



Evaluation for Humans

Why Behaviour Matters



THE
BEHAVIOURAL
INSIGHTS
TEAM

Getting the neurons firing





Take a moment to write
down the words you
remember



Did you remember...?



Snore

Wake

Blanket

Nap

Sleep

No sleep here



Bed

Wake

Snore

Rest

Snooze

Nap

Awake

Blanket

Peace

Tired

Doze

Yawn

Dream

Slumber

Drowsy

If you put your hand up, you're in good company



40 – 55%
of people
falsely
recall
“sleep”

Human cognition: a tale of two systems



System 1: Fast

Automatic intuitive,
effortless

2x2

Driving

Daniel Kahneman,
Nobel Laureate



System 2: Slow

Reflective deliberate,
analytic

24x17

Learning to drive

System one's rules of thumb



Take the path of least resistance



Follow the crowd whenever possible

Pay more attention to things that seem unusual

Worry about tomorrow's problems tomorrow

Trust people who are likeable

Why We Exist: Closing the Gaps



System one

System two

**Subjective
judgement**

**Objective
reality**





**The way we see, judge, and recall things
often depends on context**



Why We Exist: Closing the Gaps



System one

System two

Subjective
judgement

Objective
reality

What we
want to do

What we
actually do

Intention: Action Gaps



Why We Exist: Closing the Gaps



System one

System two

Subjective
judgement

Objective
reality

What we
want to do

What we
actually do

What we
should do

What we
actually do

Making the Healthy Choice



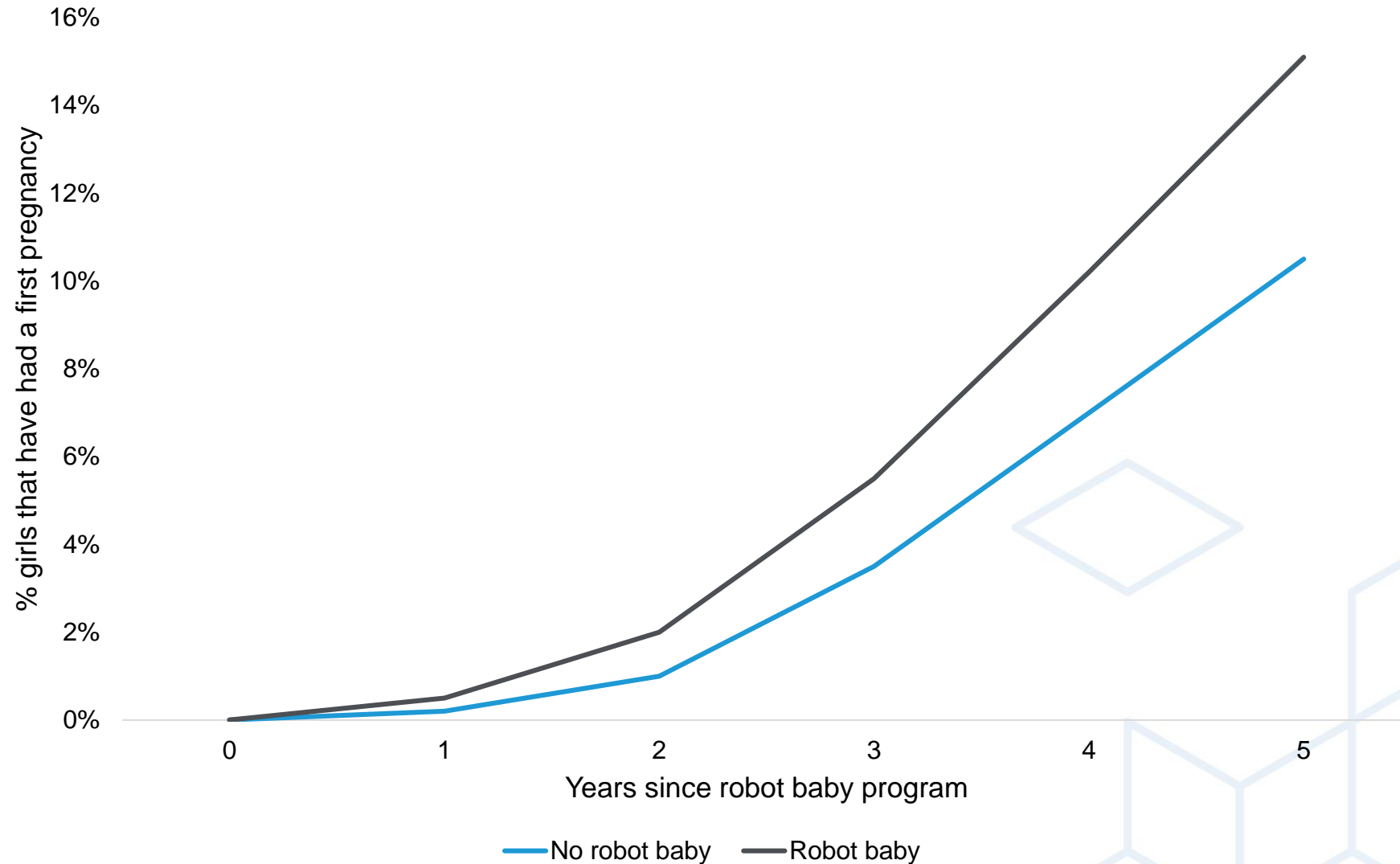
Why does this stuff matter?



