Government CAMPUS

Behavioural Insights

Human beings don't always behave in a completely understandable, rational way. We certainly don't always behave in a way that traditional economic models might predict; something which can prove challenging for government policy-makers. As a result, behavioural science now plays a larger role in policy-making by anticipating and testing how people might react. This topic highlights how this can be applied in practice.

Description

Behavioural science teaches us to consider how people are currently behaving and to ask why. We can then use those insights to consider how services or policies might be designed in a way which positively influences those behaviours – helping customers to make better choices for themselves. Rather than assuming what might work however, any new interventions are trialled and tested first, just as they would be in business or in medicine, for example.

This topic will give you a set of tools to help you apply the latest behavioural science thinking to your own policy areas. Led by the government's Behavioural Insights Team, you'll be introduced to the EAST (Easy, Attractive, Social and Timely) framework for applying behavioural insights. You'll also discover how randomised control tests can be used to assess and adapt policy interventions.

This topic is suitable for anyone who has an awareness of behavioural insights but is yet to learn about the practical applications.

What's the outcome?

This topic is predominantly delivered by an all-day workshop which introduces behavioural insight tools and studies a number of examples where behavioural science has informed policy making. The workshop is preceded by some useful pre-reading on the theory behind behavioural science.

What does it involve?

Upon completing this topic, you should be able to articulate what behavioural insights are and make the case for using them to help form policy.

You will be able to apply the EAST framework to your own particular policy concerns and will understand the importance of testing and trialling your suggested policy interventions. In doing so, you will demonstrate how behavioural insights can help create more efficient and effective public services.

Learning activities

Online resources

Workshop

Delivery method:

F2F

VLE

Estimated learning time:
7 hours 30 minutes

How to book

bookings.governmentcampus.co.uk

0203 640 7985
support@governmentcampus.co.uk