incentives



Information





Behavioural Insights and Public Policy

Institutions applying BI to public policy around the world



Institutions inside government Institutions outside government Multi-national organisations

Source: OECD Research (2018)

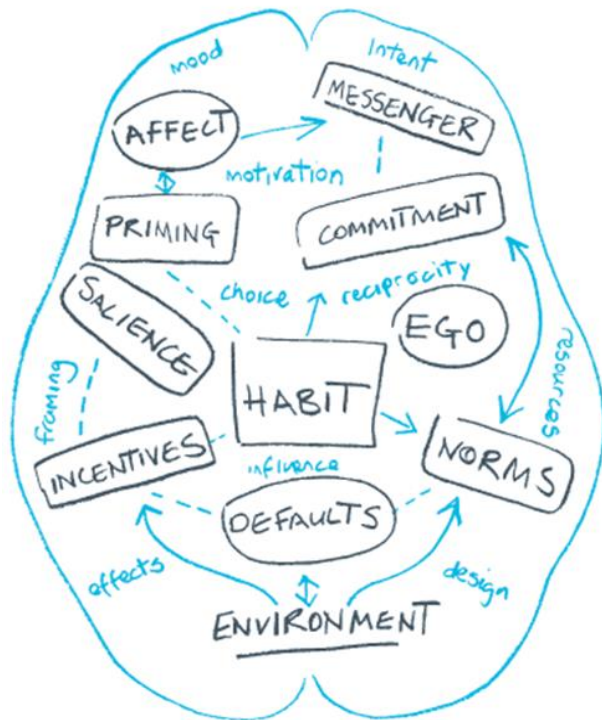


3. Taxonomy

Methodology of nudges

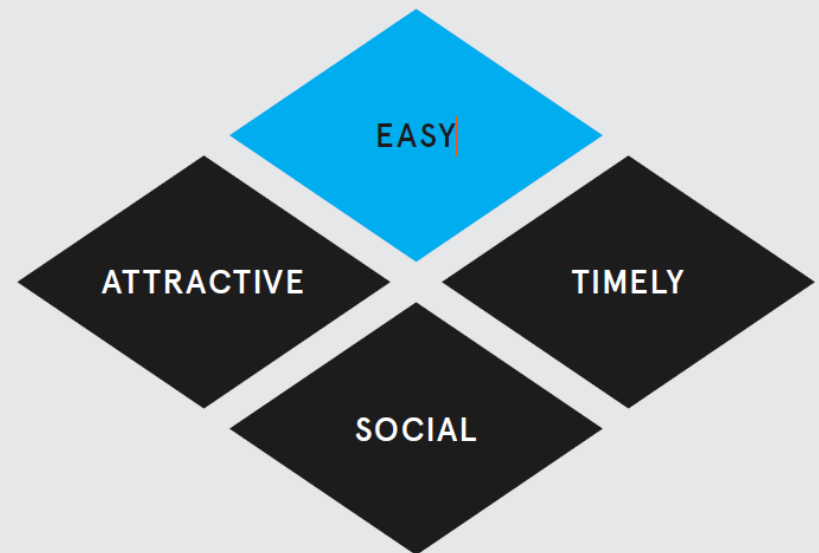
MINDSPACE

Influencing behaviour through public policy



EAST

