



CabinetOffice

Behavioural Insights

Team

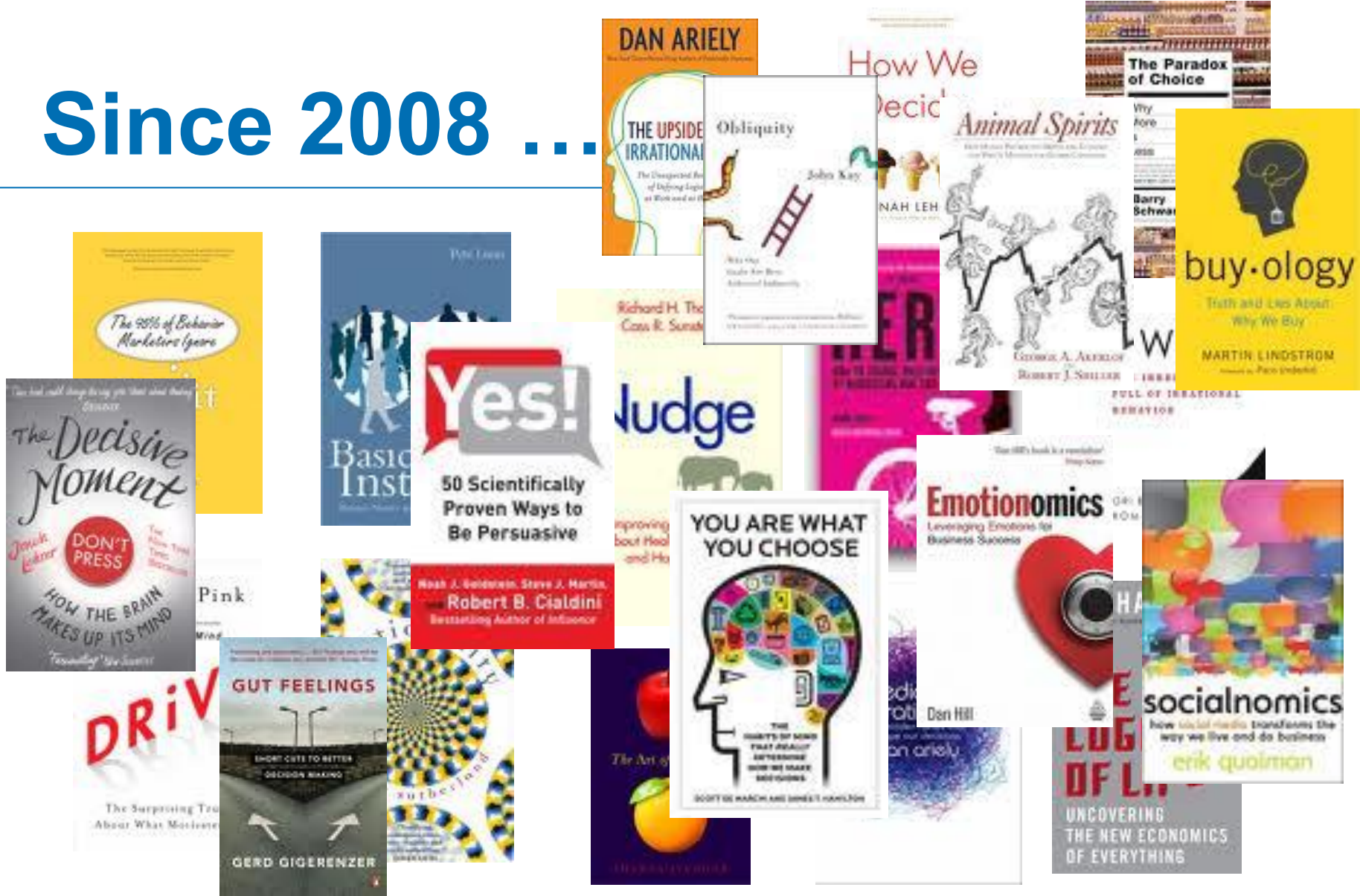
Applying behavioural science to policy

Michael Sanders

Research Fellow

Behavioural Insights Team

Since 2008 ...