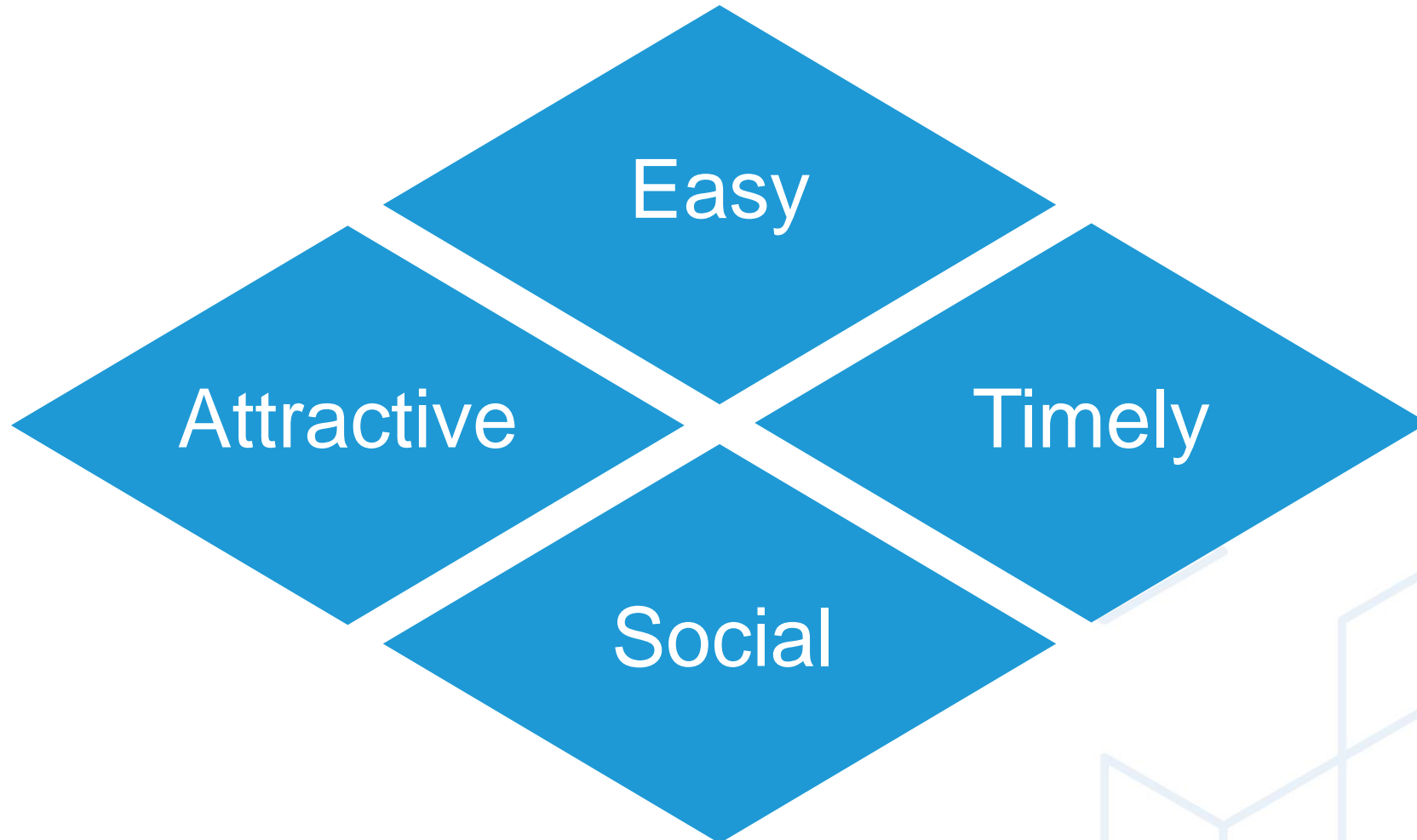
Around **2/3** school districts in the US use fake babies to **deter teen pregnancy**