Four simple ways to apply behavioural insights



Simplification and
framing of
information

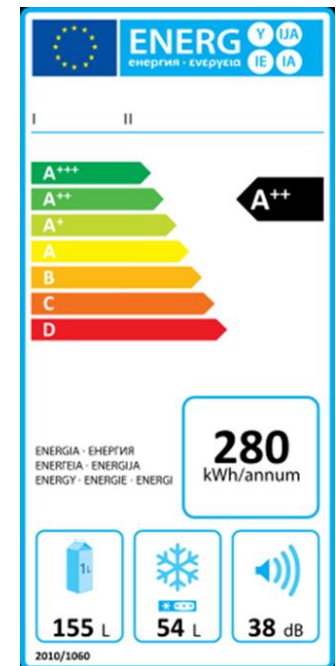
Changes to the
physical
environment

Taxonomy

Changes to the
default policy

The use of social
norms

1. Simplification and framing of information



2. Changes to the physical environment

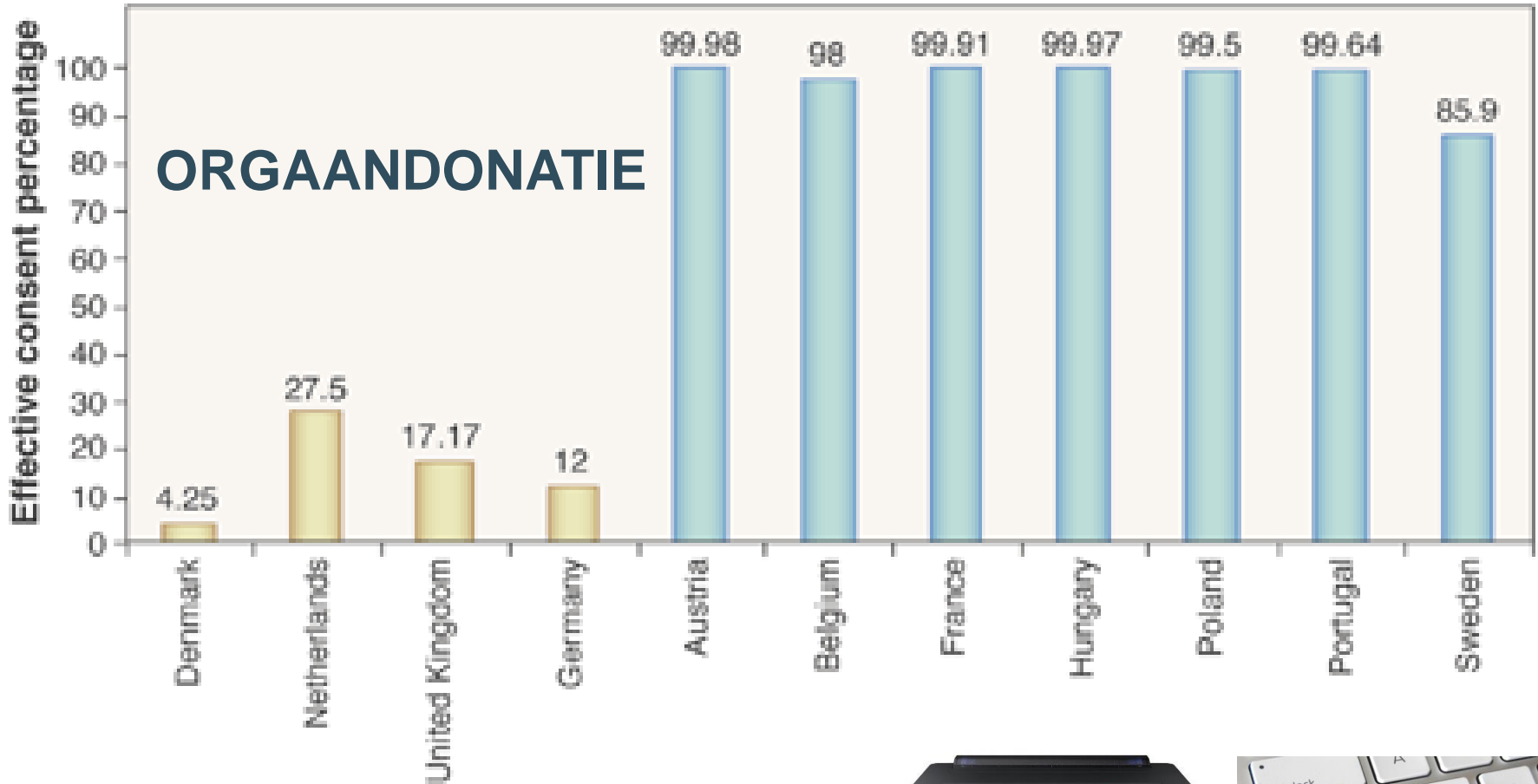


3. Changes to the default option

OPT IN

OPT OUT

Johnson & Goldstein (2003)



