Promoting Compliance, Rule of Law and Anti-Corruption using Behavioral Science and Nudge

Nudge Lebanon

March 3rd 2020

The purpose of today's presentation

1 Introduce the concept of "nudges" and behavioral insights

2 Share examples of applying behavioral insights to promote compliance, rule of law and anti-corruption worldwide

3 Discuss how to integrate behavioral insights into your anti-corruption strategies and methods
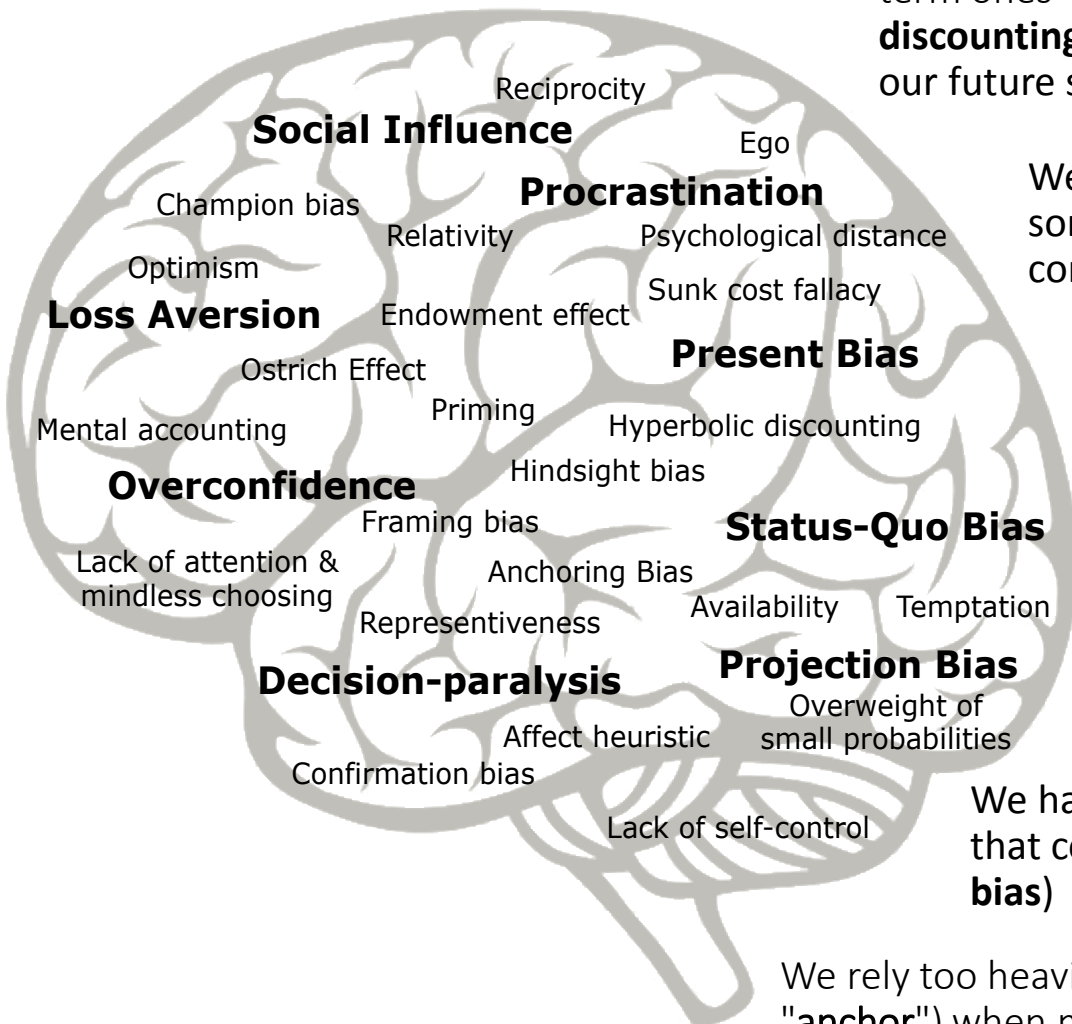
There is a wide gap between what we intend to do and what we actually end up doing … *Intention-Action Gap*

Intentions

- Exercising more
- Sticking to a diet
- Recycling your waste
- Saving for retirement
- Spending less time on Instagram
- Cleaning up the closet
- Quitting smoking
- Being more punctual
- Reading more books
- Learning a new language
- Starting a new hobby
- Going for health checkups regularly
- Backing up your computer
- Getting an insurance
- Etc.

Actions
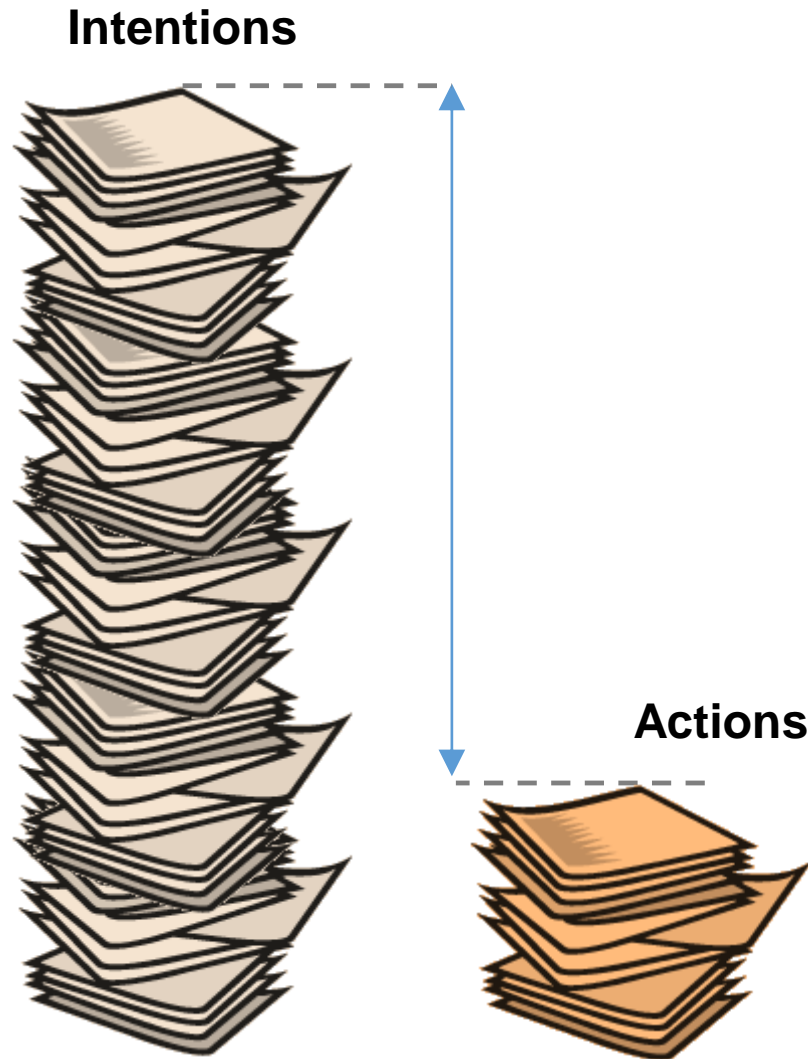
We have biases that affect our decision making abilities and the extent to which we act in our own best interests ...

Reciprocity

Social Influence

Ego

Champion bias

Procrastination

Relativity

Psychological distance

Optimism

Sunk cost fallacy

Loss Aversion   Endowment effect

Ostrich Effect

Present Bias

Priming

Mental accounting

Hyperbolic discounting

Hindsight bias

Overconfidence

Framing bias

Status-Quo Bias

Lack of attention & mindless choosing

Anchoring Bias

Representiveness   Availability   Temptation

Decision-paralysis

Projection Bias

Affect heuristic   Overweight of small probabilities

Confirmation bias

Lack of self-control

We overvalue immediate rewards at the expense of long-term ones –we have **Present bias and do hyperbolic discounting of the future.** We make decisions today that our future self would not have made!

We have a tendency to assess probability of some event by the ease with which such event comes to mind (**availability bias**)

The pain experienced from losses is twice as much as the pleasure experienced from equivalent gains – we have loss aversion

We prefer to keeping things the way they are (**status quo bias**)

We overestimate our own abilities relative to others and are overconfident

We have a tendency to search for information that confirms our existing beliefs (**Confirmation bias**)

We rely too heavily on the first value offered (the "anchor") when making a judgment

Source: QBIU and Nudge Lebanon Team Analysis

Nobel Prize Winner Daniel Kahneman: Two Systems in Judgement and Decision-Making
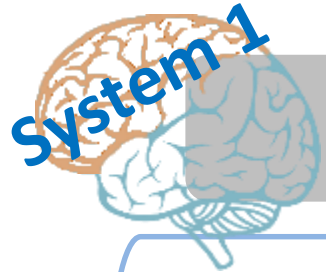
System 1
Fast

System 1

- Automatic
- Unconscious
- Emotional
- Daily Decisions
- **Prone to Error**
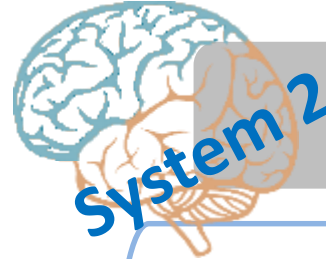
System 2
Slow

System 2

- Deliberative
- Complex Decision
- Conscious
- Effortful
- Reliable
- **Lazy Controller**

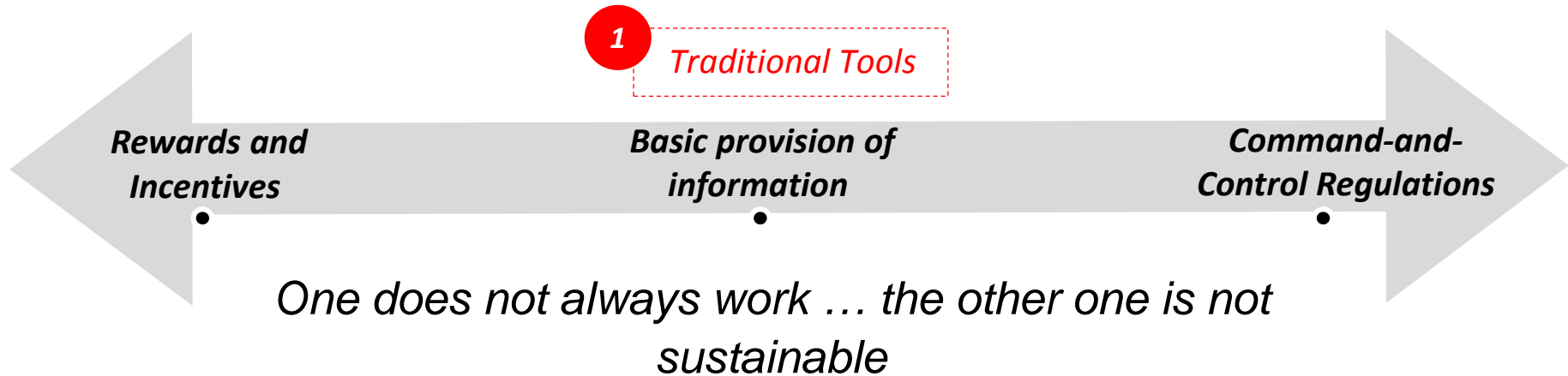# Behavioral economics is becoming mainstream economics