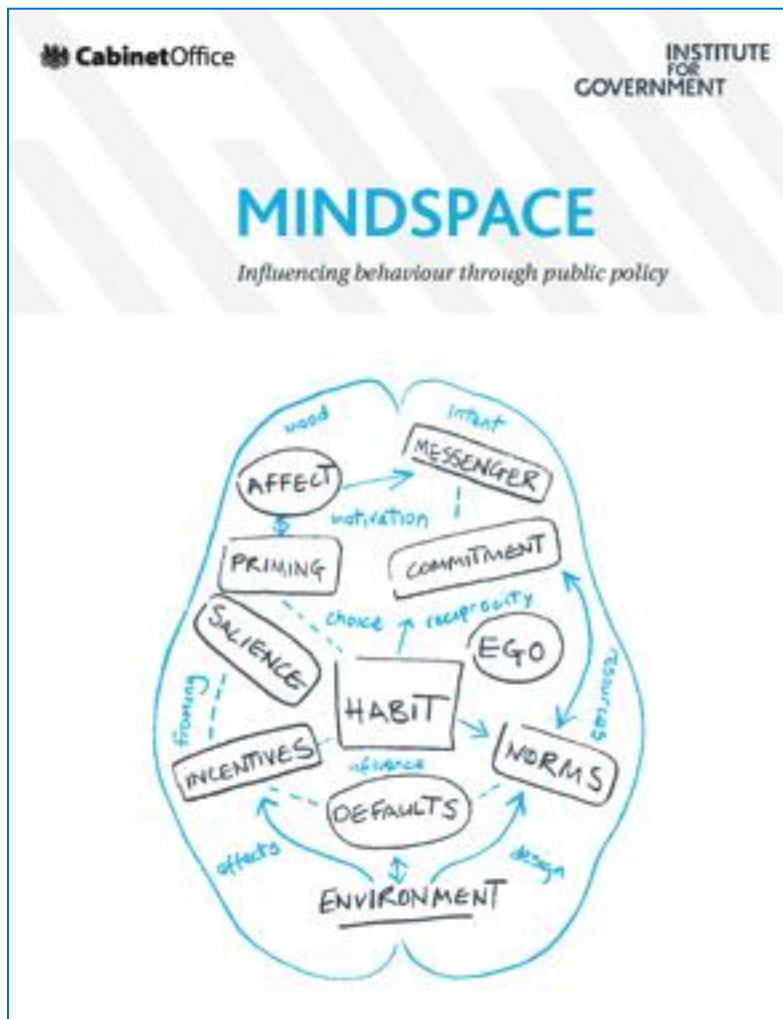


And in government

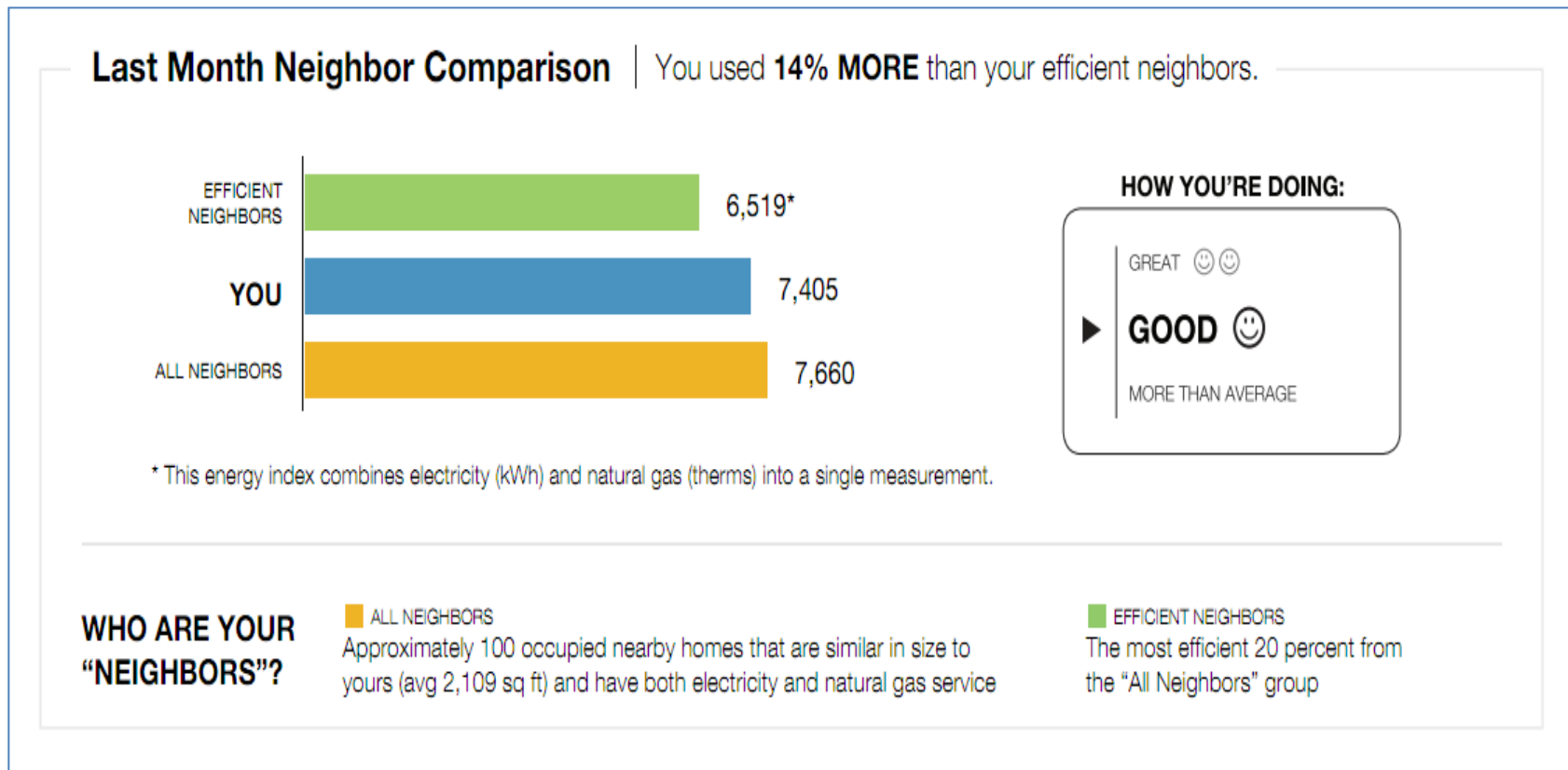


MINDSPACE

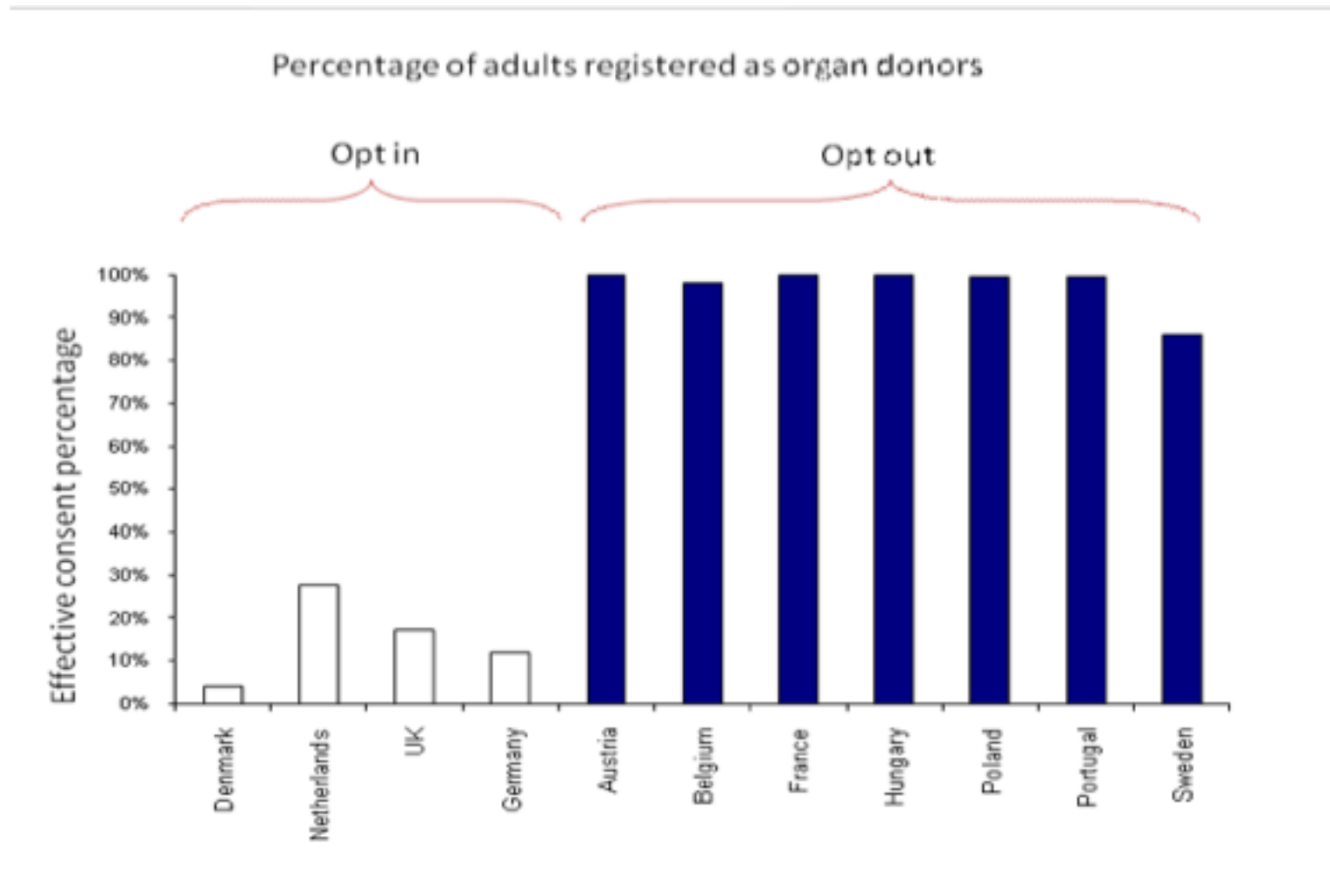
Messenger
Incentives
Norms
Defaults
Salience
Priming
Affect
Commitment
Ego



Norms – reducing energy use

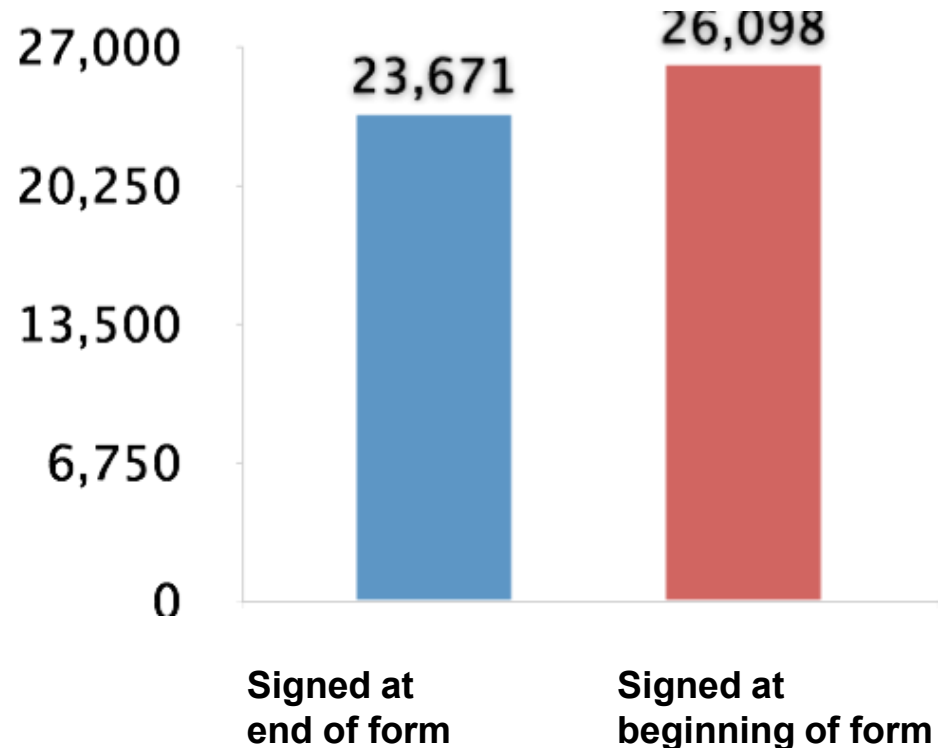


Defaults – registering as an organ donor



Priming – signing up front & honesty

A study in the US found that moving signature boxes to the beginning of application forms primed customers to increase self-reported miles driven by 10%.



Behavioural Insights Team



“Our government will be a much smarter one... **finding intelligent ways to encourage, support and enable people to make better choices for themselves.**”

The Behavioural Insights Team



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BIT
David Halpern
(Director)
+ 7

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Richard Thaler (Chicago)
Peter Tufano (Oxford)
Theresa Marteau
(Cambridge)
Peter John (UCL)
Nick Chater (Warwick)
Dan Goldstein (LBS)

Media - wary early on

The Telegraph

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Economics

Whitehall won't be 'nudged', finds National Audit Office


David Cameron's "Behavioural Insight Team" – billed as the answer to achieving social change without resorting to regulation – has failed to convince a single Whitehall department to make use of its services, a National Audit Office report reveals

“David Cameron’s Vanity Project”

 **Editor** **brendan o'neill**
A message to the illiberal Nudge Industry: push off
The 'politics of the brain' is a threat to choice, freedom and democracy - which is why *spiked* is declaring war against it.

