



Humans aren't robots: safety & the science of human behaviour

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THE
BEHAVIOURAL
INSIGHTS
TEAM

What we do at the Behavioural Insights Team



+



Behavioural Science

The study of how humans make choices and behave in real-world contexts

Rigorous Evaluation

Investigating the causal connection between treatment and outcomes

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

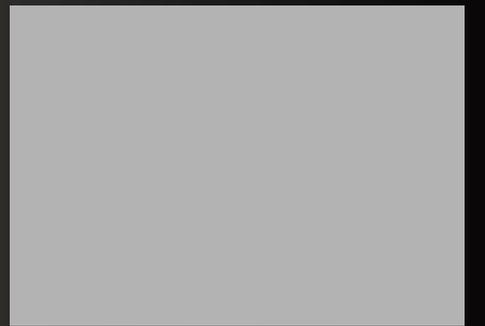
If you remembered sleep, you're in good company



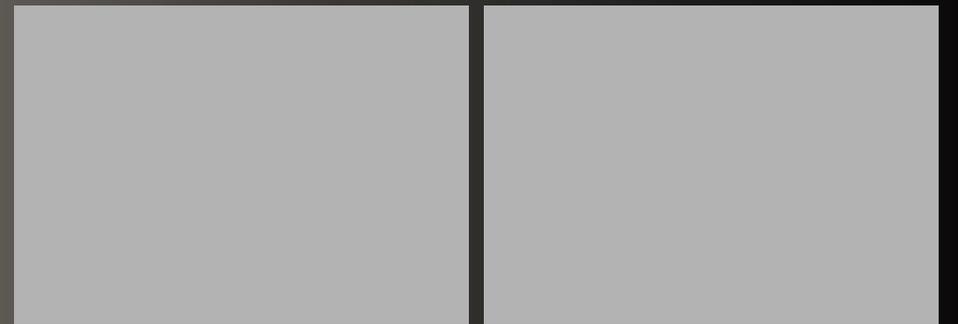
40 – 55% of
people
falsely recall
“sleep”



**Our memory is
influenced by context**



**Our judgement is
influenced by
context**





Which would you choose?

Imagine that you want to buy a subscription to The Economist and **you can choose from the following three options:**

1. Online subscription (£59.00)

One-year subscription to Economist.com.

2. Print subscription (£125.00)

One-year subscription to the print edition of The Economist

3. Online + print subscription (£125.00)

One-year subscription to the print edition of The Economist plus online access.

Which would you choose?