Conventional Economics	Behavioral Economics
• For decades, classical economics assumed people's decisions and behaviors are based on deliberative thinking of system 2, and that people are infinitely rational – or 'Econs'	• BE which is a discipline of economics that applies psychological insights into human behavior to explain decisions
• When a given a set of facts, Econs process everything to make the most optimal decision	• It rejects the overly simplistic and sometimes naive assumptions of classical economics about human behavior, and proposes more realistic model on how people actually behave
• Most policies are designed with rational people (Econs) in mind, whereas majority are humans and have biases …	• In particular, BE takes into consideration that people are imperfect and are prone to making mistakes
• The fact that the very fundamentals of economics are based on wrong assumptions puts in question the current models for policy making	• *The golden standard for BE is experimentation and Randomized Controlled Trials (RCTs) …*

Nudge and BIs are complementary tools to traditional policy levers typically used to create behavioral change

1 *Traditional Tools*

Rewards and Incentives

Basic provision of information

Command-and-Control Regulations

One does not always work … the other one is not sustainable

"any aspect of choice architecture that alters people's behavior in a predictable way without forbidding any options or significantly changing their economic incentives"

R. Thaler & C. Sunstein

2 Nudging & Behavioral Insights

It seeks to counter biases and mental shortcuts that are generally the result of an automatic, fast and unconscious "System 1" in the human mind

So the key characteristics of "nudge" are Four

Key Characteristics of Nudge

1 *Small, architecture types of intervention: e.g., default rules, use of messenger, priming, reminders, feedback, salience*

2 *That steer people in the right direction, in a predictable way*

3 *They are cost effective, that is, it does not significantly alter the financial incentive structure: a subsidy is therefore not a nudge*

4 *They are choice preserving, they do not take away other options*

It seeks to counter biases and mental shortcuts that are generally the result of an automatic, fast and unconscious "System 1" in the human mind

The rise of nudge and behavioral insights application to public policies has been phenomenal, driven by 3 factors

1 State Limitations

- Limited enforcement power
- Austerity measures

2 Intellectual Capital on Behavioral Economics

- Writings of well-known behavioral scientists such as Thaler, Sunstein, Kahneman ... even older economists
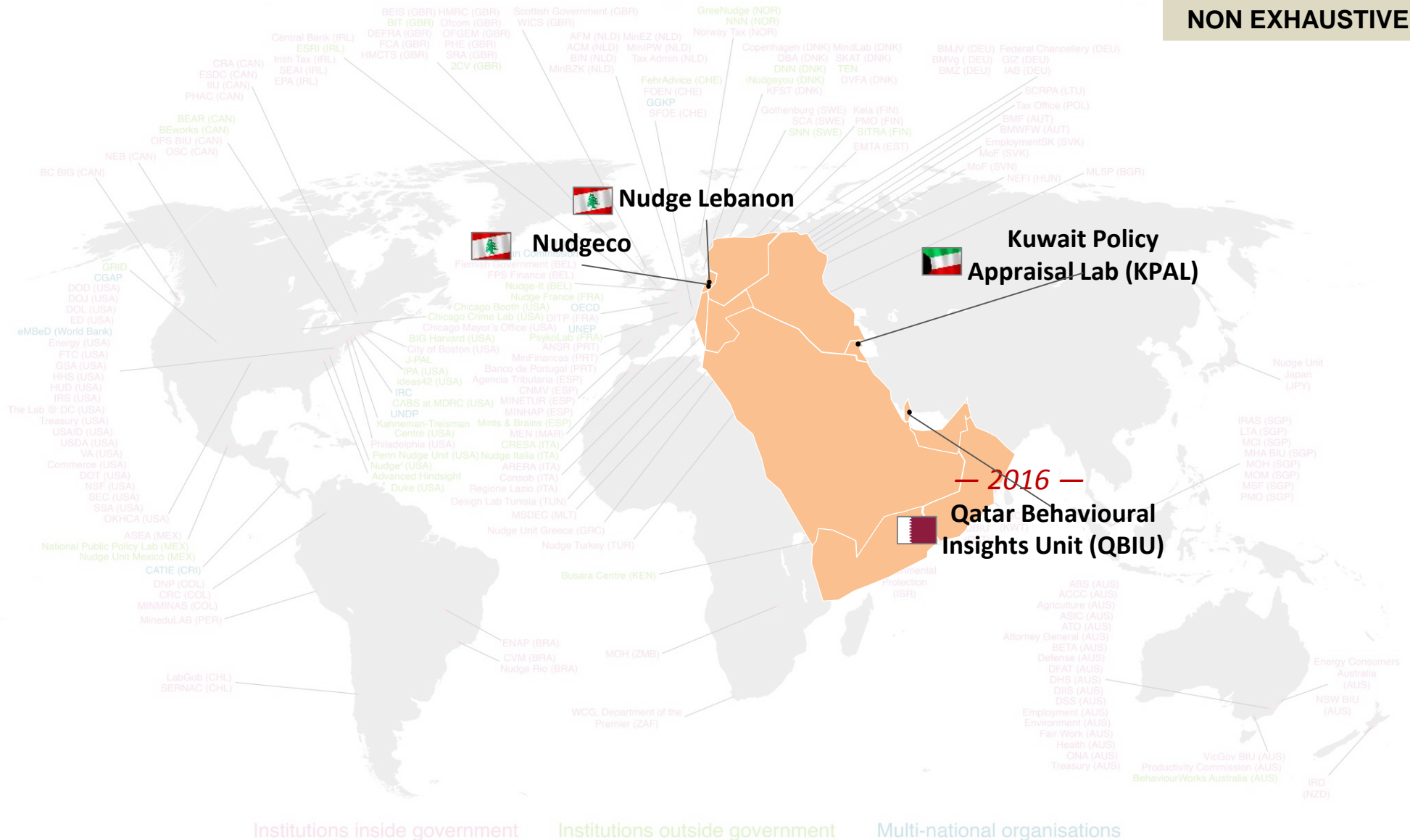- Recognition through Nobel Prizes

3 Rise of Nudge Units

- First nudge unit in the UK
- Several countries followed
- In the Middle East, this has started to happen

Source: QBIU and Nudge Lebanon Team Analysis

Nudging gained popularity thanks to the establishment of nudge units worldwide particularly within government

Source: OECD (2018); QBIU, Nudge Lebanon
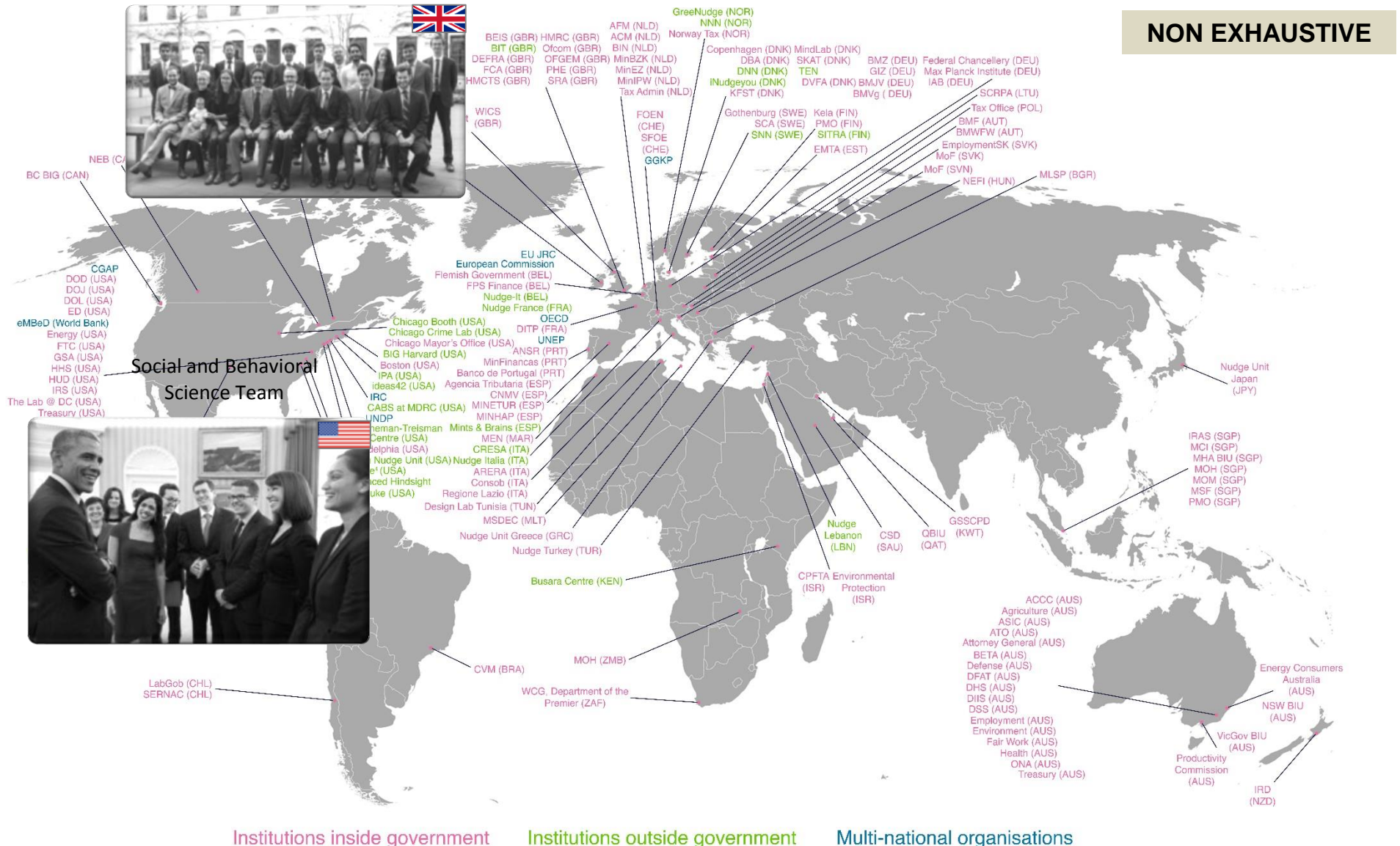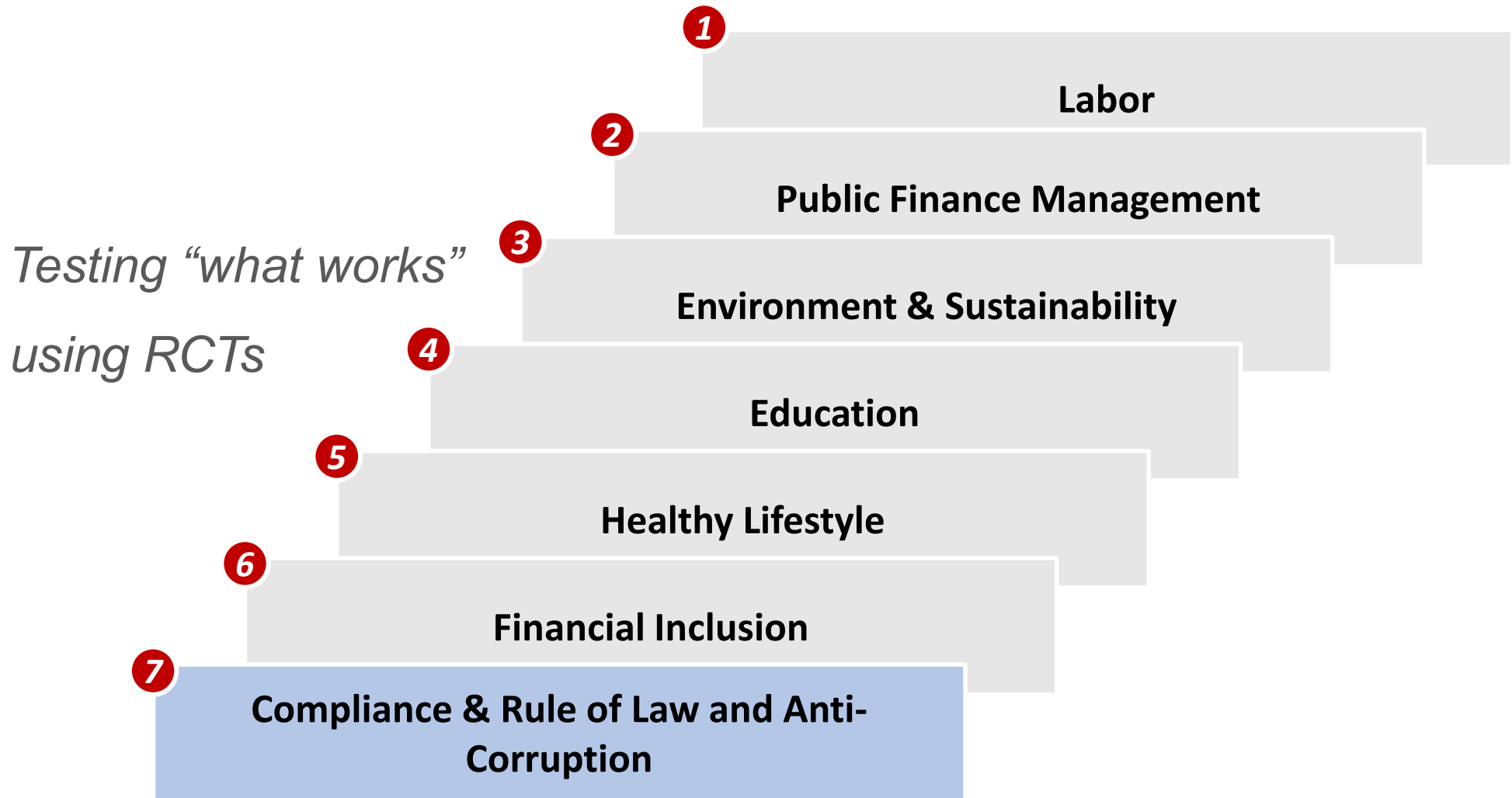
In the Middle East, Qatar, Lebanon and Kuwait are leading the way … with many others to follow

