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INTUITIVE CODING
THE BEHAVIOURAL PROBLEM

What's the point?

The effects of social distancing

No change in behavior:

1 person → 5 days → 2.5 people infected → 30 days → 406 people infected

50% less exposure:

1 person → 5 days → 1.25 people infected → 30 days → 15 people infected

75% less exposure:

1 person → 5 days → .625 people infected → 30 days → 2.3 people infected

The Superweapon

Social distancing has been identified by the Danish Health Authority to be a "superweapon" to prevent the spread of COVID-19

København samarbejder med politi om at stoppe forsamlinger

Københavns dødtal i disse tider med politiet, hvordan man kan sikre ferien på Islands Brygge og Amager Strand.

Despite the social ban, people are starting to gather outside in the public space

The press, as well as ordinary citizens, are beginning to share images on social media of people violating the current restrictions of not gathering more than 10 people.

Behavioural regulation

After having faced a lot of pressure from politicians, the media and angry citizens, the police are changing their strategy from dialogue to a residence ban with associated fines. The first fines were given to a mother with two children and to two men waiting for the harbour bus.

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INTUITIVE CODING
ANALYSIS



The sun makes people want to go out in the sun.
It is predictable that when the sun is out, the Danes would form a desire to get out in the sun in the public spaces as they usually do.



Public spaces are not designed for social distance.
Public spaces are not designed for social distance. On the contrary, they are designed for social stay, togetherness, and interaction - everything from benches to playgrounds.



Mentioning in the media leads to unwanted descriptive norm
The large exposure of rule violations in the media leads to an inappropriate portrayal and perception that rule order is collapsing.



The rules are open to interpretation.
You can probably count to 10, but what is two meters? And when is one an assembly?
Interpretation leads to motivated thinking that bends both rules and perception of one's own behaviour.



The fundamental attribution error with self promotion.
From the outside, behaviour easily looks like a violation of the rules, which is based on indifference and thus gives rise to others' self-promotion via sanctioning "gossip".



Behavioral regulation via prohibitions and fines misfires
The restraining order and the issuance of fines end up appearing arbitrary and unfair in a number of situations. This affects confidence in law enforcement's ability to regulate behaviour.

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INTUITIVE CODING
STRATEGY



An optimal intervention will allow people to maintain their goal of being outside.



An optimal intervention will require changes to the public spaces, but they must be minimal.



An optimal intervention will make it unambiguous if one is an assembly of more than 10.



An optimal intervention makes it clear to everyone whether one is trying to comply with the rules.

CONCEPT:

Intuitive coding: a broad concept for the strategy of constructing information, contexts and objects so that people intuitively, ie. type I processes, form the right assumptions regarding handling, contexts or functionality.



PROTOTYPE:



Use the lime machine from the local football club to create the necessary intuitive coding.



Use signage to explain the rules.



Borrow the city's parking guards to help with supervision and questions



If the intervention works for most and it is clear to everyone then there will be no reason to share breaches.



An optimal intervention will minimize the need for sanctioning and make this less random.

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INTUITIVE CODING
INTERVENTION



The City of Copenhagen implemented on its own; without power measurement, but with press.

On its own, the City of Copenhagen went ahead with the idea, implemented and reopened Islands Brygge. No attempt at effect measurement has been registered, but the press was invited to interview the Mayor Frank Jensen and the Copenhagen Police Director.

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INTUITIVE CODING
CHANGE

Lack of effect measurement and follow-up made it difficult to disseminate outcome and left room for criticism.

As no effect measurement or follow-up was apparently performed in order to document acceptability, the intervention had difficulty spreading beyond the normal interest via social media.

In the places where the intervention has been implemented, it has mainly taken place as part of a media effort and without detailed instructions, which is why certain implementations have lacked essential components, as well as left room for daily press coverage of the intervention's effect and reception.

All in all, however, the intervention was positively received and implemented more widely both in Denmark and abroad.



Århus, DK



Odense, DK



Domino Park, Williamsburg, Brooklyn, NY



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BASIC – CHANGE
IMPLEMENT & SCALE

Types of behavioural implementations (Lorenço et al 2016).

Behaviourally informed	Initiatives which explicitly are based on previously existing behavioural insights, e.g. EU’s directive from 2011, which bans pre-ticked boxes in the context of online marketing and transactions.
Behaviourally aligned	Initiatives which, at least in retrospect, can be categorised as being aligned with behavioural insights, e.g. laws that change the default for organ-donation or filing taxes, or laws that introduces penalty points for traffic violations.
Behaviourally tested	Initiatives which explicitly have been tested, or scaled, after experimentation, e.g. Ulysses-strategies for addressing online gamblers self-estimated overconfidence and determination, or social norm feedback in simplified letters written to encourage tax compliance.

Lourenço, J.S., Ciriolo, E., Rafael Almeida, S and Troussard, X. (2016) *Behavioural Insights Applied to Policy, European Report 2016*. European Union.

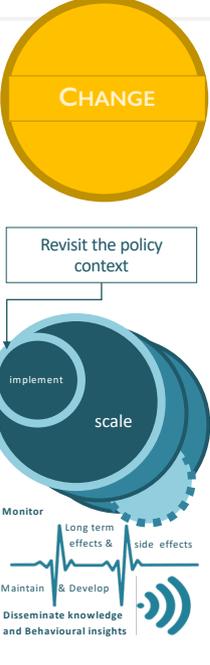
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BASIC – CHANGE
IMPLEMENT & SCALE

Many behaviourally tested interventions never reach their full potential as:

1. They are mistaken with communication products aimed at “creating awareness” and change attitudes in a target group. (veggie default)
2. They are scaled by people without proper professional training in Behavioural Insights with the consequence that the behavioural intervention is misinterpreted and implemented incorrectly. (social distance boxes)
3. They are implemented at full scale from the outset without planned monitoring of long term and side effects as well as lack of ongoing development, adaptation, and monitoring. (CPH air)
4. The effective concepts and their preconditions are not disseminated amongst practitioners and not communicated to practitioners.