[Write a letter](#) [Print](#) [Email](#) [Tweet this](#) [Recommend](#)

In earlier eras, the revelation that there was a Behavioural Insight Team at the heart of government, dedicated to finding ways to reshape the public's thoughts, choices and actions, would have caused outrage. It would have brought to mind some of the darker antics of the Soviet Union, which treated certain beliefs as mental illnesses to be fixed, or maybe O'Brien, the torturer in George Orwell's *Nineteen Eighty-Four*, who boasts that the human mind is 'infinitely malleable'.

Yet the news that David Cameron  **Buy this article**

HEADLINES:

Cameron's 'nudge unit' should be given the elbow, says Labour MP



Craig Woodhouse, Political Reporter
27 Jul 2011

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A unit set up in Whitehall to encourage people to take better life choices came under fire today after its staff racked up an £8,000 travel bill.

Labour MP Luciana Berger said the behavioural insight team, based in the Cabinet Office, was an "extravagance" at a time when householders were feeling the pinch.

It was formed to apply the theory that people's habits can be changed without government regulation, instead nudging them in the direction they should go.

Nicknamed the "nudge unit" it has been focusing on five key areas: how to improve organ donations, stopping smoking, promoting greener cars, food hygiene and a project to encourage charitable giving.

But Mrs Berger dubbed the unit the "Prime influential group of peers said nudges along

Media has become supportive

Wednesday 12 October 2011

The Telegraph

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Boris Johnson Peter Osborne Benedict Brogan Charles Mo

Alasdair Palmer

David Cameron is nudging us in the right direction

The Coalition's 'Nudge Unit' offers a novel way of persuading us to do the right

September 15, 2011 12:11 am

PM's nudgers score notable successes

By George Parker, Political Editor

Nudge unit praised



The Government's new 'nudge' unit to change people's behaviour rather than legislation has been praised in its first report on its work. The unit's successes include organ donor registration, and the Financial Times reports.

Comment: A Nudge Unit – the new 'must have' for health insurers?

Monday 10 October 2011 by Marcia Reid

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There is an opportunity for health and protection

Effective things can come from silly places

Even if you're wrong about how something works, it might still work

Cameron Nudges people to do right thing

By George Parker, Political Editor

THE TIMES Columnists

News **Opinion** Business Money Sport Life Arts Puzzles Papers

Give us a nudge and we'll behave ourselves

Daniel Finkelstein



UNCLASSIFIED

A beginning, middle and an end...

What's more, they've all been run by a small group of very smart people running out of the Cabinet Office, who have quietly set up what is effectively a randomised trials unit in government.



What do we do?