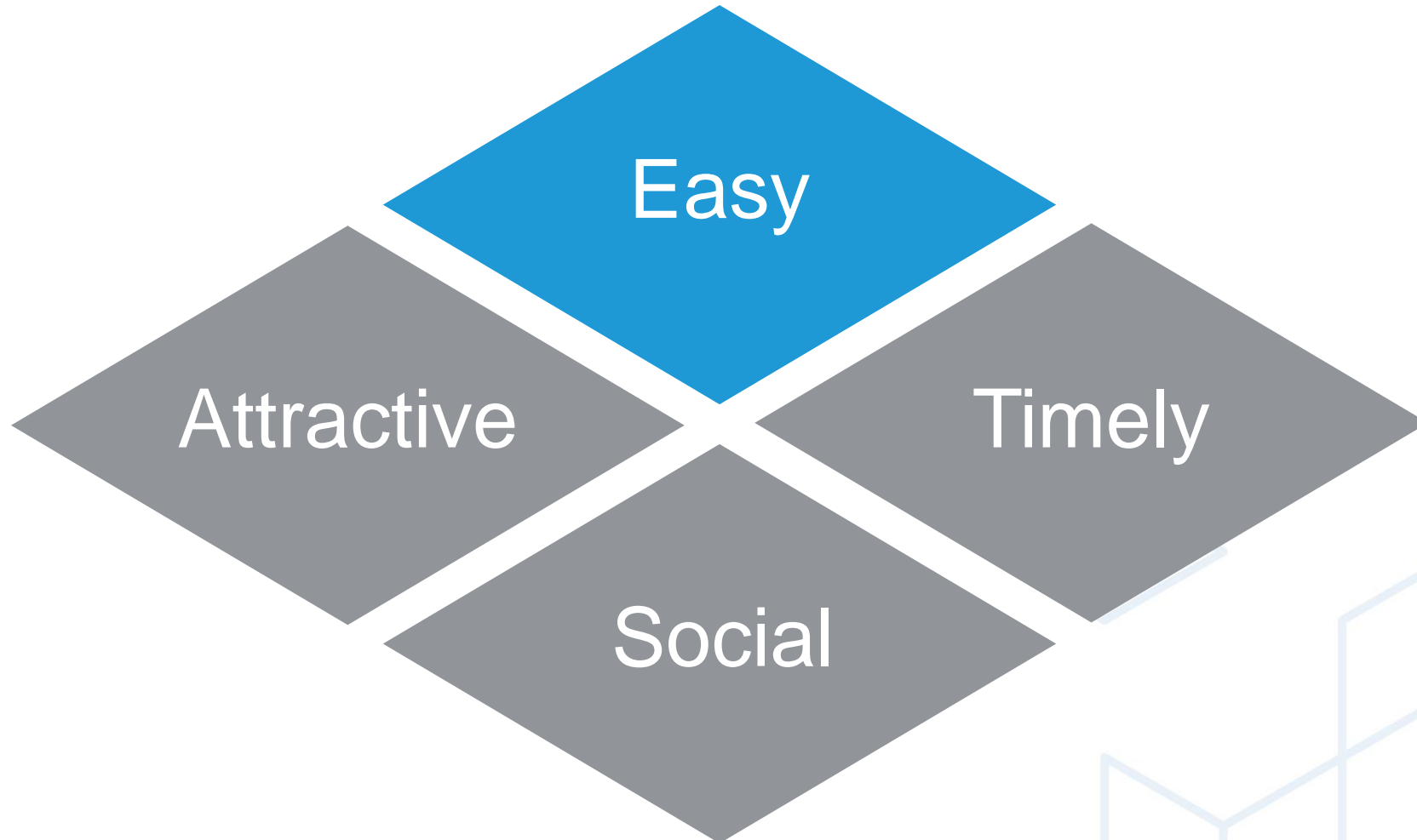
Robot babies cause teen pregnancy!



So how do we think about behaviour?



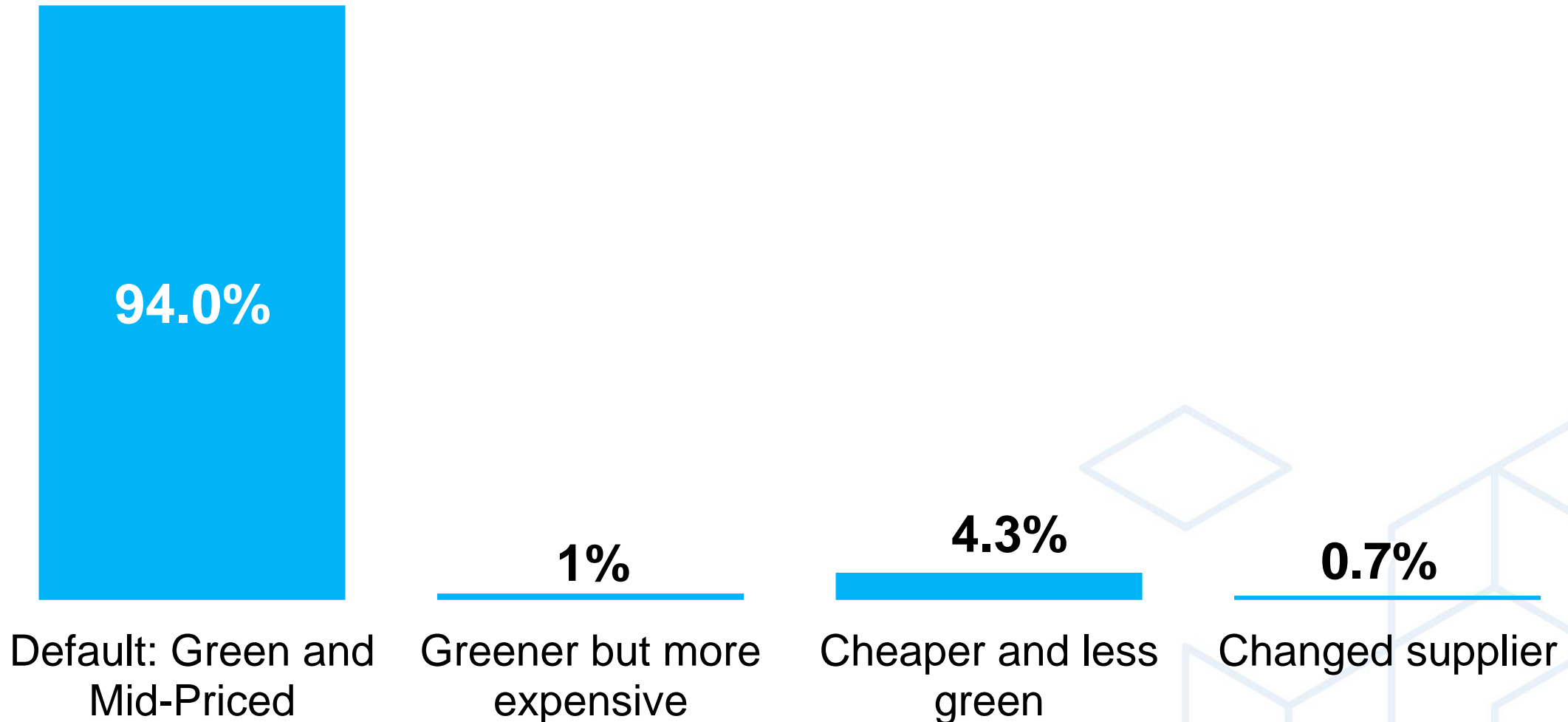
If you want someone to do something, make it...