Nudge Lebanon

Nudgeco

Kuwait Policy Appraisal Lab (KPAL)

— *2016* —

Qatar Behavioural Insights Unit (QBIU)

Institutions inside government   Institutions outside government   Multi-national organisations

Source: OECD (2018); QBIU, Nudge Lebanon

Nudging and BIs have been tested in a variety of public policy areas

Testing "what works"

using RCTs

1 Labor

2 Public Finance Management

3 Environment & Sustainability

4 Education

5 Healthy Lifestyle

6 Financial Inclusion

7 Compliance & Rule of Law and Anti-Corruption

... And many others

Corruption & non-compliance have behavioral roots

Rules & Regulations

Public Finance Management

Public Administration

Traffic Violations

Tax Compliance

Disclosures

Fraud

Behavioural Roots
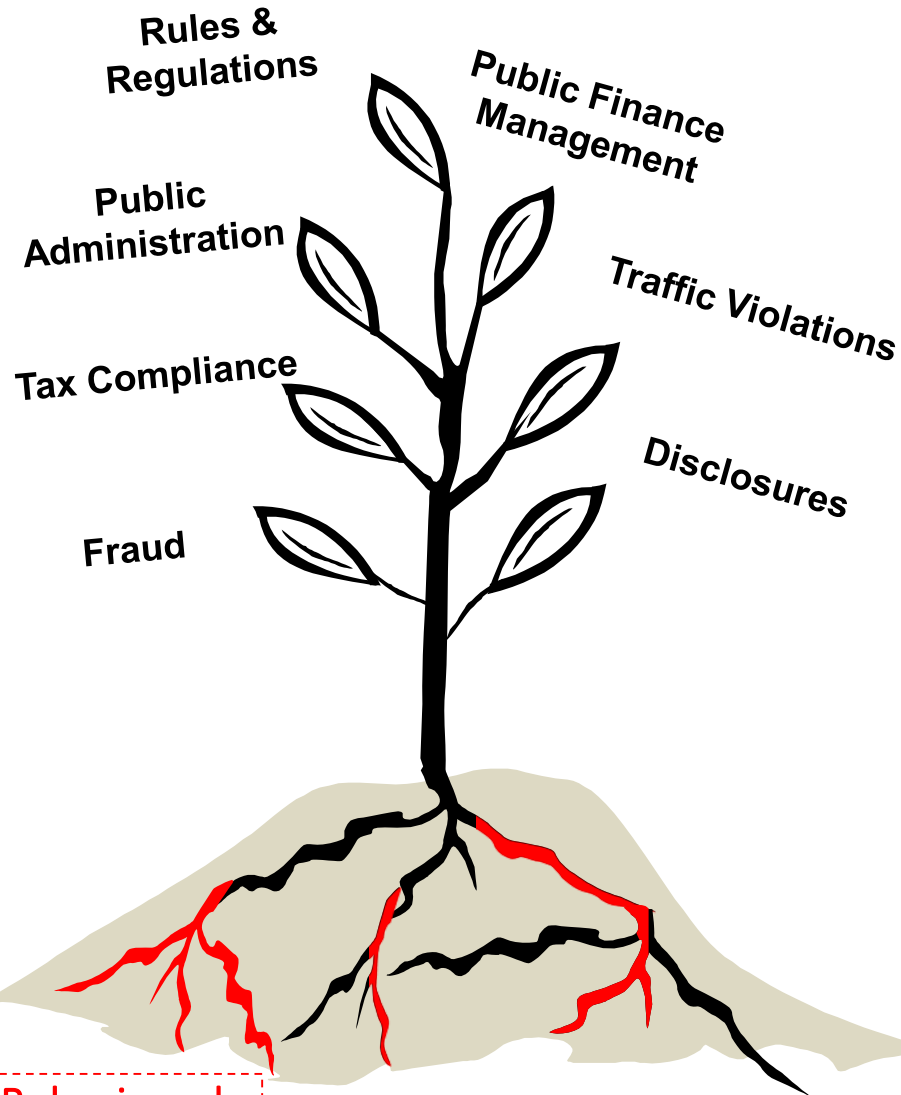
Structural Roots

It's important to distinguish between structural and behavioral challenges:

Integrating **human behavior** insights

Using **experimentation** to know what works

Source: QBIU and Nudge Lebanon Team Analysis

SHAPE DIFFERENCE framework developed by Nudge Lebanon to tackle challenges with behavioral roots

S	**SALIENCE**	Drawing people's attention to stimuli that are novel, accessible, attractive and simple
H	**HASSLE FACTOR**	Modifying a feature to the environment that makes a behavior easier or harder to accomplish
A	**ACTIVE CHOICE**	Requiring individuals to affirmatively choose between options and make implicit choice
P	**PRIMING**	Exposing people to certain stimuli, words, sensations or sights to steer them towards specific behavior
E	**EMOTIONS**	Provoking affective reactions that are automatic and unconscious to influence people's decisions
D	**DEFAULT**	Providing default option that will come into force if no other active choice is made
I	**INCENTIVE**	Designing cost-effective incentive schemes as people tend to avoid losses rather than seek gains
F	**FRAMING**	Changing the way information is framed in order to affect people's behavior and perception
F	**FEEDBACK**	Giving clear feedback information on how people behaved in certain circumstances
E	**EGO**	Using cues and words that support a consistent and positive self-image
R	**REMINDER**	Providing cues to push people to perform certain action
E	*Effect of* **MESSENGER**	Selecting who communicates the information to influence the automatic reaction of people
N	*NORM*	Providing descriptive, factually accurate information about how peers behave in a similar situation
C	*COMMITMENT*	Using commitment to increase intangible cost of failure to act according to one's public commitments
E	**EQUIVALENT** *reciprocity*	Responding to others' positive actions with an equivalent one

SHAPE DIFFERENCE framework developed by Nudge Lebanon to tackle challenges with behavioral roots