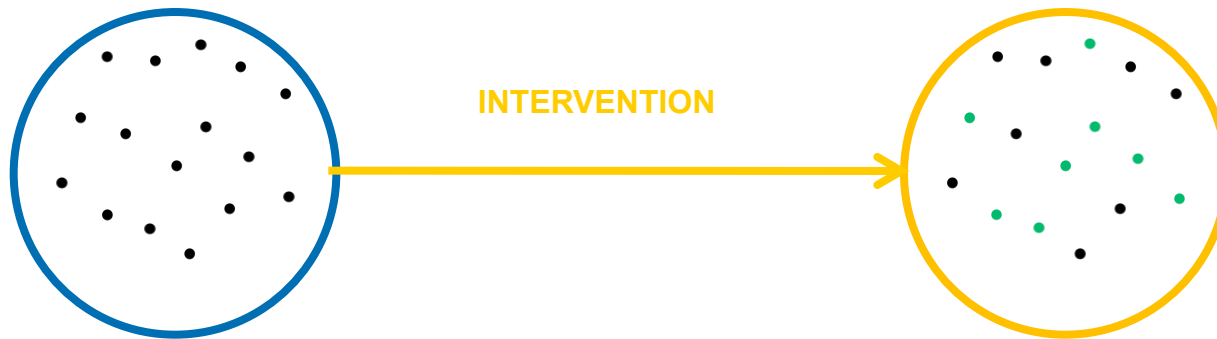
Evidence Policy

- Applying behavioural science to policy design

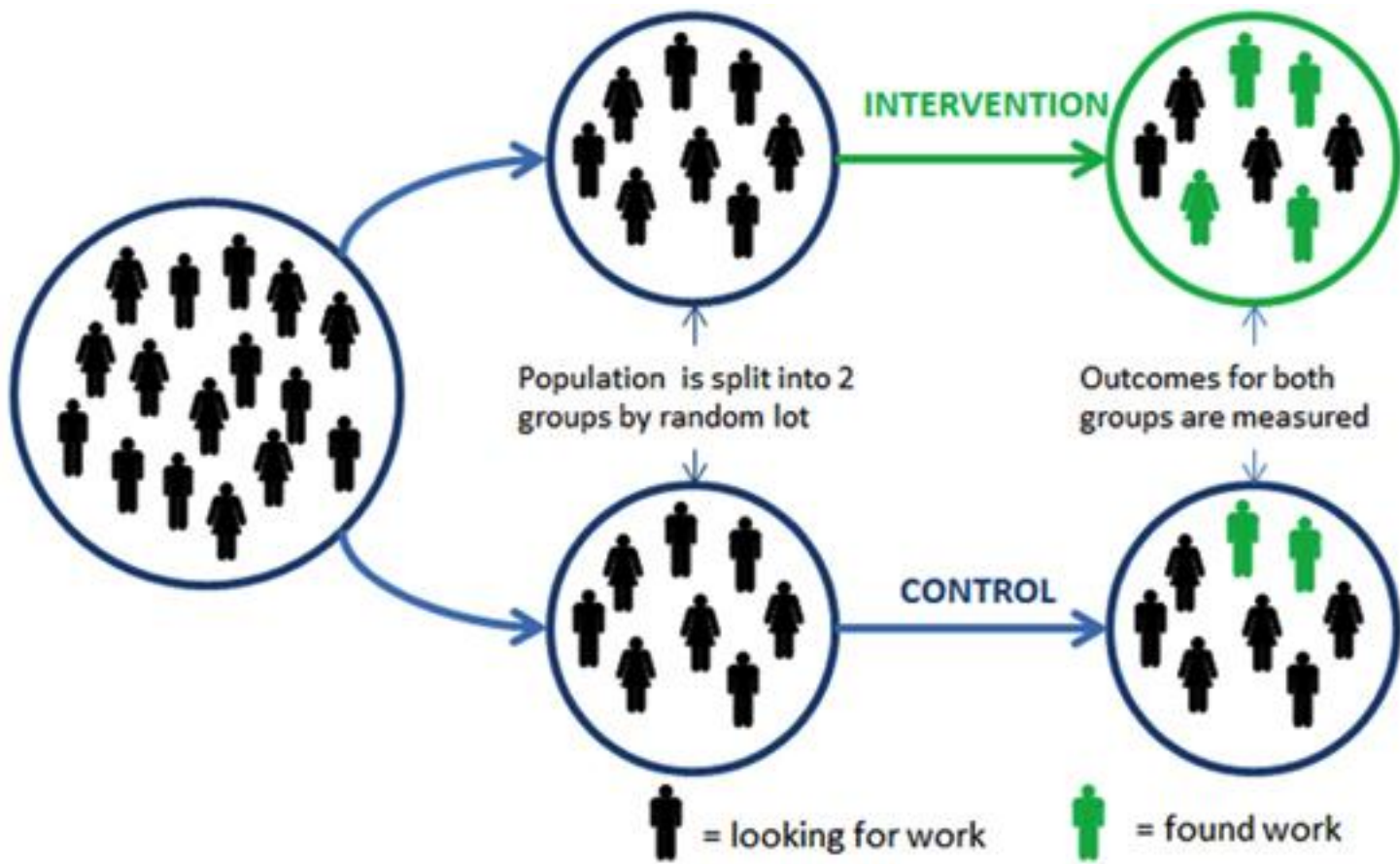
Policy trials: test. learn. adapt

- Testing what works in the field
- Often in partnership with business & local govt