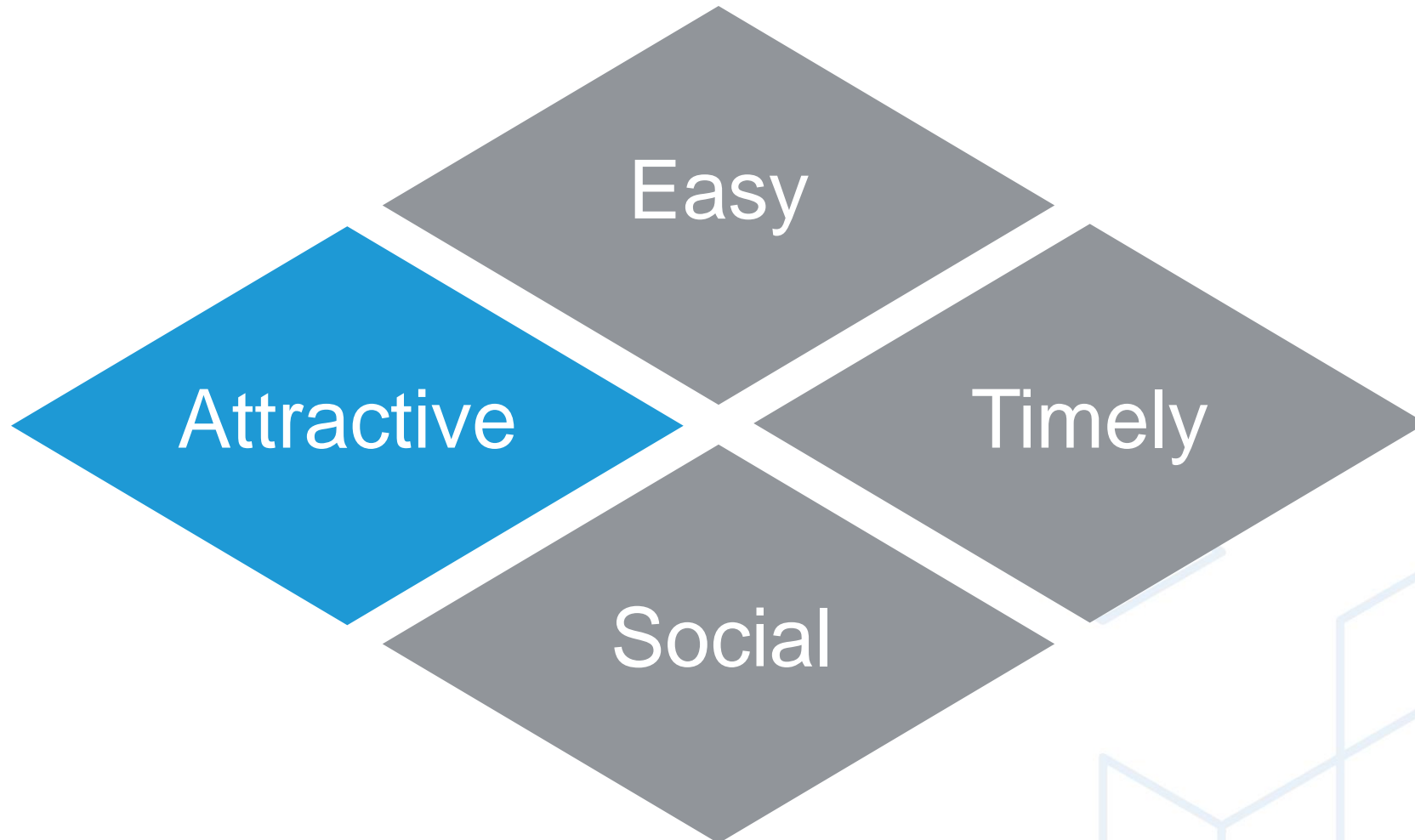
The power of defaults: an energy experiment in Germany



Enrollment two months after switching option given



If you want someone to do something, make it...