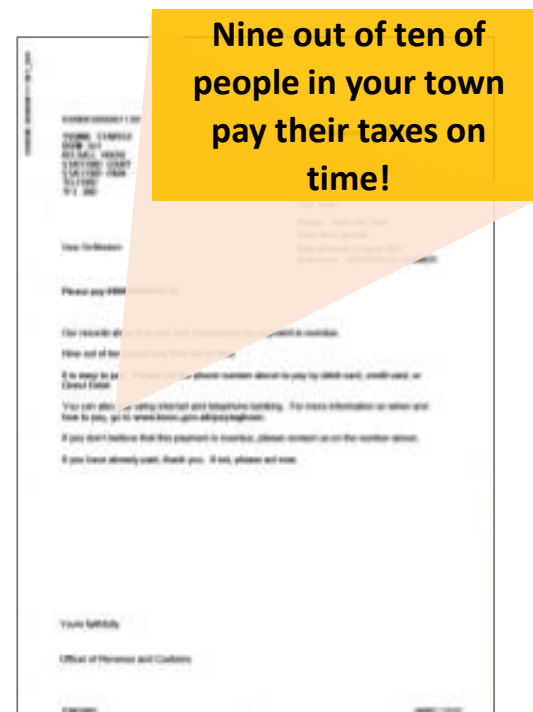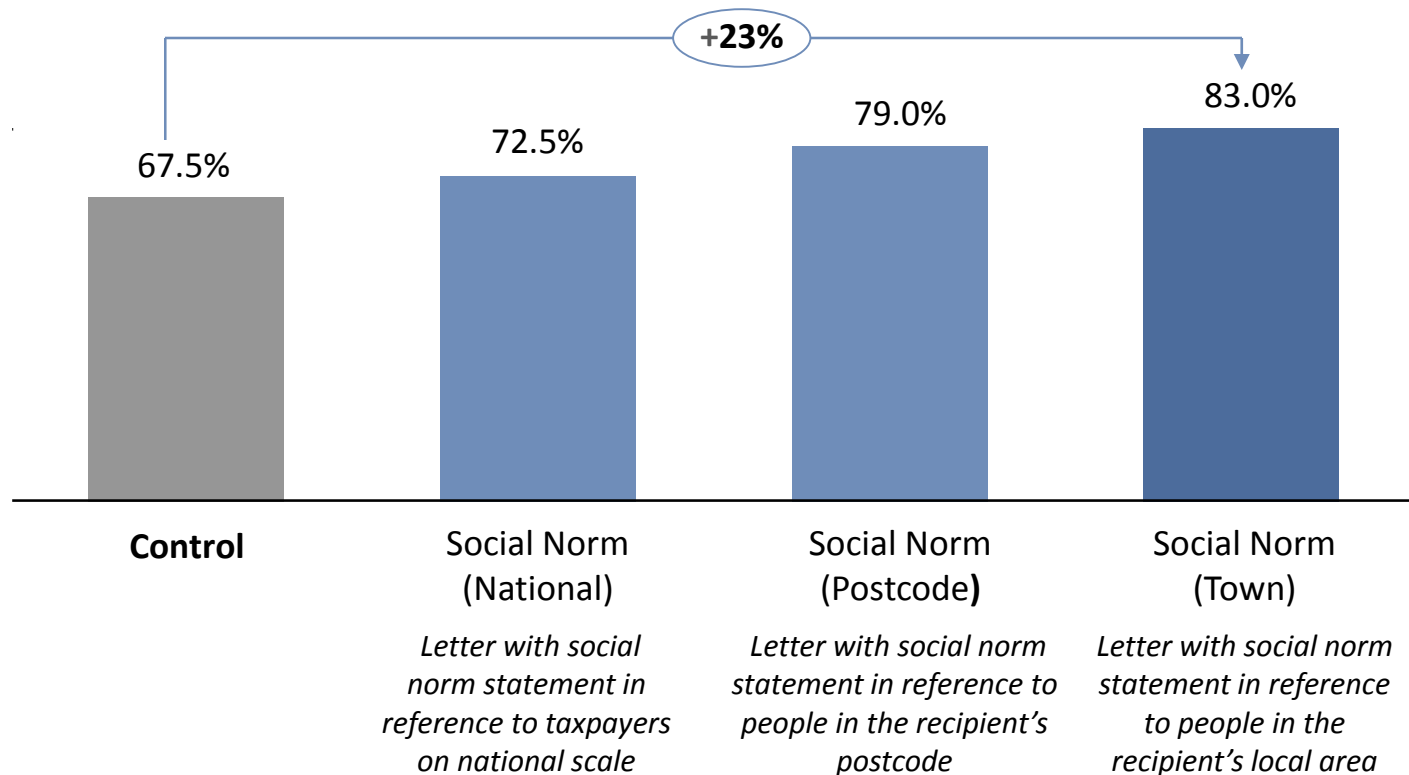|		
S	**SALIENCE**	Limited attention - People can only focus on a limited number of things at a time
H	**HASSLE FACTOR**	Lack of self-control – People have hard time deciding between what's good for themselves in the future
A	**ACTIVE CHOICE**	Status Quo Bias - People have a more general tendency to stick with their current situation
P	**PRIMING**	Decision paralysis – When give too many options, people tend to make the most easiest option
E	**EMOTIONS**	Loss Aversion - People try to prevent losses more than they try to make gains
D	**DEFAULT**	Procrastination - People generally do not manage their time well and constantly wait until the last possible moment to do anything
I	**INCENTIVE**	Intention – action gap - People don't actually do what they intend to do
F	**FRAMING**	Loss framing; Hyperbolic Discounting - People put an overly high value on the here and now and an overly low value on the future
F	**FEEDBACK**	Status Quo Bias - People have a more general tendency to stick with their current situation
E	**EGO**	Herding - People tend to do what others are doing
R	**REMINDER**	Procrastination - People generally do not manage their time well and constantly wait until the last possible moment to do anything
E	*Effect of* **MESSENGER**	Decision paralysis – When give too many options, people tend to make the most easiest option
N	*NORM*	Status Quo Bias - People have a more general tendency to stick with their current situation
C	*COMMITMENT*	Intention – action gap - People don't actually do what they intend to do
E	**EQUIVALENT** *reciprocity*	Procrastination - People generally do not manage their time well and constantly wait until the last possible moment to do anything

Increasing tax payments using social norms

UK

BIT, in collaboration with HMRC Debt Management and Banking Team, increased tax debt payments by 23%, compared to the control group, by sending out letters that involve different variations of social norms (e.g. '9 out of 10 people in Britain pay their tax on time')

Percentage of Tax Debtors Paying Their Debt

+23%

67.5%

72.5%

79.0%

83.0%

Nine out of ten of people in your town pay their taxes on time!

Control

Social Norm (National)

Letter with social norm statement in reference to taxpayers on national scale

Social Norm (Postcode**)**

Letter with social norm statement in reference to people in the recipient's postcode

Social Norm (Town)

Letter with social norm statement in reference to people in the recipient's local area

Increasing payment rate of electricity bills by the collectors' second visit

Lebanon

Nudges

Original Slip
(Control)

Hassle Factor

Social Norms

National Pride

All treatments outperformed the control slip, with the 'National Pride' slip being most effective

Lebanon

Total Response to Reminder Slips by the 2ⁿᵈ Visit
(% of those who paid by the 2nd visit out of those who received the intervention)
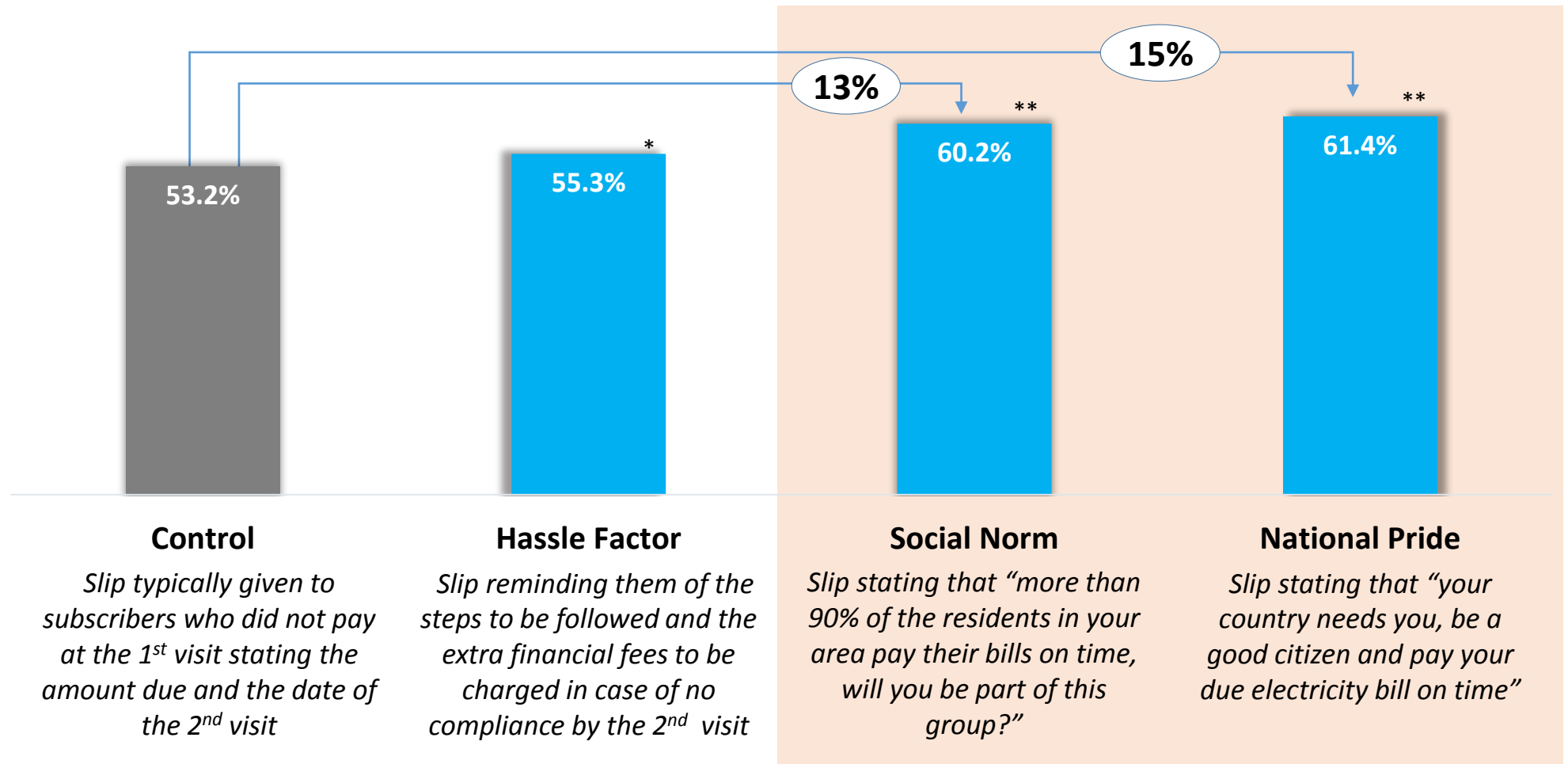
Control

Slip typically given to subscribers who did not pay at the 1ˢᵗ visit stating the amount due and the date of the 2ⁿᵈ visit

Hassle Factor

Slip reminding them of the steps to be followed and the extra financial fees to be charged in case of no compliance by the 2ⁿᵈ visit

Social Norm

Slip stating that "more than 90% of the residents in your area pay their bills on time, will you be part of this group?"

National Pride

Slip stating that "your country needs you, be a good citizen and pay your due electricity bill on time"

Reducing likelihood of prosecution by clearly stating goals

🇬🇧 **UK**

In 2015, BIT in collaboration with West Midlands Police and Dawes Trust increased the likelihood of paying road traffic penalties by 13.7% and decreased the likelihood of prosecution by 41.3% in comparison to control, through modifying the content of penalty notices and sending leaflets that make the consequences of speeding more salient