4. The use of social norms



4. The use of social norms

The Opower Home Energy Reports



4. Criticism

Criticism on nudging

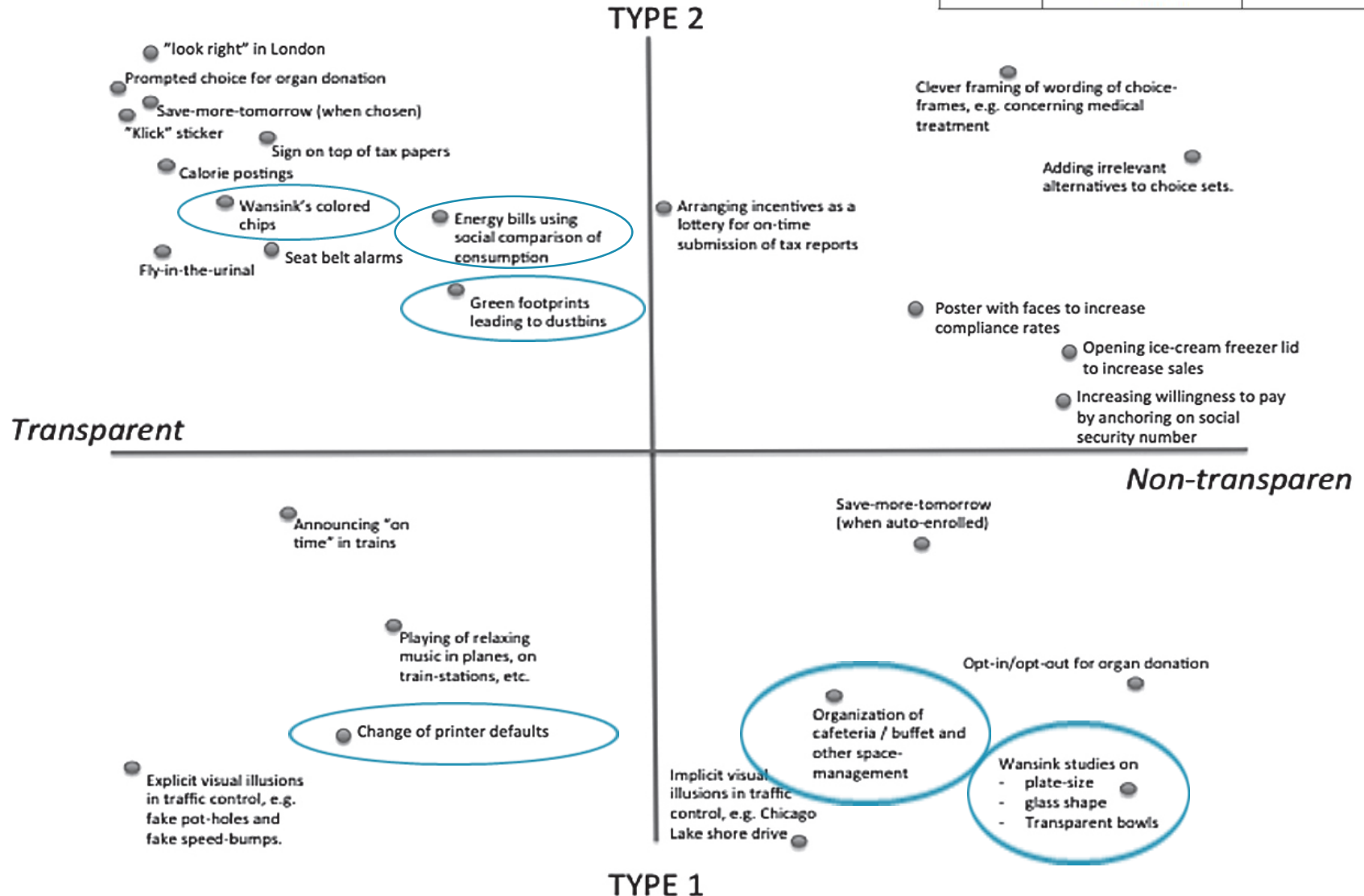
- Lack of transparency
- Patronizing and manipulative
- From democracy to technocracy
- Effectiveness and cost efficiency
- Short versus long term
- Context-dependent
- Old wine in new bottles
- Who's nudging the nudgers?