**What makes people
choose the veggie
option?**



Which Would People Rather Eat?



Meat Free Breakfast

*2 eggs, meat free sausage,
mushroom, hash brown, fresh
tomato, baked beans and a
slice of toast*

Field-Grown Breakfast

*2 eggs, meat free sausage,
mushroom, hash brown, fresh
tomato, baked beans and a
slice of toast*

People prefer “field grown”



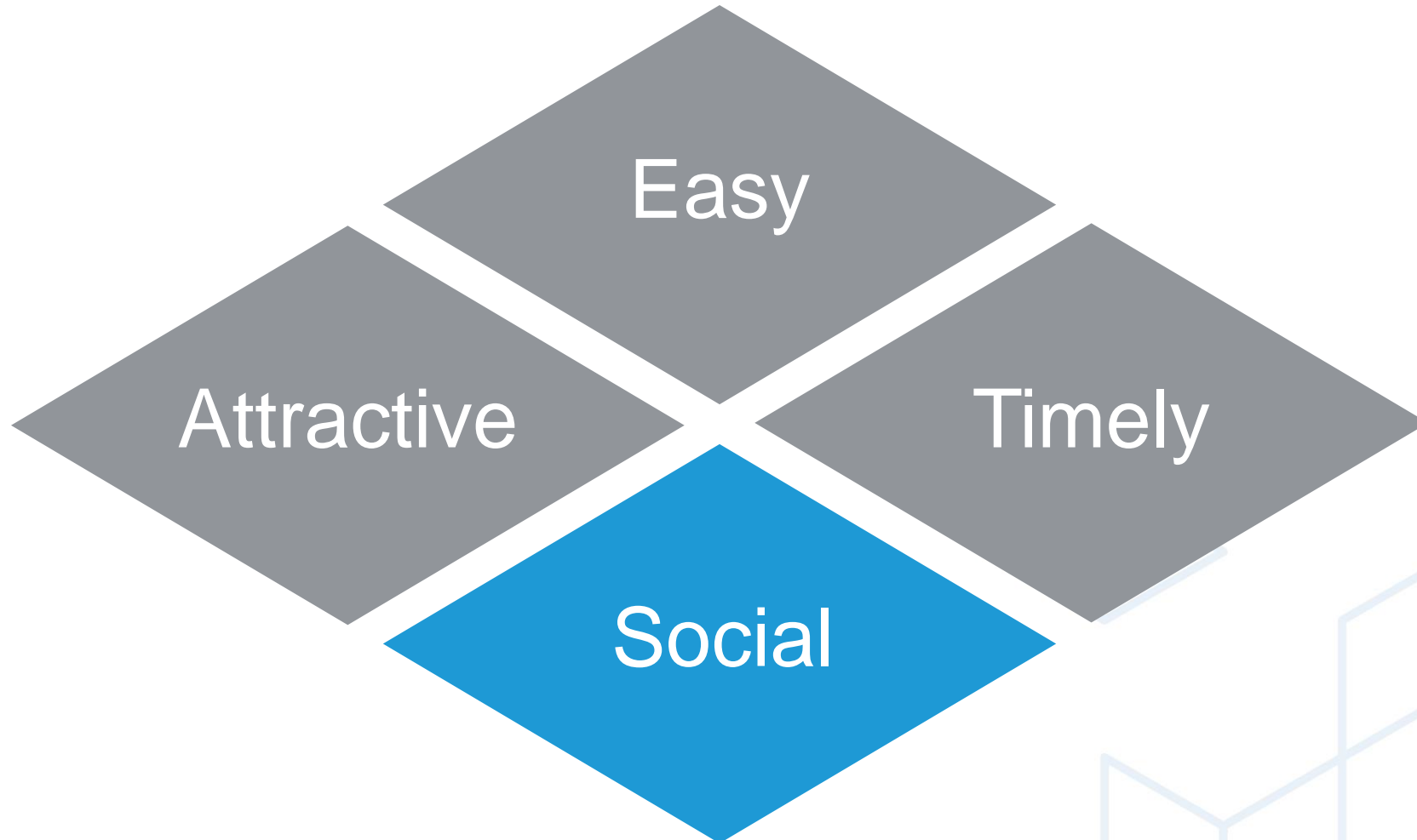
6.8%

Meat-Free Breakfast

13.1%

Field-Grown Breakfast

If you want someone to do something, make it...





**What motivates
businesses to file
their taxes online?**



“I care a lot about the environment...”