Payment Rates and Prosecutions Following Receipt of Penalty Notices

-41.3%

+13.7%

18.3%

16.1%

8.0% **

4.7%***

Control

Received the standard penalty notice

Notice with Salient Consequences

Received leaflets with the penalty notice, that made the consequences of speeding more salient
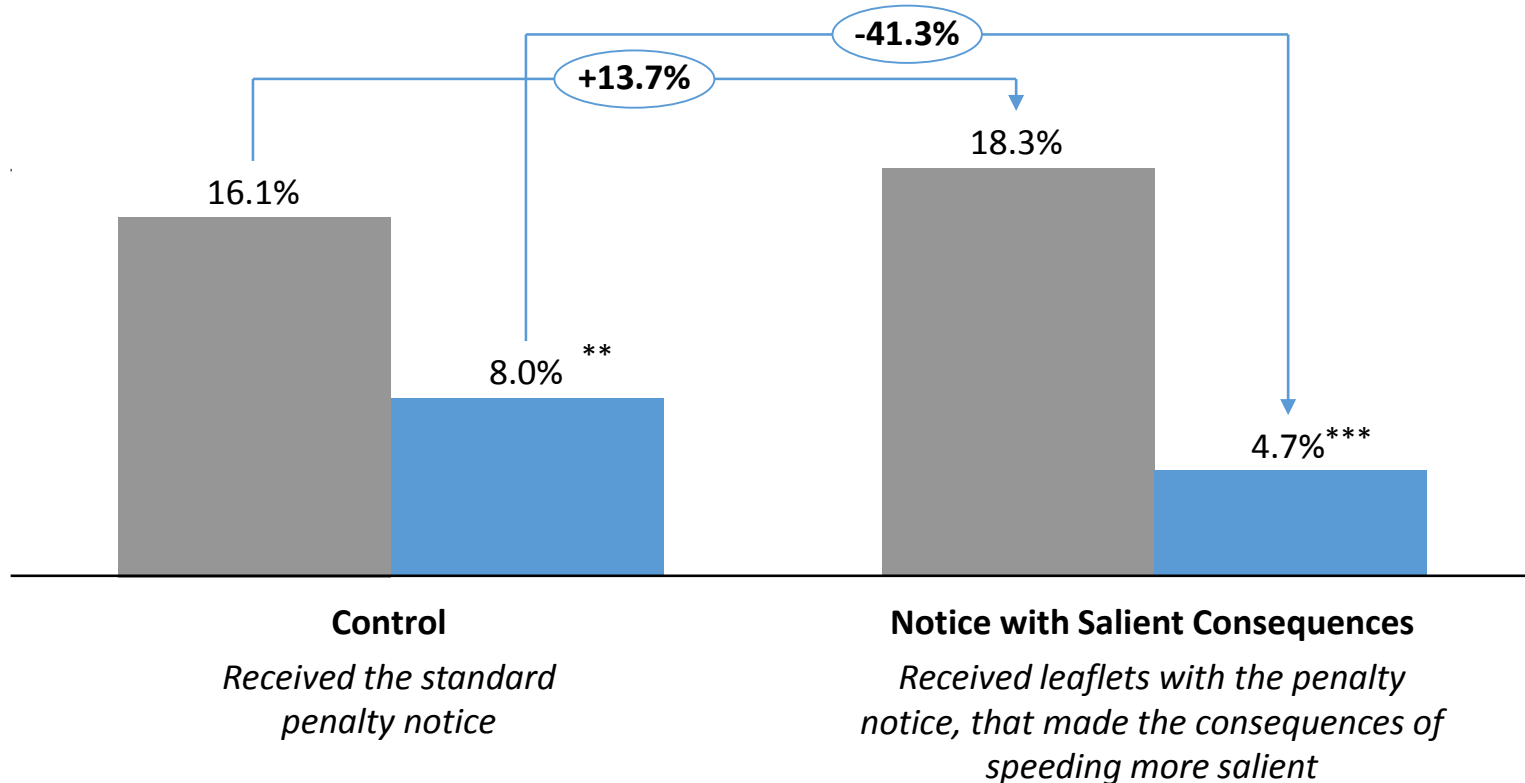
Payment Rate   Prosecutions Rate

Increasing honesty in self-reporting by priming honesty

USA

In 2010, a group of researchers in collaboration with an insurance company in the U.S. increased the annual reported car mileage figure by 10.3%, and hence the accuracy of self-reporting, by moving the signature box from the end to the beginning of the automobile policy annual review form

Average Reported Annual Usage per Car
(in miles)

+10.26%

23,670

26,098

Signature at the end
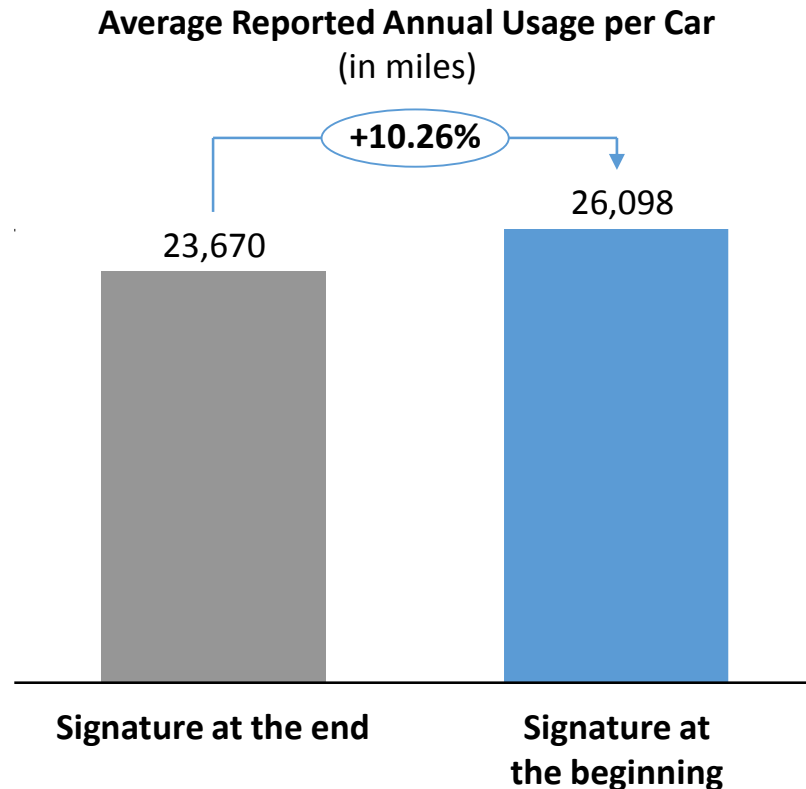
Signature at the beginning

moving signature box from the end of a form to the beginning

Source:Shu, L. L., Mazar, N., Gino, F., Ariely, D., & Bazerman, M. H. (2011). When to Sign on the Dotted Line?: Signing First Makes Ethics Salient and Decreases Dishonest Self-reports. Harvard Business School.

Increasing contribution using Hawthorne effect

USA

In 2006 a group of researchers examined the effect of an image of a pair of eyes on contributions to an honesty box used to collect money for drinks in a university coffee room. People paid nearly three times as much for their drinks when eyes were displayed rather than flowers

Amount Paid for Milk Consumed on Flowers Weeks vs. Eyes Weeks

Decreasing speed on Nahr El Kalb highway using the Hawthorne effect

Lebanon

In collaboration with the Ministry of Interior's Traffic Control Room in 2018, a Nudge Lebanon intervention led to a decrease in the average speed of cars on the Nahr El Kalb highway by 1.3% before midnight, compared to the baseline, by utilizing the Hawthorne Effect to trigger behavioral change through putting an image of eyes along with a message informing drivers that their speed is being monitored on Variable-Message Sign (VMS) over the highway
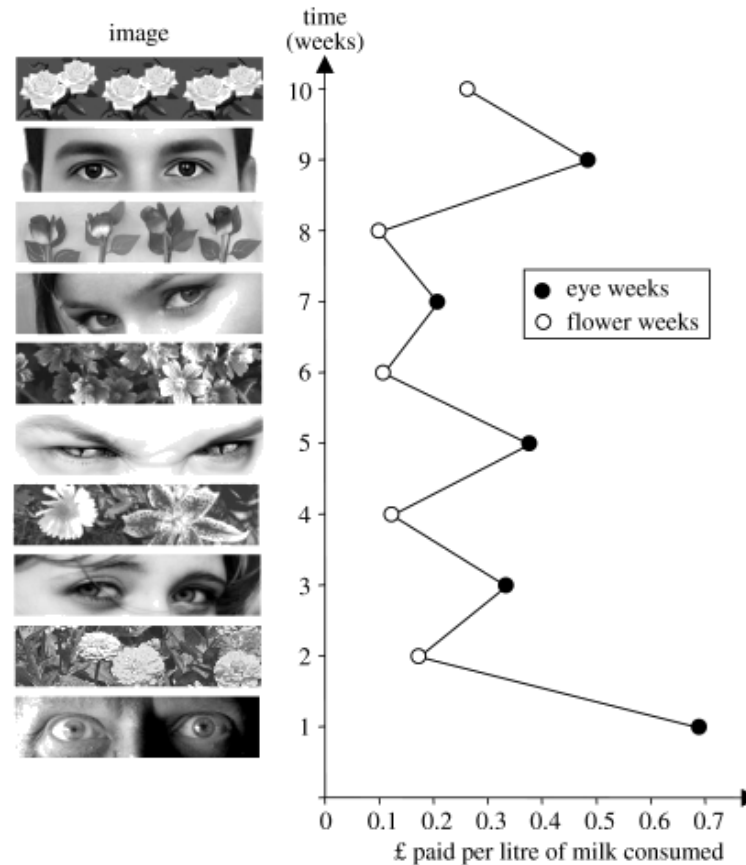
Average Speed on Highway
(in KPH, N=10799)

-1.3*%

Control

VMS showing rapidly changing messages about various issues (e.g. seat belt use, texting and driving, etc.)

Eyes + Message

VMS showing an image of blinking eyes along with a message informing drivers that their speed is being monitored
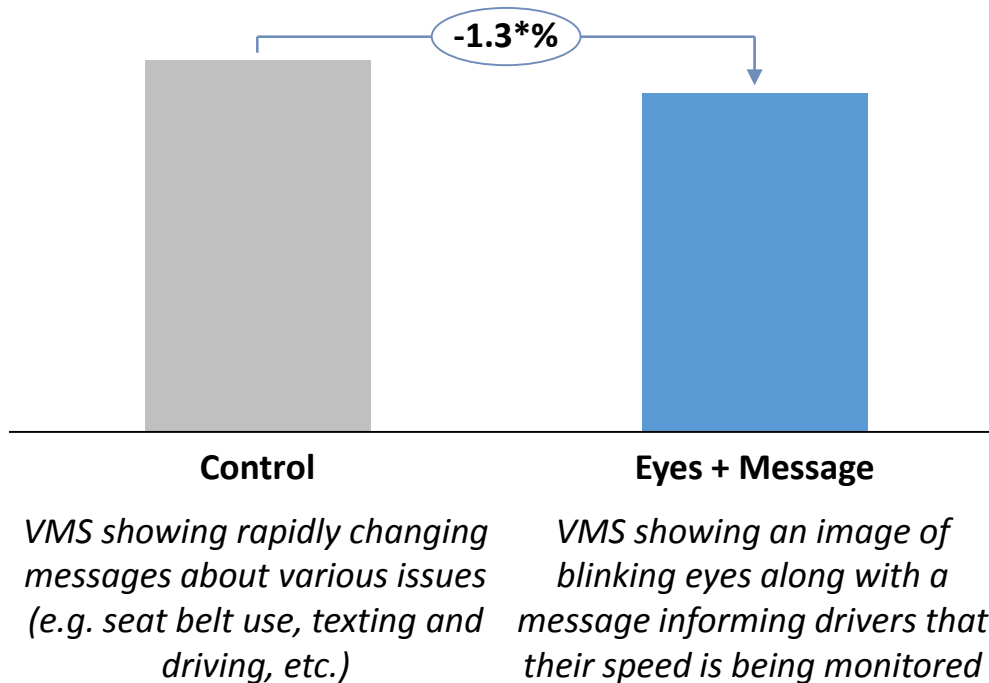
Thermal Image of Nahr El Kalb Highway

Leading to a decrease in the number of violators by close to 28 cars (out of 418)