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BASIC – CHANGE
IMPLEMENT & SCALE

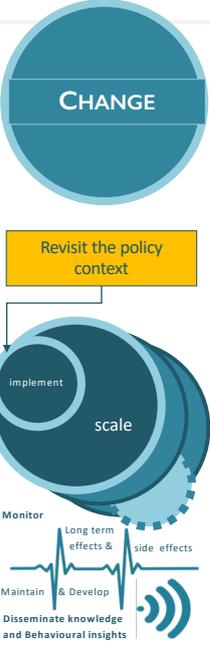
Change is about how you systematically implement and scale behavioural interventions.

In BASIC the Change phase is activated when satisfying (field)experimental success have been achieved.

Change can also be used when implementing and scaling behaviourally informed interventions.

A detailed plan for Change should always be included in a Behavioural Insights project and should be thought into the project plan from the outset.

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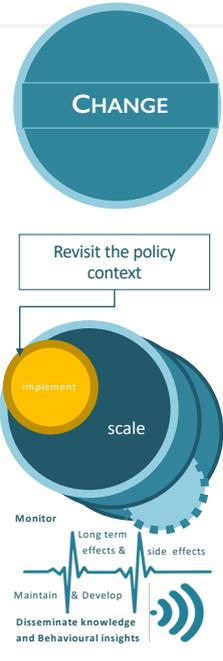


BASIC – CHANGE
IMPLEMENT & SCALE

Revisit the policy context

- ❖ The behavioural problem might have changed (Hand hygiene at Hospitals during COVID-19)
- ❖ The surrounding legal framework or policy ambitions have changed (Permission Letters for Food Businesses, ERST 2013)
- ❖ The technology used has changed or become outdated (Danish Taxation Authorities)

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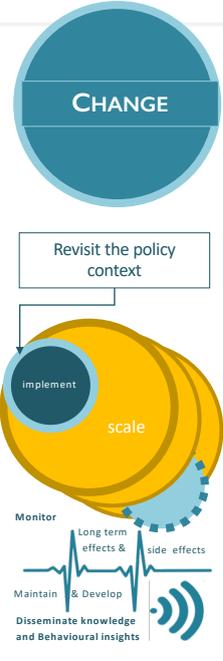


BASIC – CHANGE
IMPLEMENT & SCALE

Implement

- ❖ Avoid a full implementation from the outset – implement stepwise
- ❖ Implement with a purpose:
 - ❖ Proof-of-concept: where there is most traction
 - ❖ Elaboration: where moderators can be identified
 - ❖ Generic implementation: where the situation is ‘most normal’
- ❖ Use behavioural insights to persuade implementation
 - ❖ Ego (“you are the office which are frontrunners”)
 - ❖ Social proof (“the other offices have already implemented this),
 - ❖ etc.

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BASIC – CHANGE
IMPLEMENT & SCALE

Scale

- ❖ Scale stepwise in a well thought through design, with evaluation points and stop-points.
- ❖ Use ‘pre-mortem’ tools.
- ❖ Scale should be designed with the aim of:
 - ❖ Cautiousness
 - ❖ New learning points
 - ❖ Documentation of effects, including variation and long term effects.
 - ❖ Compare with similar existing and alternative interventions
 - ❖ Monitor side effects (see next slides)
- ❖ Remember capacity building as you go (Elkjøp, Norway).

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BASIC – CHANGE
IMPLEMENTING & SKALERING

Monitoring

- ❖ Identify monitoring points in advance.
- ❖ Revisit the monitoring points and documentation often with the aim of adaptations, development and maintenance.
- ❖ Always monitor if possible:
 - ❖ Long term effects
 - ❖ Hypotheses concerning variation
 - ❖ Side-effects
 - ❖ State of interventions and maintenance
 - ❖ New insights that gives rise to ideas for improvements

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BASIC – CHANGE
IMPLEMENTING & SKALERING

Dissemination & Communication

- ❖ Make (extra) reports, which (also) targets people with knowledge about behavioural insights (see examples at iNudgeyou's homepage).
 - ❖ Behavioural Analysis, Hypotheses, Concept, Experimental design, Statistics, and Implementation
- ❖ Disseminate reports in the right fora. Inspirational sources:
 - ❖ Danish Nudging Network,
 - ❖ The magazine BEHAVIOUR (bi-annual)
 - ❖ Own homepage
 - ❖ Key persons and stakeholders (researchers, networks, domain-specific networks)
- ❖ Remember, our are representing an evidential based paradigm, so avoid lying, selling, exaggerating, and, of course, manipulation.
- ❖ Also, be open to criticism and be willing to share data.

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Other Publications



What is nudging?

>> Dansk
>> English



Nudging Smoke in Airports

>> English



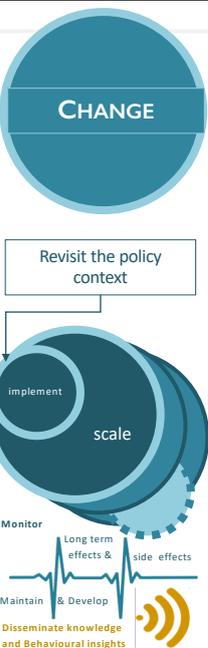
Nudging Hospital Visitors' Hand Hygiene Compliance

>> Dansk
>> English



Nudging Flow in Copenhagen Airports

>> Dansk
>> English



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