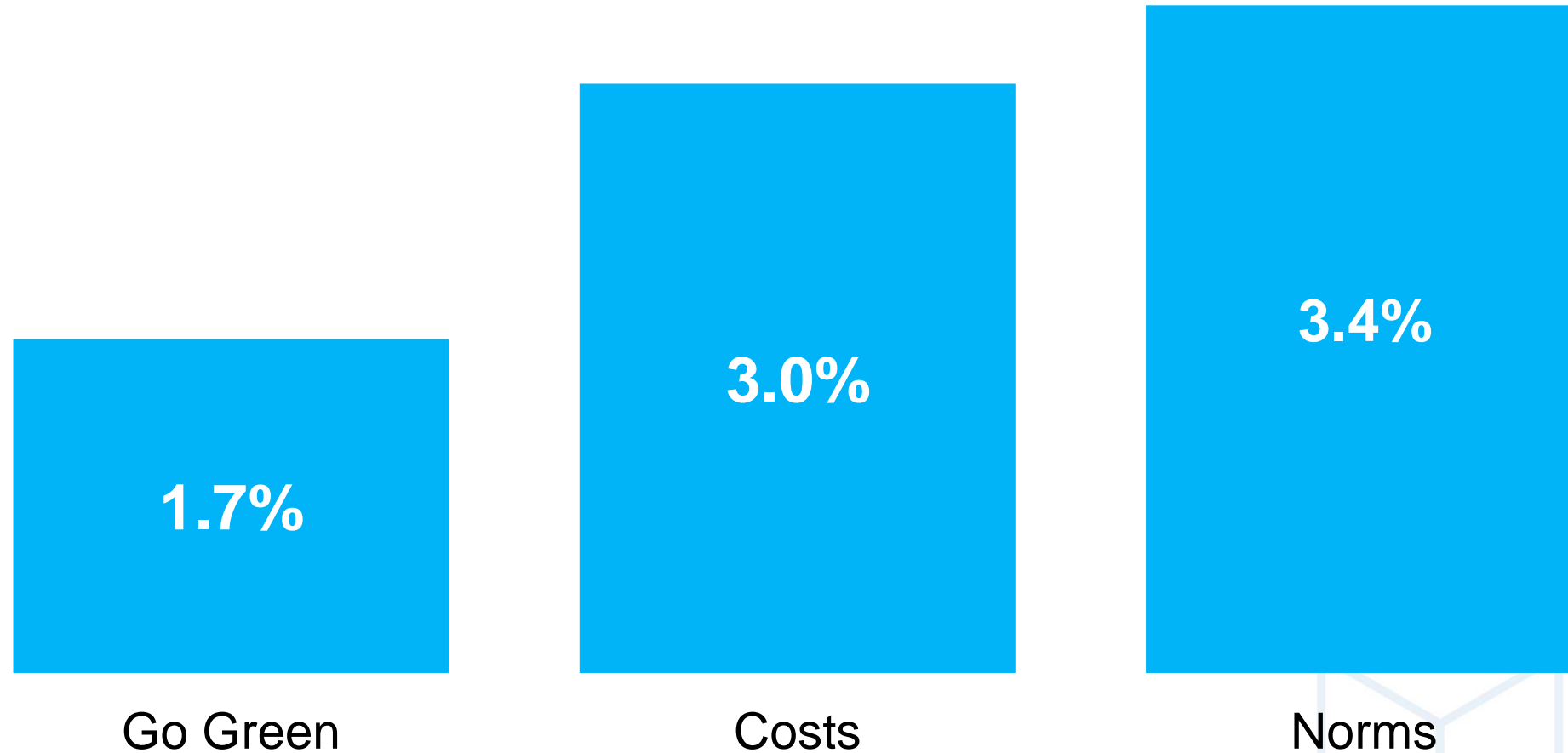
Go green!