*p < 0.5; **p < 0.01; ***p < 0.001
Source: Nudge Lebanon Team Analysis

Increase percentage of adults registered as organ donors using default

A number of European countries have either used the opt-in default or opt-out option for individuals' decisions to become organ donors. The countries using the opt out default option have drastically higher proportions of their population in the potential organ donor pool.
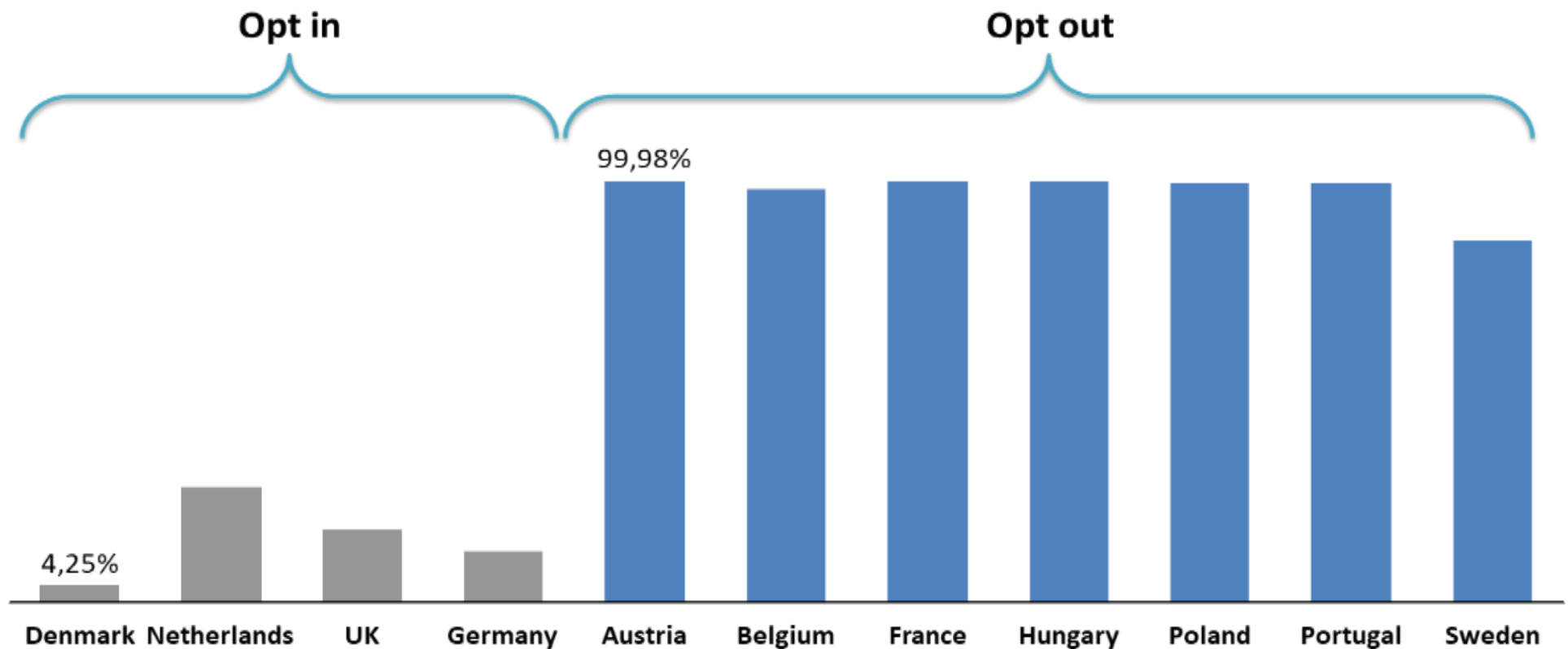
Decreasing cyclists' non-compliance using social norms

🇬🇧 **UK**

The Behavioral Architects in the UK decreased the likelihood of cyclists jumping the red light by 21.4% at an intersection by placing a poster on the sidewalk with social norm message about jumping red light

Likelihood of Jumping Red light

-21.4%

22.9%

18.0%

Baseline
No poster placed on the sidewalk

Social Norms
Poster placed at the sidewalk with social norms

MOST
cyclists
WAIT at **RED**
lights

Let's move
forward together

Poster
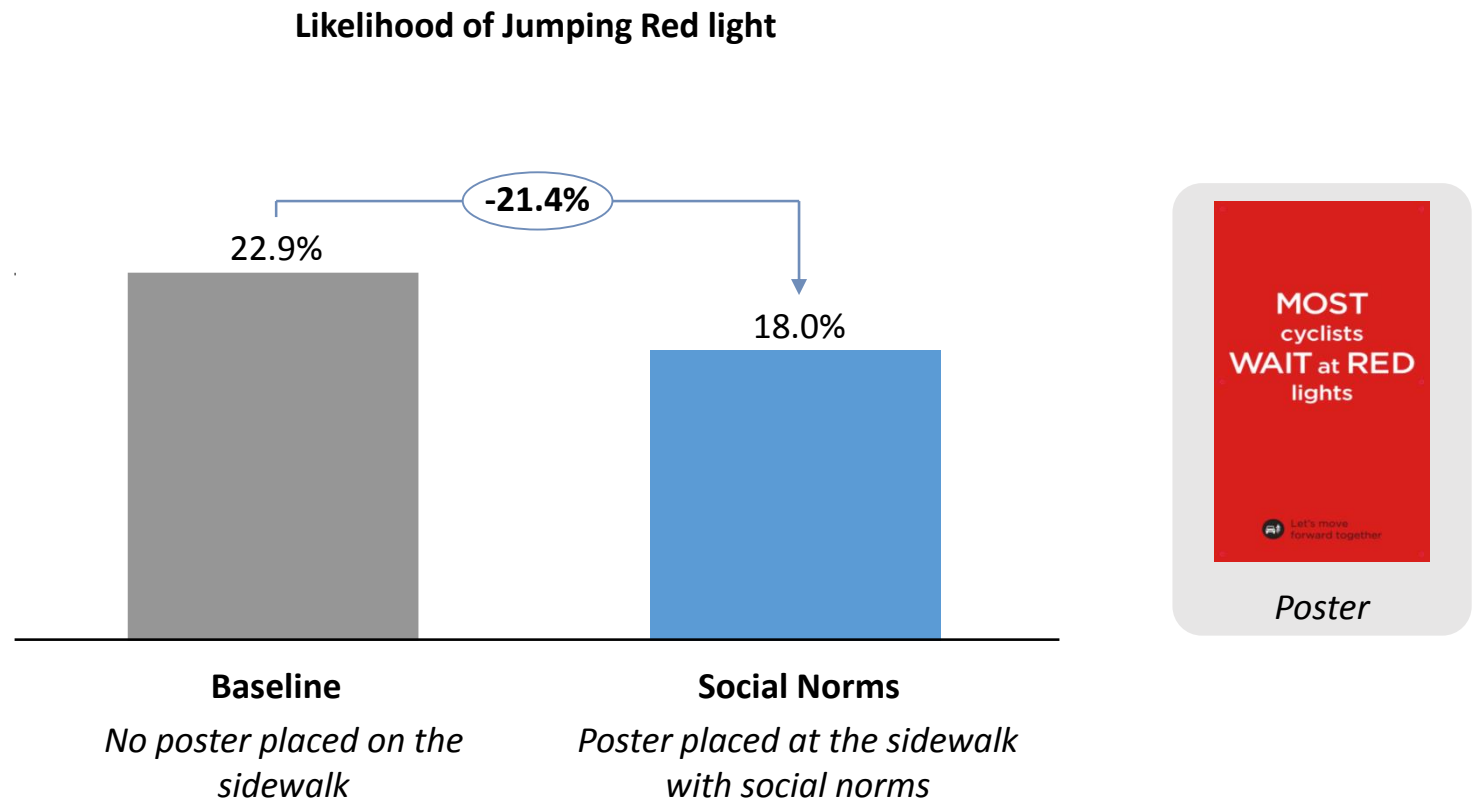
Reducing demand of plastic cutlery using active choice

Lebanon

In 2017, NudgeLebanon reduced the demand for plastic cutlery with delivery orders from a local restaurant by almost 78% in comparison to the baseline, by prompting customers to make an active choice of receiving cutlery, delivered through a verbal prompt by the call centre staff before the call was concluded

77.9%

decrease in demand for plastic cutlery with delivery orders

Demand for Plastic Cutlery
(% of customers receiving cutlery with their delivery orders)

-78%

Control

Cutlery provided by default

Active Choice

Active choice delivered with a verbal prompt

Richard H Thaler
@R_Thaler   Follow

Great example of low hanging fruit.

NudgeLebanon @NudgeLebanon
Check out the results of Nudge Lebanon's most recent intervention to reduce plastic waste! #environment #lebanon
nudgelebanon.org/reducing-deman...

5:06 PM - 30 Aug 2017

Improving seatbelt compliance rates using timely reminders

Lebanon

In 2017, NudgeLebanon *increased the number of drivers fastening their seatbelts by 83%,* compared to the control group, through a verbal prompt delivered by valet parking attendants to drivers, **reminding them to fasten their seatbelt as they enter the car**

Ratio of Drivers Fastening their Seatbelts

Be safe, please don't forget to put on your seatbelt

لسلامتك، please ما تنسى تحط حزام الامان

+83%

77.5%

42.4%

Baseline

No verbal prompt given

Timely Reminder

Timely verbal prompts reminding vehicle occupants to fasten their seatbelt as they enter their cars
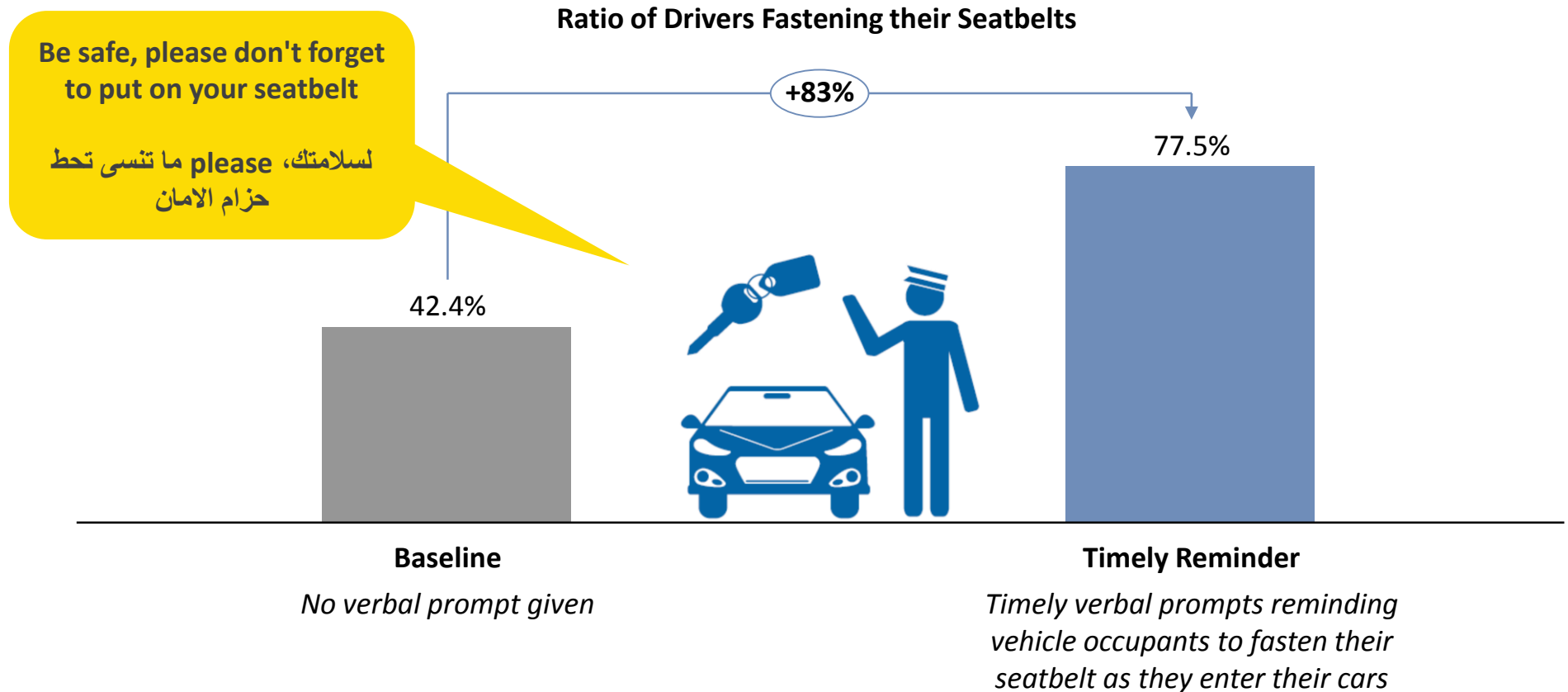
Increasing traffic to LTA's anti-corruption hotline …