RMO (2014)

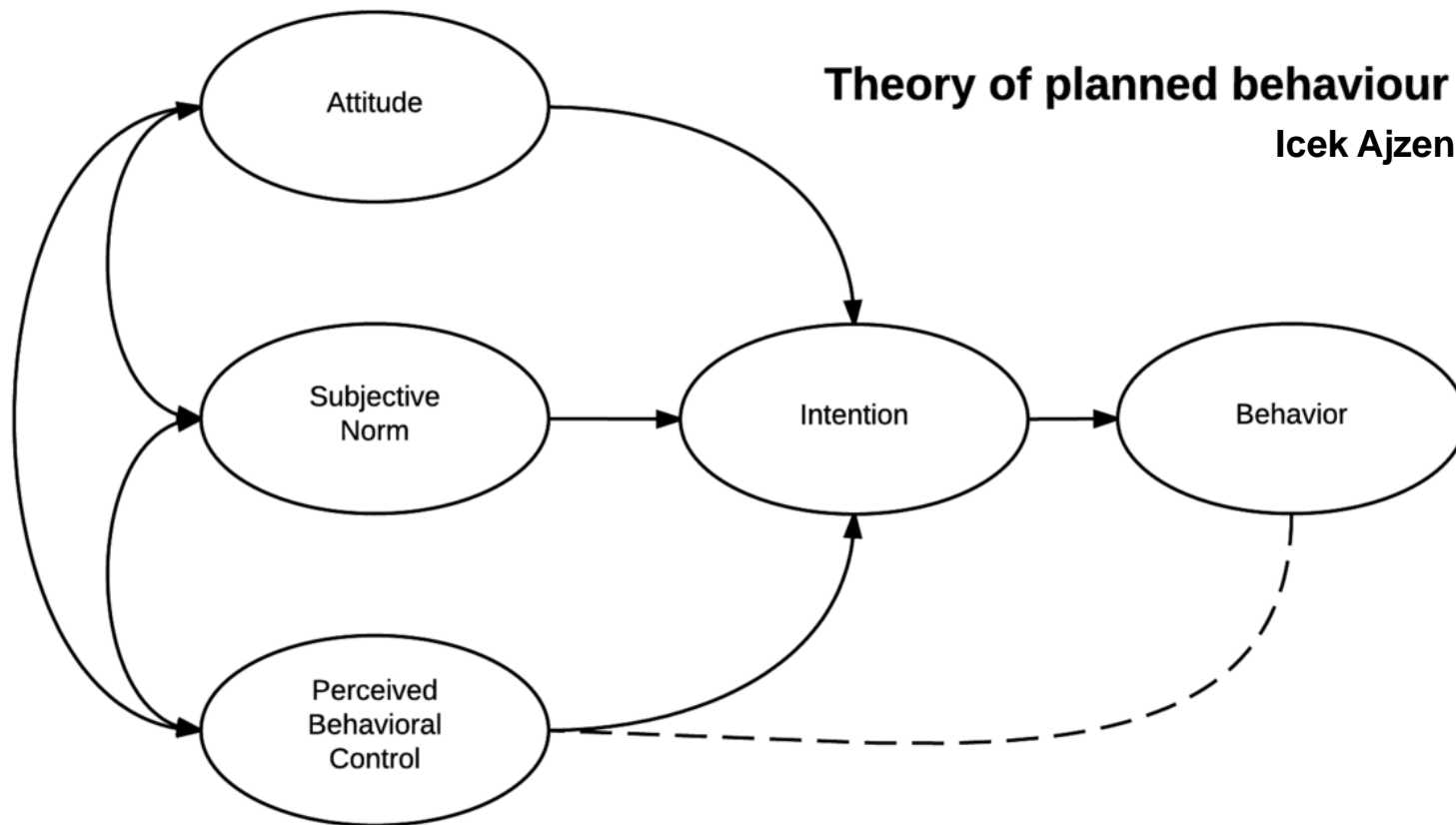
Manipulation?

| | <i>Transparent</i> | <i>Non-transparent</i> |
|--------------------------|--|--|
| <i>System 2 thinking</i> | Transparent facilitation of consistent choice | Manipulation of choice |
| <i>System 1 thinking</i> | Transparent influence (technical manipulation) of behavior | Non-transparent manipulation of behavior |



5. Newest pathways

Theory of planned behaviour



Newest pathways

- Social identity construction (Mols et al, 2015)
- Boosts (Hertwig & Grüne-Yanoffs, 2016)
- Educated nudges (Sunstein, 2016)
- Nudge plus (John, 2009, 2011, 2018)

A dual strategy to conclude

→ Addressing the rational dimension of behaviour

Eg. better informed, cost/ benefit ratio

➔ Traditional instruments

→ Harnessing the unconscious dimension of behaviour

Eg. biases and heuristics

➔ Behavioural Insights & Nudging



**Thank you
for your attention!**