**Don't waste time
and energy**

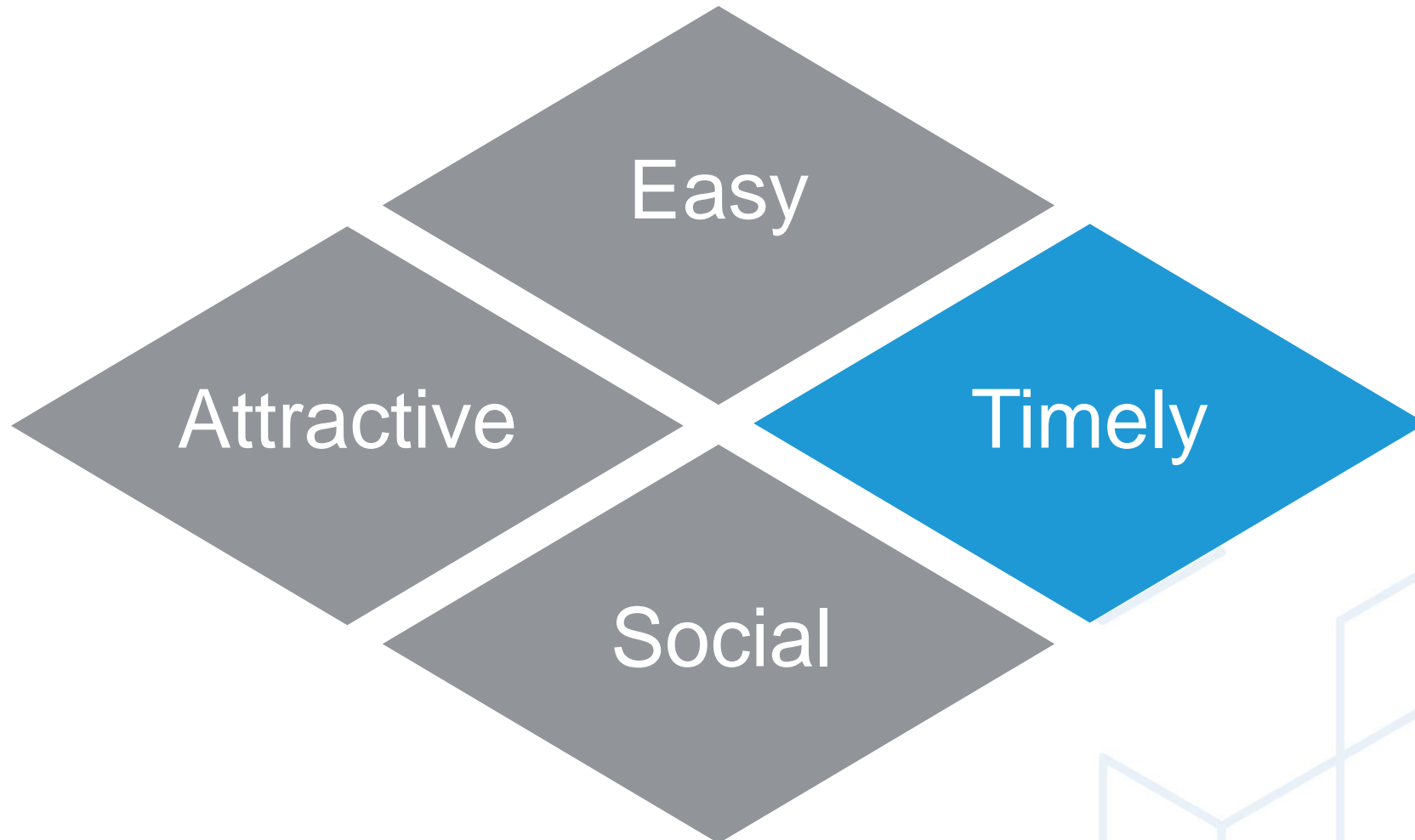
**The majority of
businesses have an
online account**



(... but I care twice as much about what others do!)



If you want someone to do something, make it...