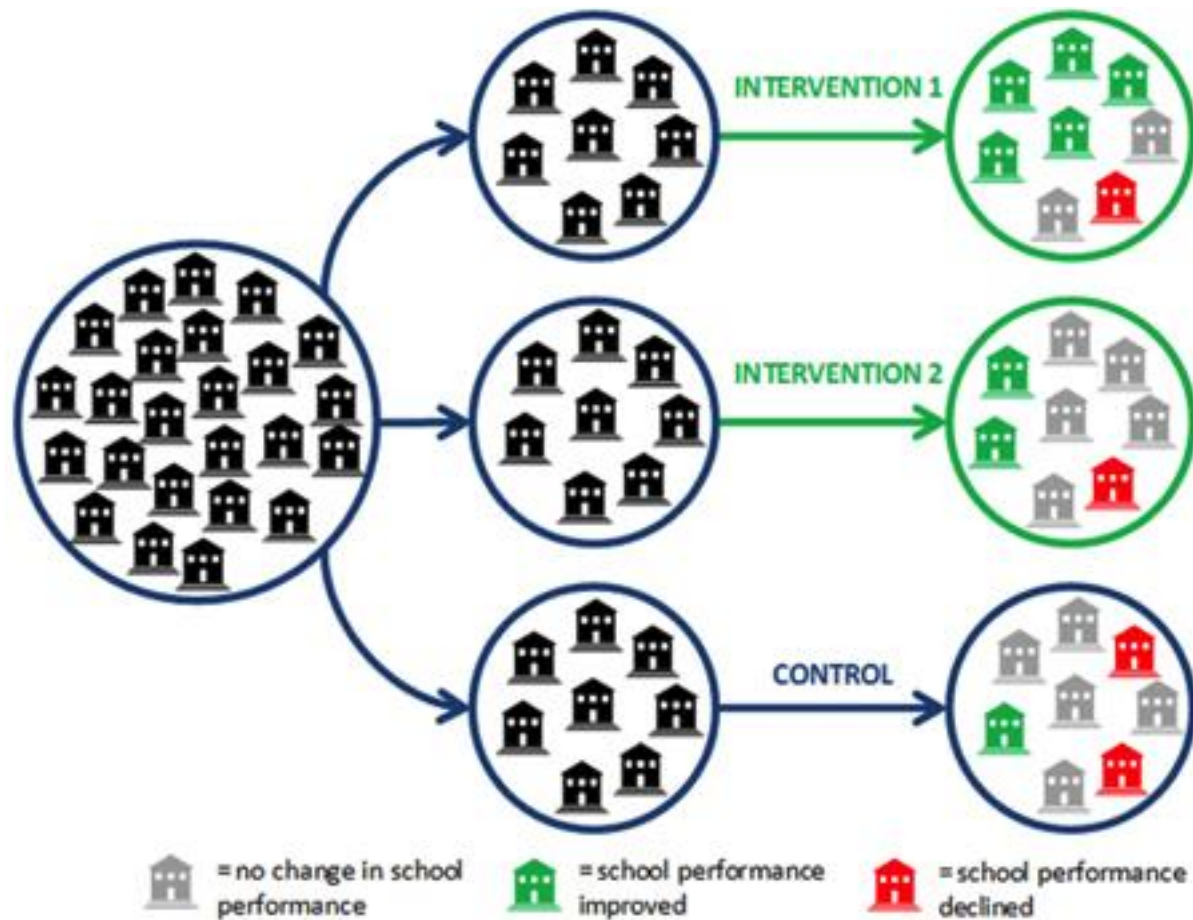
Testing it out in the field



Testing it out in the field

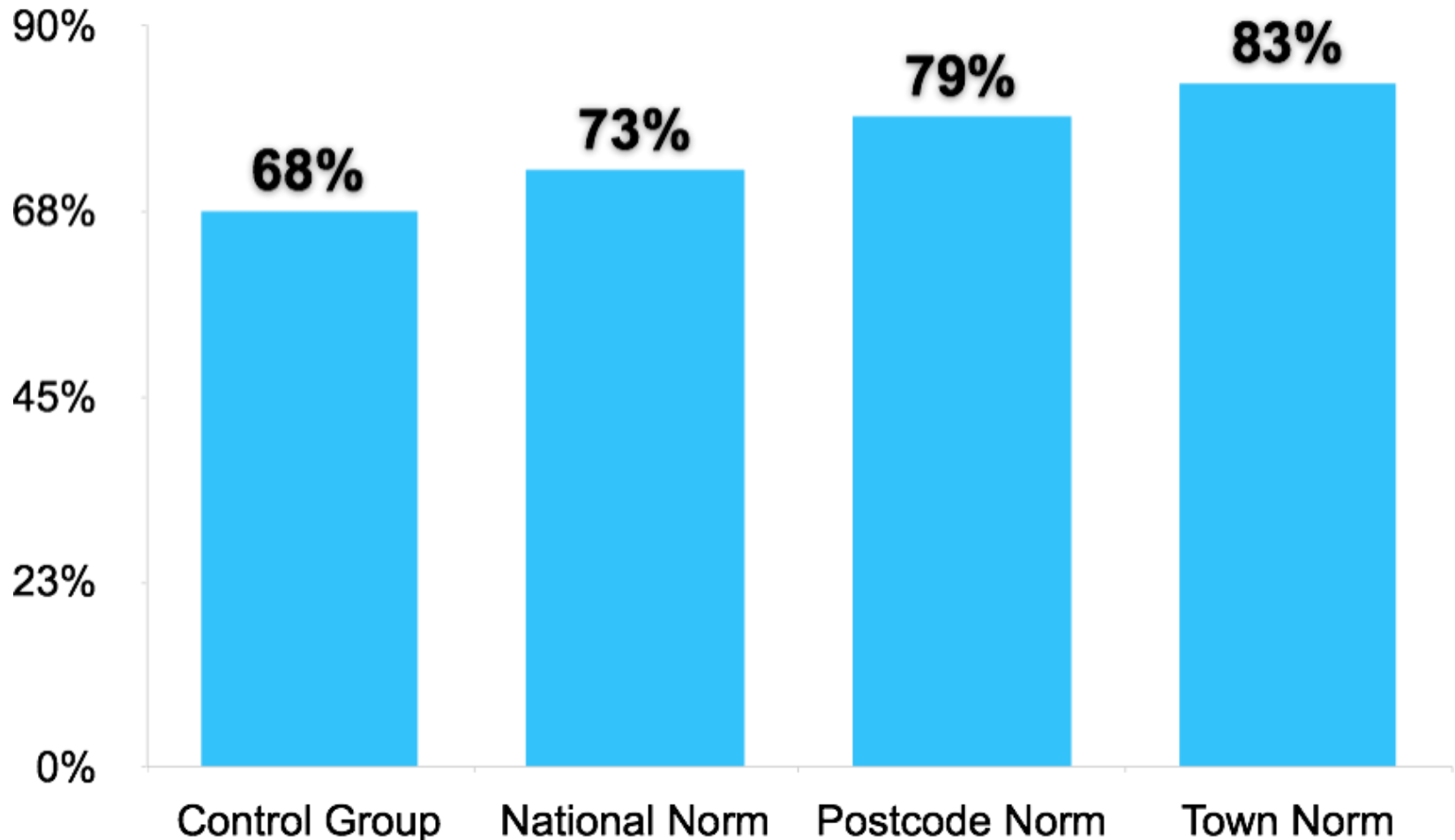


Testing it out in the field

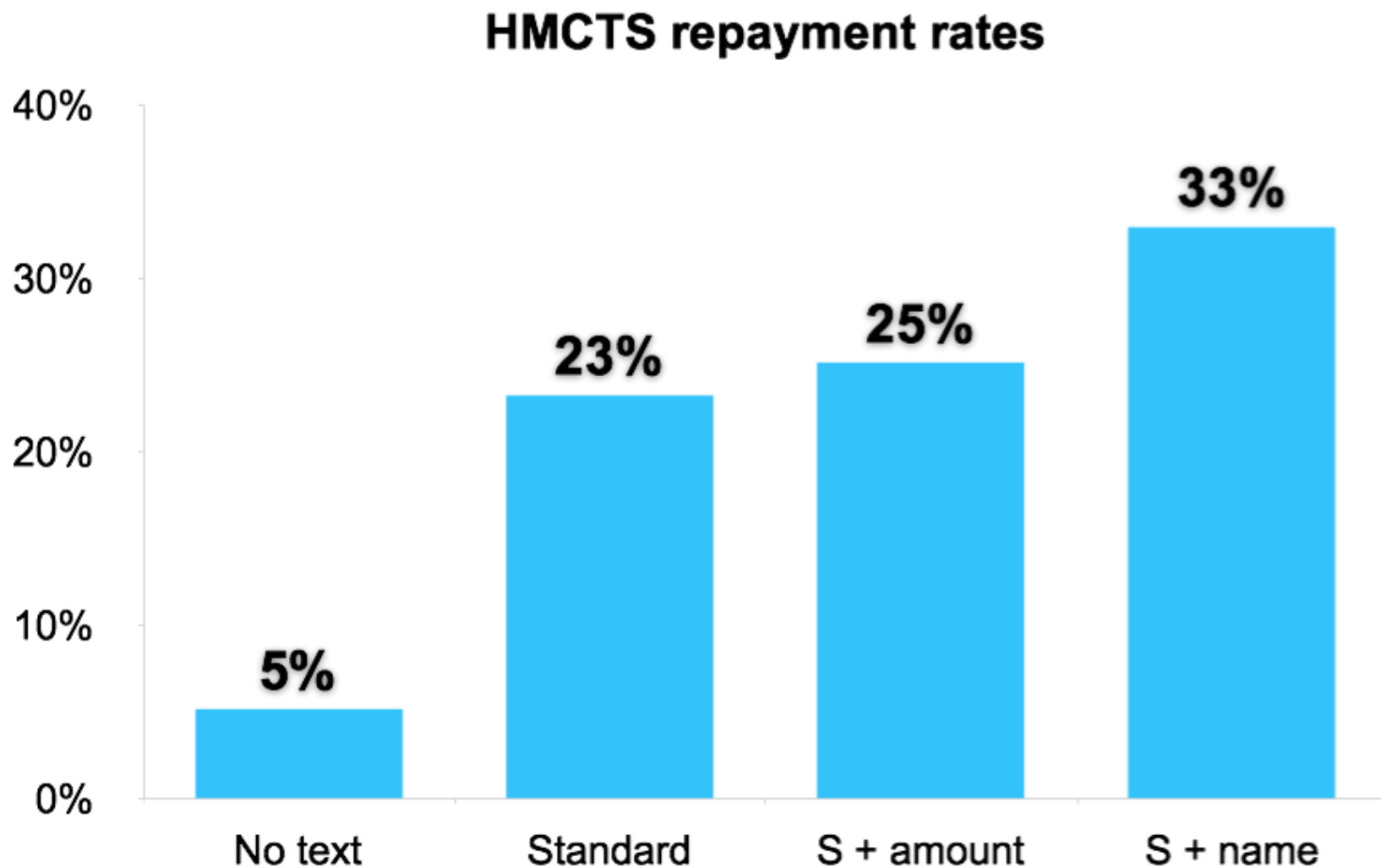


Speeding up tax repayment rates

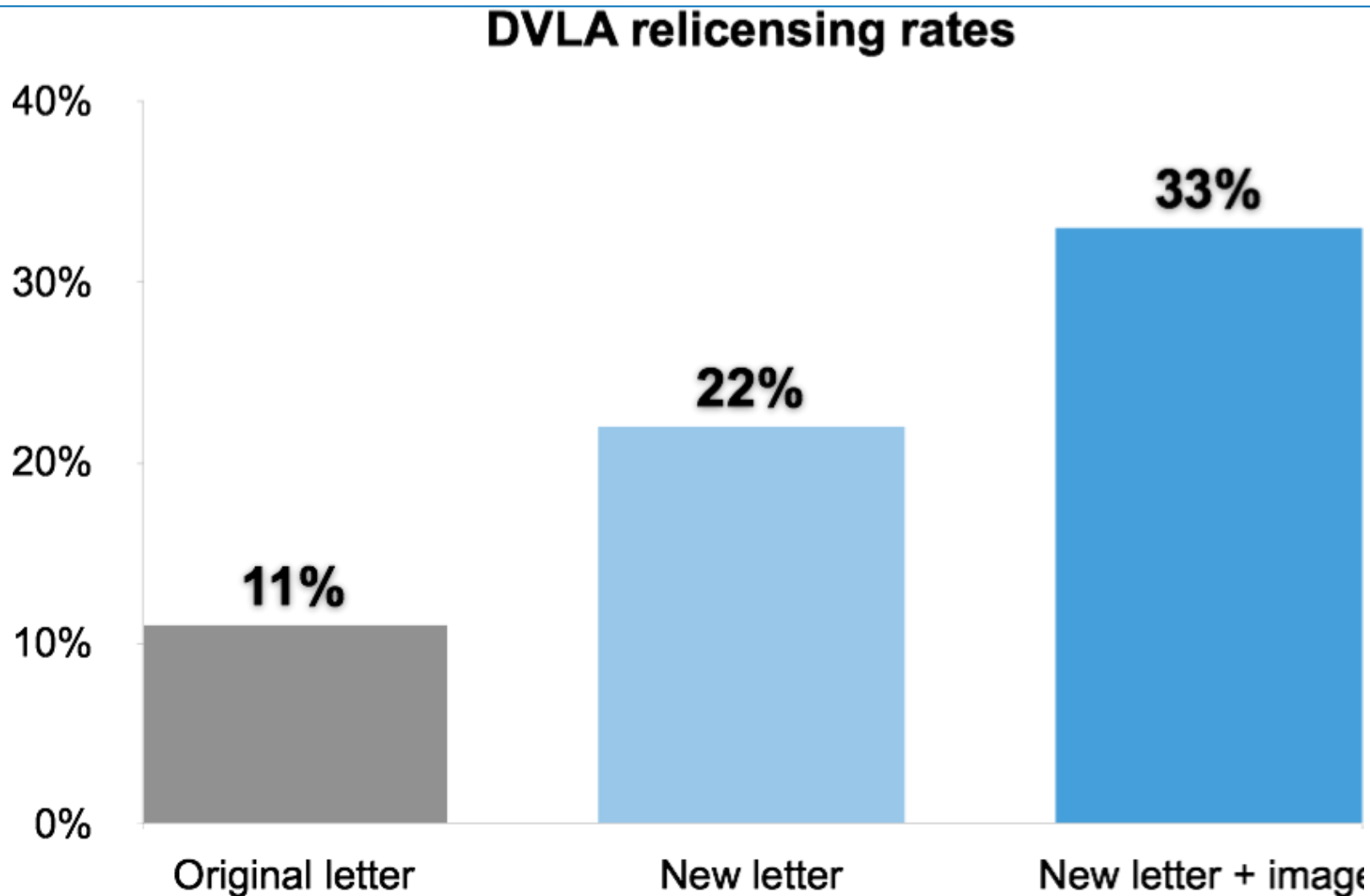
Self Assessment Tax Debt