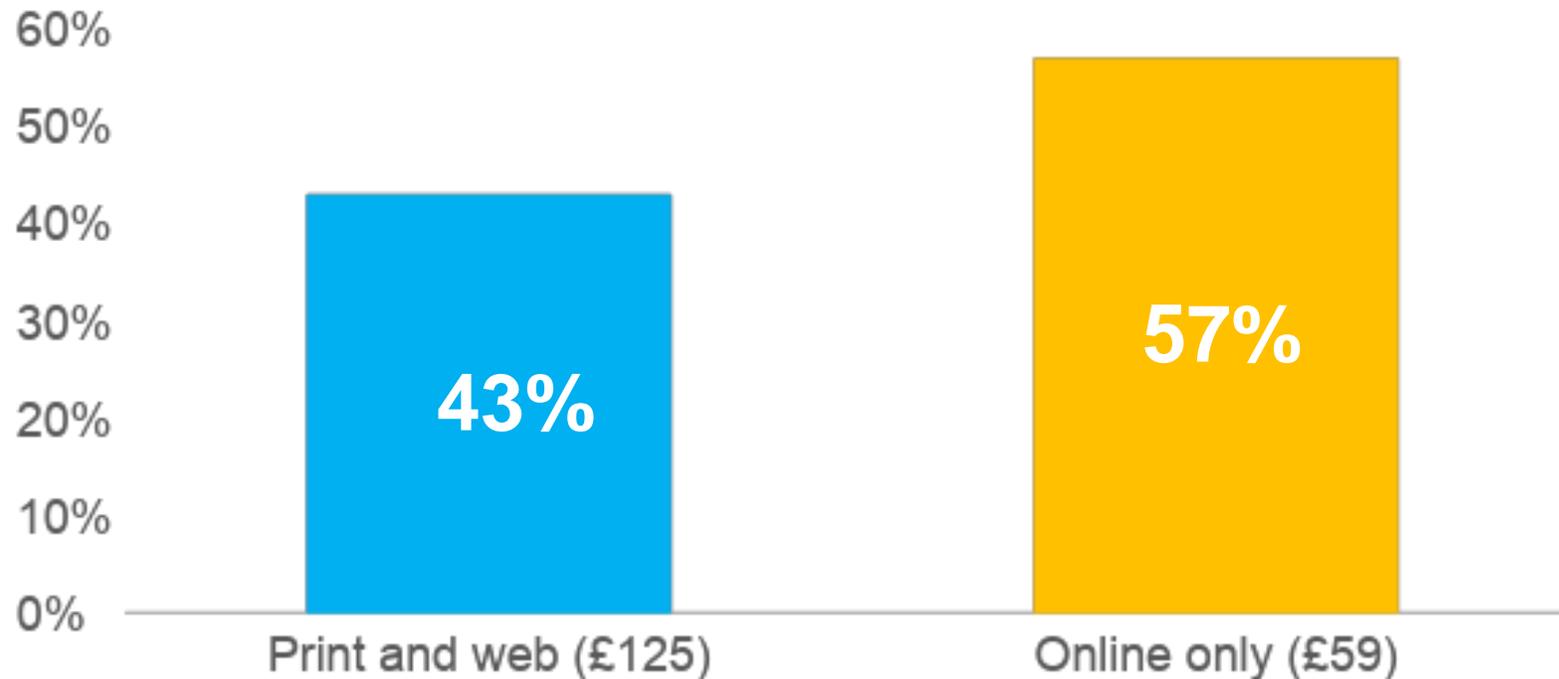
A group of MBA students were asked the same question and this is what they chose:





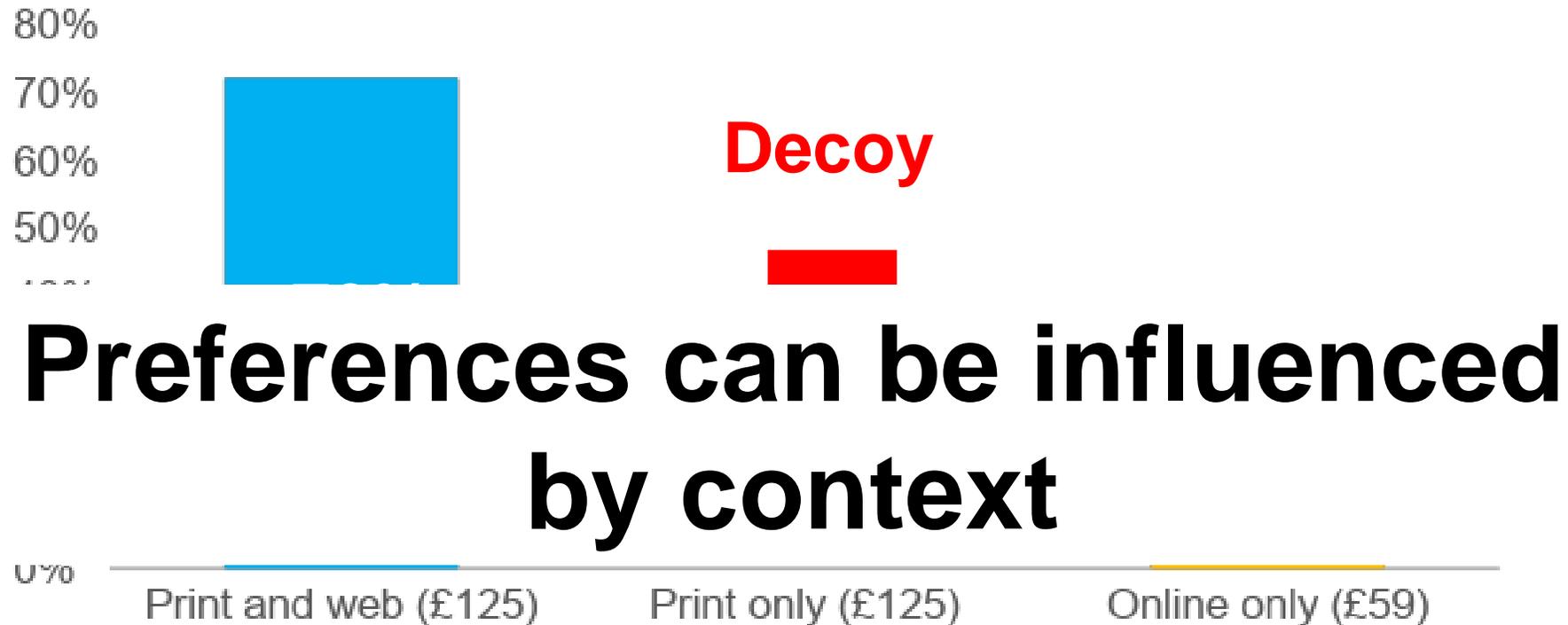
Which would you choose?