🇱🇧 **Lebanon**

An initial experiment was conducted with a Land Registry of Baabda leading to a 6 fold fold increase in the use of the anti-corruption hotline during the 1st week - A replication of this experiment was conducted in Saida government complex leading to 27.7% increase in use of the hotline from this location

Photocopy Center

Parking Lot

Street

Many behavioural bottlenecks might explain the low traffic to hotlines because of low trust in the government and normalized perception of corruption

Potential Behavioural Bottlenecks

Relevant Behavioural Tools

1 People might not be aware that they can report corruption by calling a hotline

Outlining defined actions to be taken

2 Even if they were, they might feel that it won't make a difference, as nothing will be done about it

Increasing the saliency of the positive impact of reporting

3 They might also feel that corruption is widespread and everybody does it

Emphasizing social norms
Priming people to make an active choice

4 Additionally they might fear retaliation if they report a complaint

Increasing the saliency of anonymity

5 And they might perceive the cost of reporting as being higher than the cost of corruption they pay

Providing feedback about the time needed to solve complaints
Increasing saliency of the free LALAC services

"Proudly Non-smoking" Utilizing Dynamic Social Norms

LB

As part of its "Proudly Non-smoking" campaign, Nudge Lebanon launched an initiative to improve restaurants' compliance with Law 174 banning smoking in public spaces using dynamic norms which recent research has shown to be effective in promoting behavior change, even if that behavior is not currently the norm

Recognizing Compliance Baseline

Restaurants Compliance with Anti-Smoking Ban

Area	Compliance Rate
① HAMRA	**51.5%**

Improving Compliance using Dynamic Social Norms

Distinguishing current compliant restaurants to trigger wider compliance and adoption …

Physical Recognition
(Quality stickers, letters, …)

Digital Recognition
(Culinary-related apps, emails, …)

Using salience to nudge civil servants in completion of forms &reports

 USA

Attaching a Post-it note with a handwritten reminder to a survey packet increased the percentage of individuals completing the survey

"Please take a few minutes to complete this for us. Thank you!"

Percentage of participants returning the survey

+103%

No Post-it	Message on packet	Post-it Message
34%	43%	69%
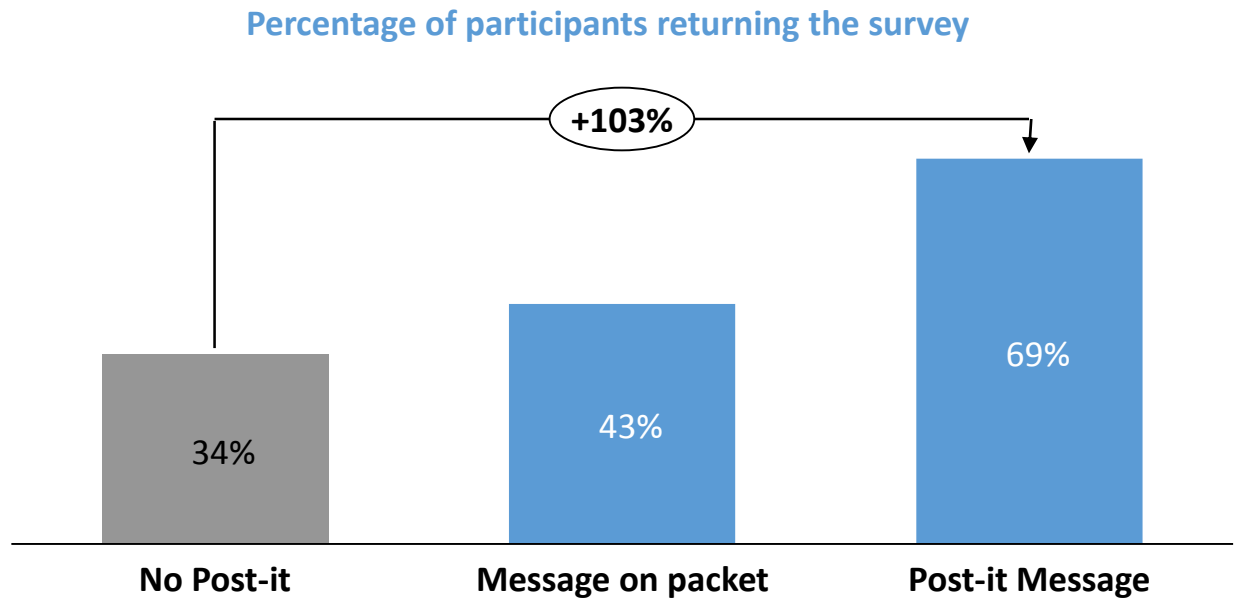
Increasing tax reporting through increasing the salience of the perceived probability of getting detected

Norway

An RCT was conducted in Norway on 15,000 tax payer to increase the accurate reporting of foreign income through using behaviourally informed messages that introduced moral suasion and increased the perceived detection probability resulting in doubling the average self-reported foreign income. Additionally, the detection letter has large long-term effects on tax compliance.

Share of tax payers reporting positive income

2x

Control

Moral Treatment
(Fairness + societal treatment)

Detection treatment

The three treatment arms included:

- The **fairness treatment** that reminded tax payer that most of the Norwegians living in Norway report their income correctly
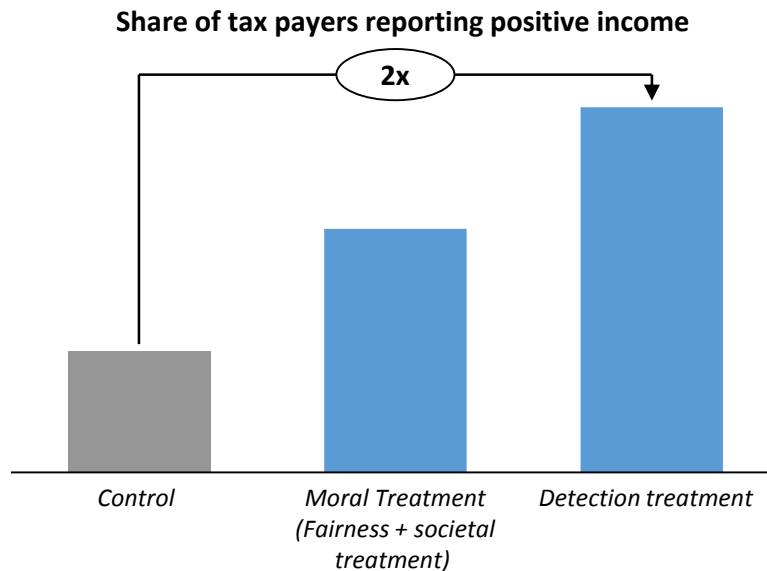
- The **societal benefits treatment** that included the results of the benefits of paying taxes on the society

- The **detection treatment** increased the perceived detection of the tax subject. The letter included: *"The tax administration has received information that you have had income and/ or assets abroad in the previous years"*

Source: Bott, K. M., Cappelen, A. W., Sorensen, E., & Tungodden, B. (2017). You've got mail: A randomised field experiment on tax evasion. Nudge Lebanon Team Analysis

Reducing misuse of public funds through making reporting easily accessible

Papua New Guinea

In 2014, UNDP in partnership with the Department of Finance launched "Phones Against Corruption" initiative to increase the reporting of corrupt practices through **making the process free, simple and anonymous**. Citizens were able to report cases of corruption via their mobile phones using SMS messages that would later thank the reporters and provide continuous feedback resulting in 251 cases of alleged corruption being investigated.

sms More than **6,000** text messages were received
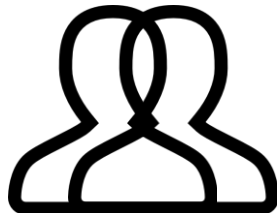
More than **1,500** users participated

Source: Shephard, D. Applying Behavioral Insights to Organizations, EC-OECD Seminar Series on Designing better economic development policies for regions and cities. Nudge Lebanon Team Analysis
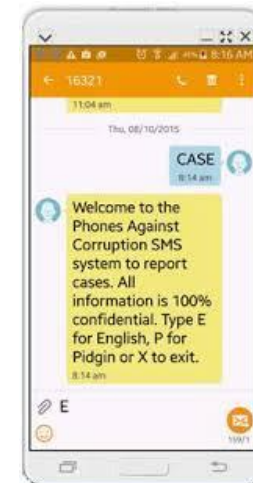
How to Embed Behavioral insights for Tackling Corruption

Develop a Behavioural Map

Key component	Process
1 Key Stakeholders	Identify the key stakeholders and target groups for the intervention (e.g. Ministries, civil servants, citizens, etc.)
2 Overall Framework & Processes Map	Map out the process by breaking down the policy challenge into various components, and visualising the key stakeholders journey to allow for the identification of potential entry points
3 Structural & Behavioural Challenges	Identify the behavioural and structural challenges at stake for every component of the value-chain
4 Psychological Biases	Determine the biases and other psychological reasons for the identified behavioural bottlenecks
5 Behavioural Tools	List the proposed tools and nudges that could be utilized to overcome the identified behavioural bottlenecks

Co-create with relevant stakeholders

Ensure that you have put in place robust method to evaluate the effectiveness of the intervention

1 TEST
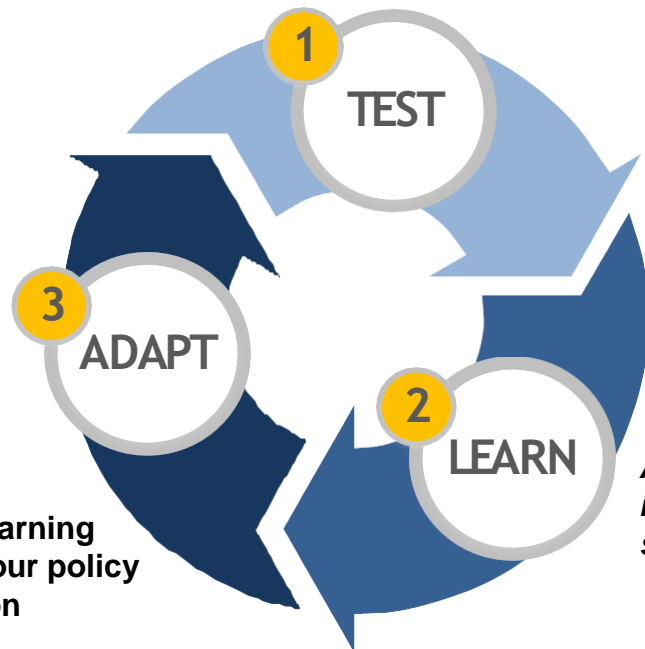
3 ADAPT

Use this learning to adapt your policy intervention

2 LEARN

Analyse the outcome of the intervention using rigorous statistical methods, in order to

- *Identify what works, and*

- *whether the effect size is big enough to justify the cost of the intervention*

WHY EXPERIMENT?