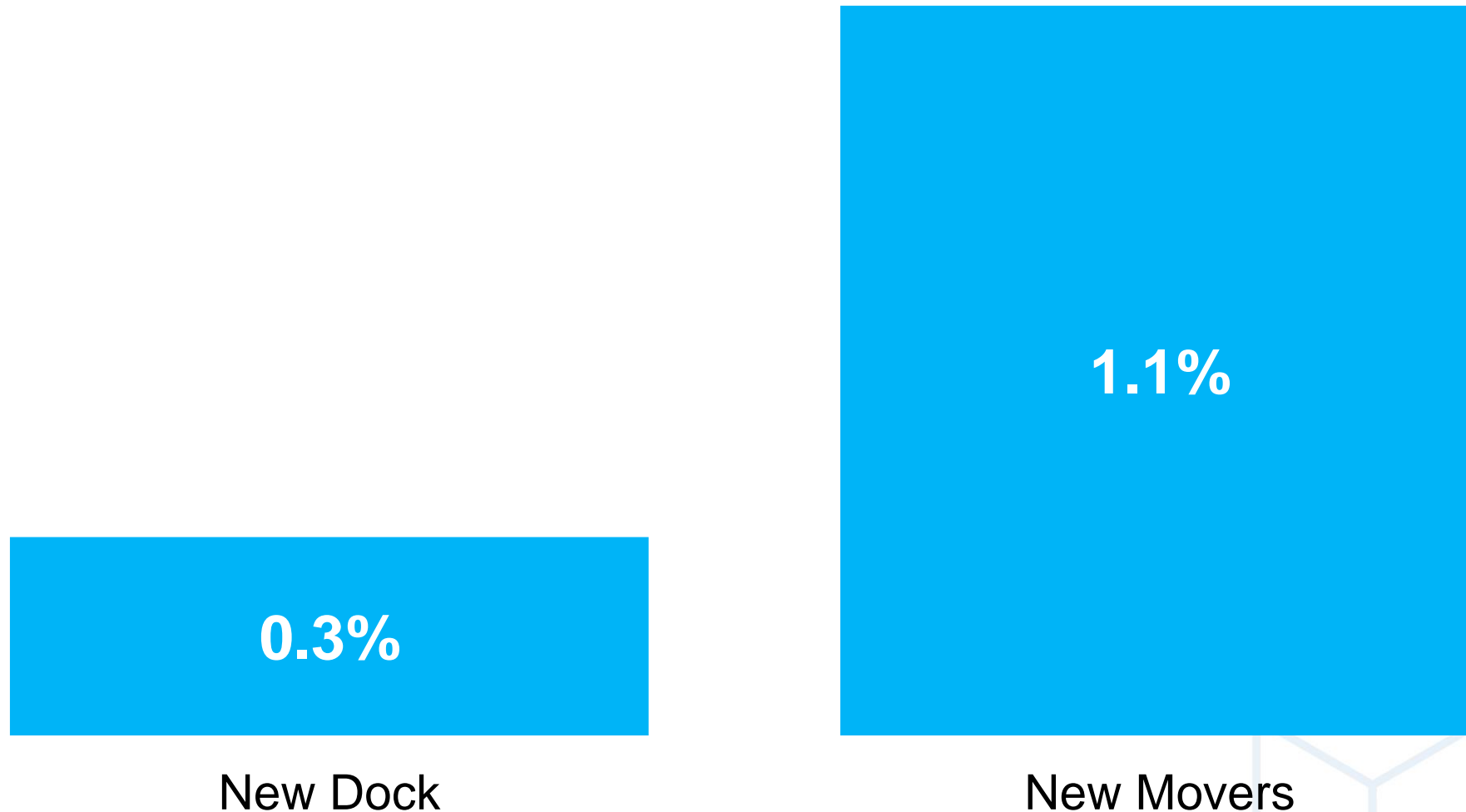




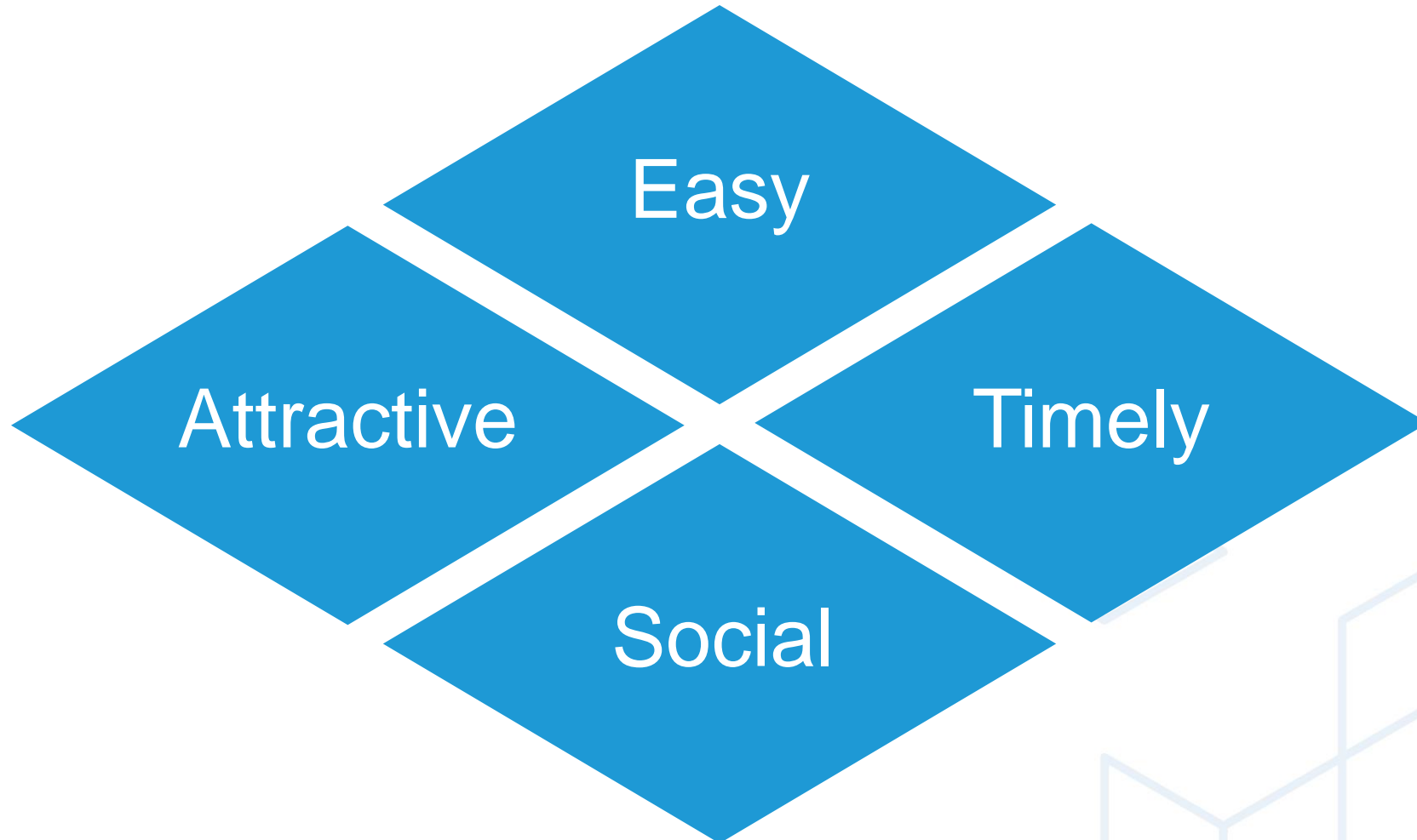
**What's the best
moment to prompt
habit change?**



New movers almost 4X as likely to take up vs those with a new dock nearby



So how do we think about behaviour?



Thank you



**The Behavioural
Insights Team**

@B_I_Tweets

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