However, when presented with only two choices the proportion of students that choose the print and web option drops to 43%:





Irrelevant decoy information sways choice





**Our preferences are
influenced by context**

Context matters!



Memory



Judgment



Preferences



The two systems driving behaviour



System 1: Fast

Automatic intuitive,
effortless

2x2

Driving

**Daniel
Kahneman,**
Nobel Laureate



System 2: Slow

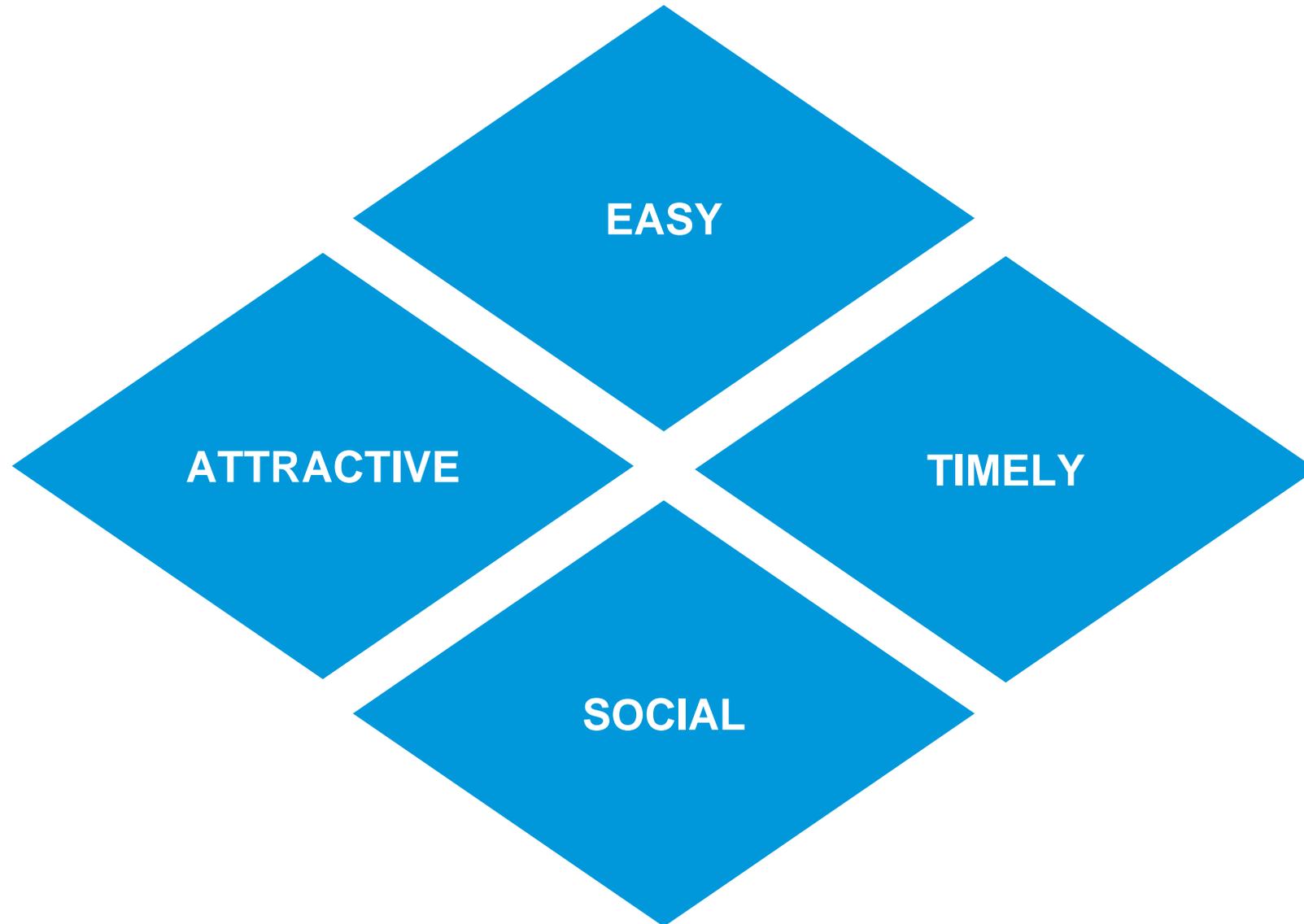
Reflective deliberate,
analytic

24x17

Learning to drive

“It turns out that the environmental effects on behavior are a lot stronger than most people expect” **Daniel Kahneman, Nobel Laureate**

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



An example: make it easy



CONTROL

DRUG (Approved Name) SEVERE CAP Benzylpenicillin				milligram = mg microgram = µg			
Route	Dose	Date					
IV	1-2g	14/03					
Signature A. Doctor Bleep XXXX				Other			
DRUG (Approved Name) SEVERE CAP Clarithromycin				E/Fast			
Route				Lunch			
Dose				12			
Date				Review			
Pharm.				Supper			
IV				24			
Signature A. Doctor Bleep XXXX				Other			

TREATMENT

REGULAR PRESCRIPTIONS						Date:					
MEDICINE (Approved name)						EXAMPLE					
D O S E						1 5 0					
microgram mg g units Other						microgram					
OD BD TDS QDS Other						TDS					
Route						PO					
Name			Signature			Bleep			4528		
A. Doctor											
New <input checked="" type="checkbox"/>						Start date					
						31/03					
Additional information						After food					
Pharmacist Initials						A. Name					



An example: digital safety & 'active' choices

Control

- About phone >
- Wi-Fi >
- Sound & vibration >
- Notifications >
- Password & security >
- Privacy protection >
- Apps >
- Privacy >

1A: Slider

Your system has been updated

Choose how this device and your apps can collect and use data about you.

Millions of Android users have improved their data privacy by limiting the data collected through their Android device.

To save you time, you can change multiple setting at once.

Connected Balanced Private

Your system has been updated

Choose how this device and your apps can collect and use data about you.

Millions of Android users have improved their data privacy by limiting the data collected through their Android device.

To save you time, you can change multiple setting at once.

Connected Balanced Private

Connected means that:

- Apps **can** use location data all the time
- **Standard** (non-private) browsing by default
- Phone data **is used** for personalised ads

These settings are a starting point which you can [customise yourself](#)



An example: digital safety & 'active' choices

1B: Private mode

1C: Trusted third party



Your system has been updated

Android can help you choose the privacy and personalisation settings for your phone.

Choose a mode for your phone

Regular Private

Android can help you choose the privacy and personalisation settings for your phone.

Choose a mode for your phone

Regular **Private**

Android will **restrict app access to your location**. Apps will need to ask for a permission each time they need access.

New browser windows will open in **private browsing** mode.

Personalised advertising based on your device information will be switched **off**.

[Click here to customise these and other options](#)



Your system has been updated

Android works with organisations who can help you automatically choose your privacy and personalisation settings.

View settings recommended by:

Which?