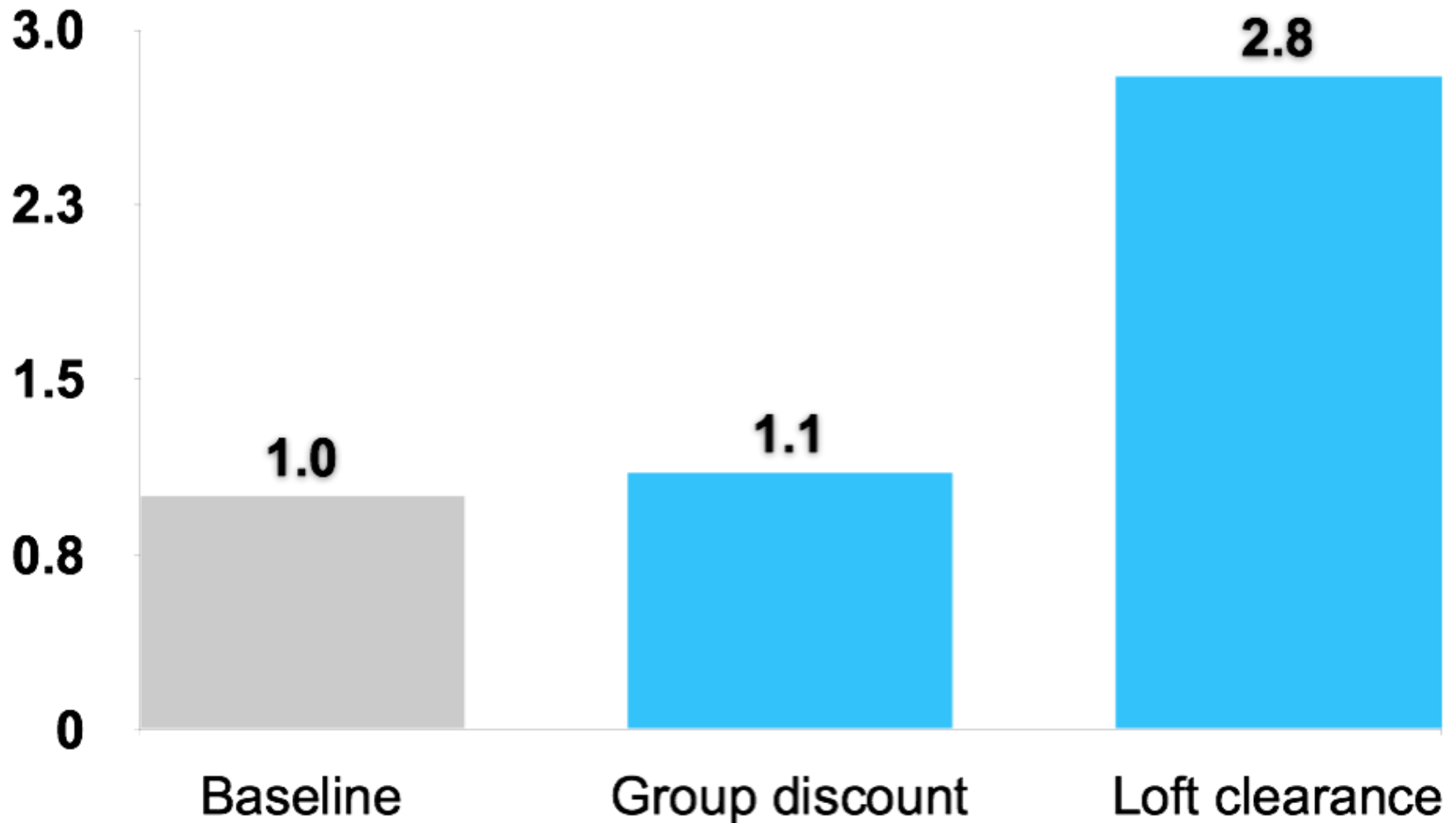
Boosting repayment rates of court fines



Improving DVLA relicensing rates among persistent offenders



Installation of loft insulation relative to control



Test, Learn, Adapt

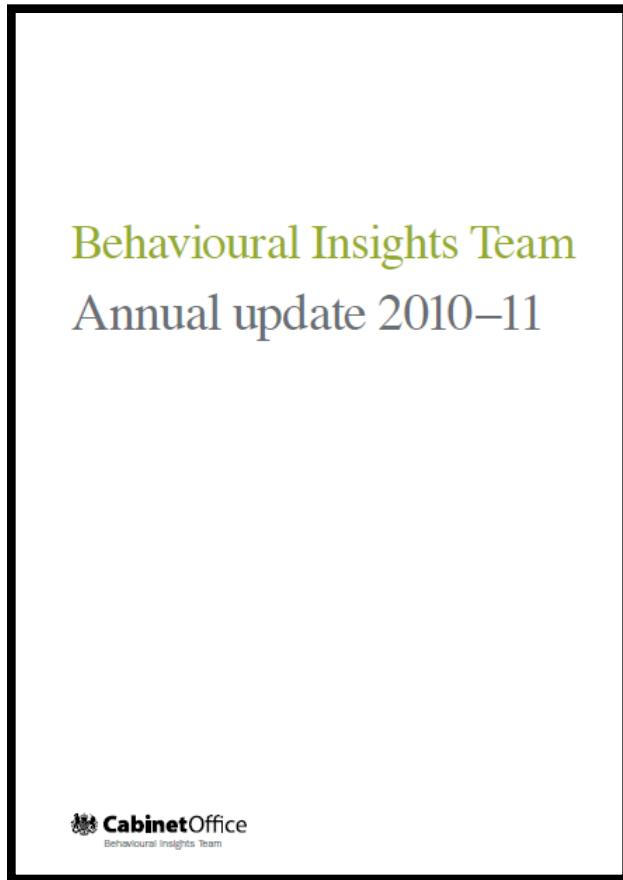
- Published last week
- Collaboration with Ben Goldacre and Professor David Torgerson
- Nine key steps to setting up a low cost, rigorous field trial

Test, Learn, Adapt:

Developing Public Policy with
Randomised Controlled Trials

Laura Haynes
Owain Service
Ben Goldacre
David Torgerson

Find out more about our work



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