Google

Settings suggested by:

These recommended settings prioritise privacy and consumer choice

Unsubscribe from notifications for [2 apps](#).

Restrict apps' access to your location data. Apps will ask for a permission each time they need access to your location.

Open new browser windows in **normal browsing** mode.

Do not allow personalised advertising based on your device information.

Your settings will be automatically updated when you install new apps.

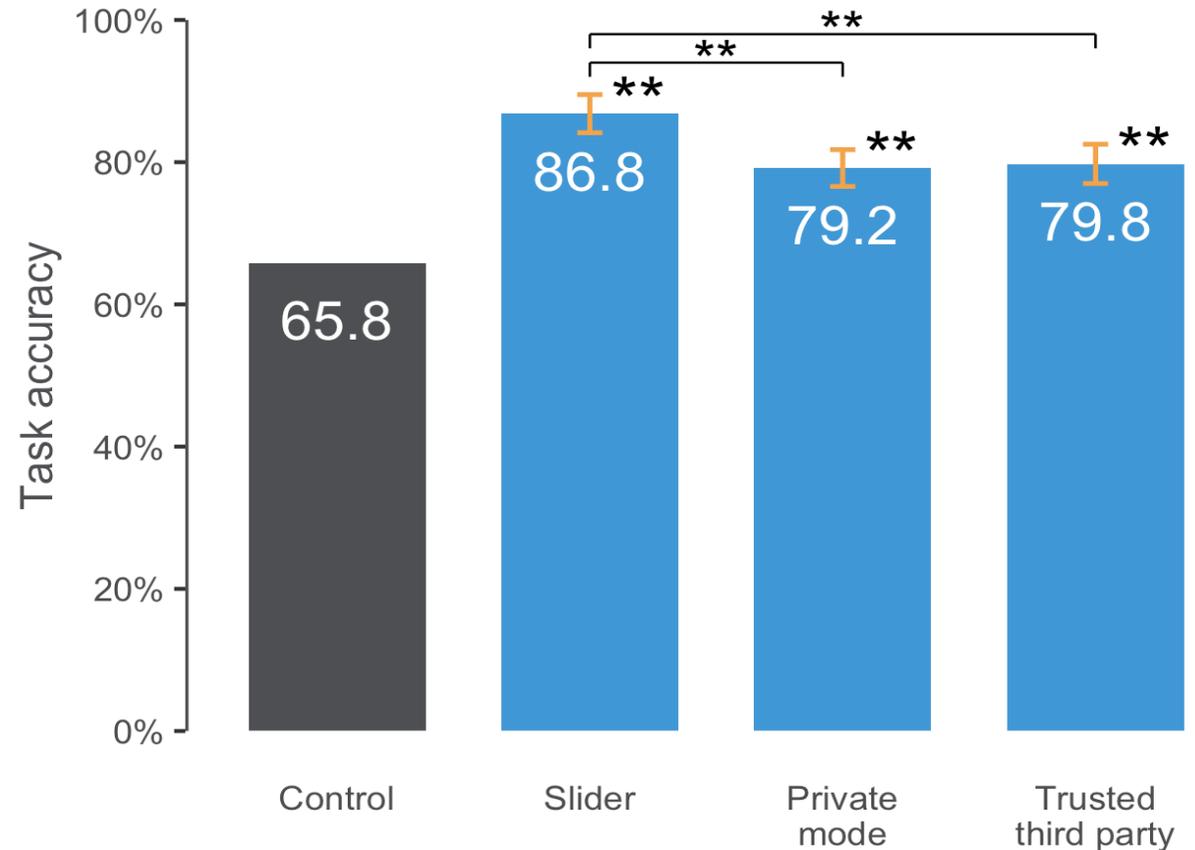
New designs helped people choose settings in line with preferences



Task accuracy = number of correct settings choices out of 4.

Choices related to:

- Notification frequency
- Personalised advertising
- Private browsing (by default or not)
- Location tracking by an app



n = 1,984

** p < .01, * p < .05, + p < 0.1

Primary analysis, with covariates

Data collected by BIT on 1,984 UK adults on 18-26 March 2021.



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