- Key to understanding what works, what does not work and why

- Gather empirical evidence on how behavior is influenced by context

- Policies need to be tested before being implemented, potentially affecting millions- just like medical drugs are tested before being placed on the market

- Emphasize evidence and avoid intuition-based policies and initiatives

- Randomized Controlled Trials (RCTs) are the golden pillar for experimentation in BE

- Other methods can also be applied, e.g. pre-post, difference-in-differences, etc.

Celebrate failures and be transparent

Build capacity in behavioral insights that have been tested for Scale Up

- *Workshops* and *seminars* on behavioral insights and nudging in government, CSOs & citizens

- Build capacity to identify *biases* and *behavioral as well as regulatory bottlenecks*

- Review best practices on how to apply behavioral insights on anti-corruption measures related to compliance and prevention

- Includes *theoretical foundation* part as well as *practical* part on designing and conducting experiments to address policy challenges

- Tailor courses to equip professionals with the basic tools and methods to *design*, *implement* and *evaluate* interventions and nudges
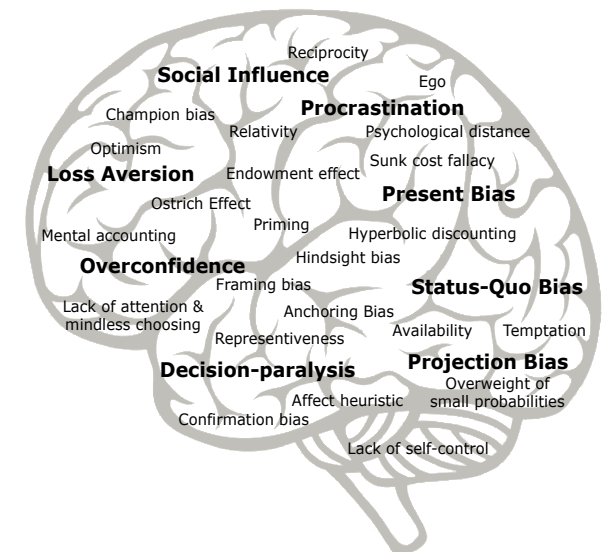
Key considerations when applying behavioural sciences in the fight against corruption

1 Corruption has structural roots, but has also behavioral roots, which in the case of Lebanon, is a key consideration

2 Given structural weaknesses – namely lack of enforcement – behavioral interventions are important tools

3 This said, behavioral interventions should be seen as complementary tools for policymakers, and not as perfect alternatives

4 Context matters – what worked in one place, might not work in another

5 Experimentation is all the more important to test what works – what works is not what we think works but what was tested to work, ideally in a RCT setting (analogy from clinical trials)

6 With the change in mind set to accept the concept of behavioral interventions and experimentation, comes the change in skillset to build capacity in these fields, not only for government staff but also for NGOs

Thank You

APPENDIX

Decreasing Average Speed Using Salience

USA

Philadelphia Municipality in the U.S. decreased the average speed by around 39% through adding visual effects resembling 3D bumps to prompt people to decrease their speed

Average Speed Rates
(in miles per hour)

-39%

38

Speed Limit
(25 mph)

23

Baseline

No optical Illusion placed on the street

Salience

3D bumps visual effects placed on the street
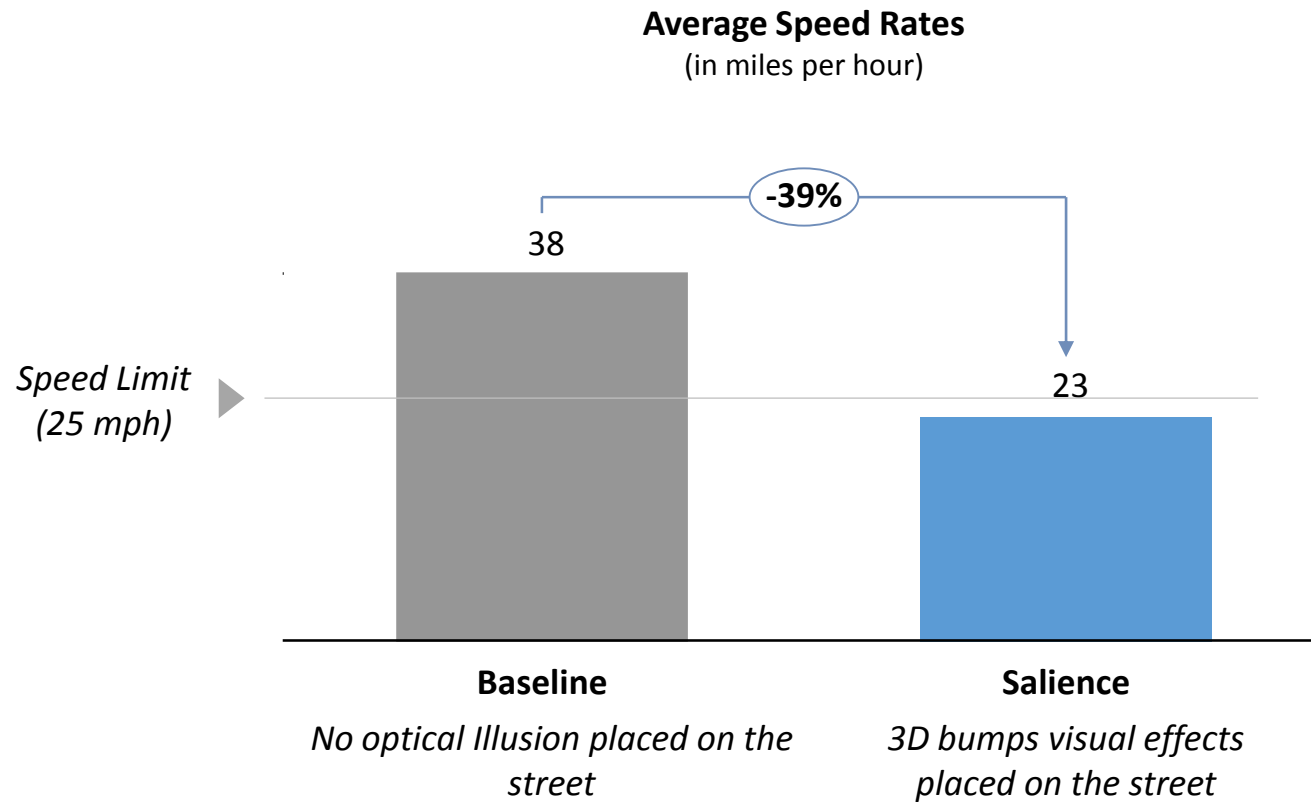
3D bumps

SHAPE DIFFERENCE : **Salience**

Decreasing Missed Steps in Operations using Checklists

EXAMPLE

A group of researchers in the U.S. reduced by nearly 75% the failure to adhere to critical processes of care among operating-room teams participating in simulated surgical-crisis scenarios, compared to control teams, by giving participants critical-event checklists

Failure of Adherence to Critical Steps
(in %, per group)

-74%

23%

6%

Control

Checklist

A set of crisis checklists was given in simulated surgical-crisis scenario

Source:Arriaga, A. F., Bader, A. M., Wong, J. M., Lipsitz, S. R., Berry, W. R., Ziewacz, J. E., ... & Gawande, A. A. (2013). Simulation-based trial of surgical-crisis checklists. New England Journal of Medicine, 368(3), 246-253.
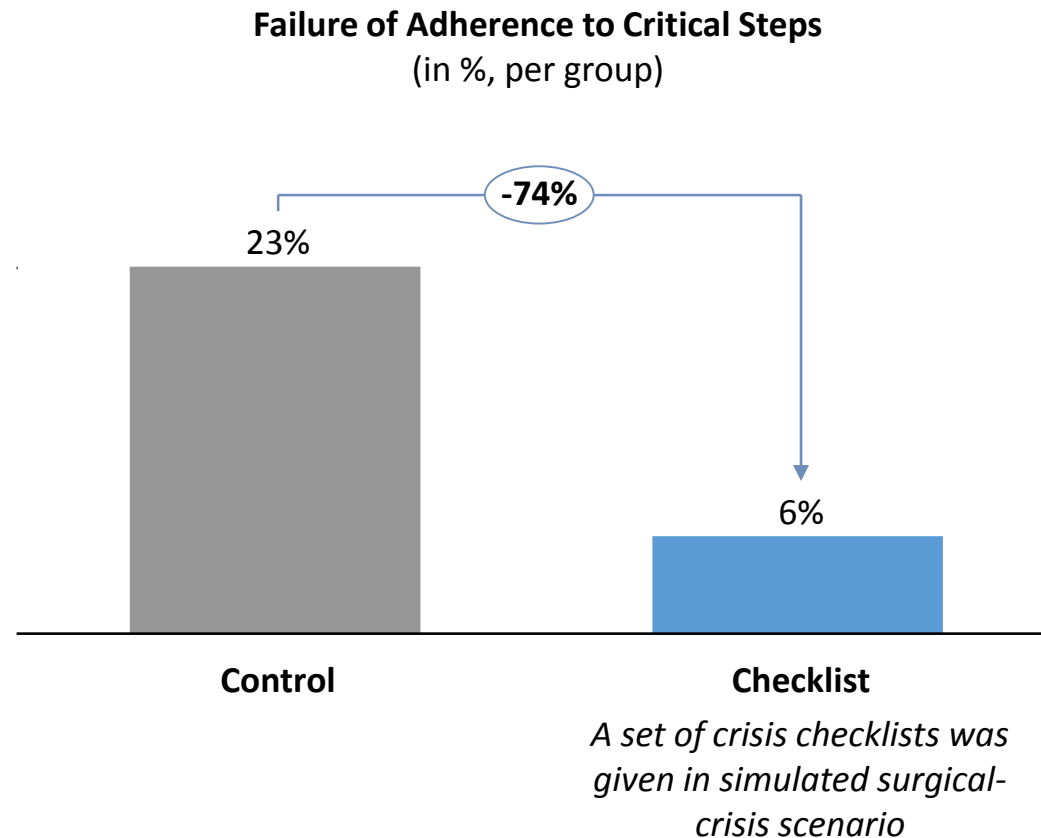
SHAPE DIFFERE**N**CE : **Effect of Messenger**

USA

Decreasing Meat Consumption Using Dynamic Social Norms

A prime example of dynamic social norms in action can be extracted from Sparkman and Walton (2017). Through an RCT, the authors were able to detect a significant impact of the likelihood of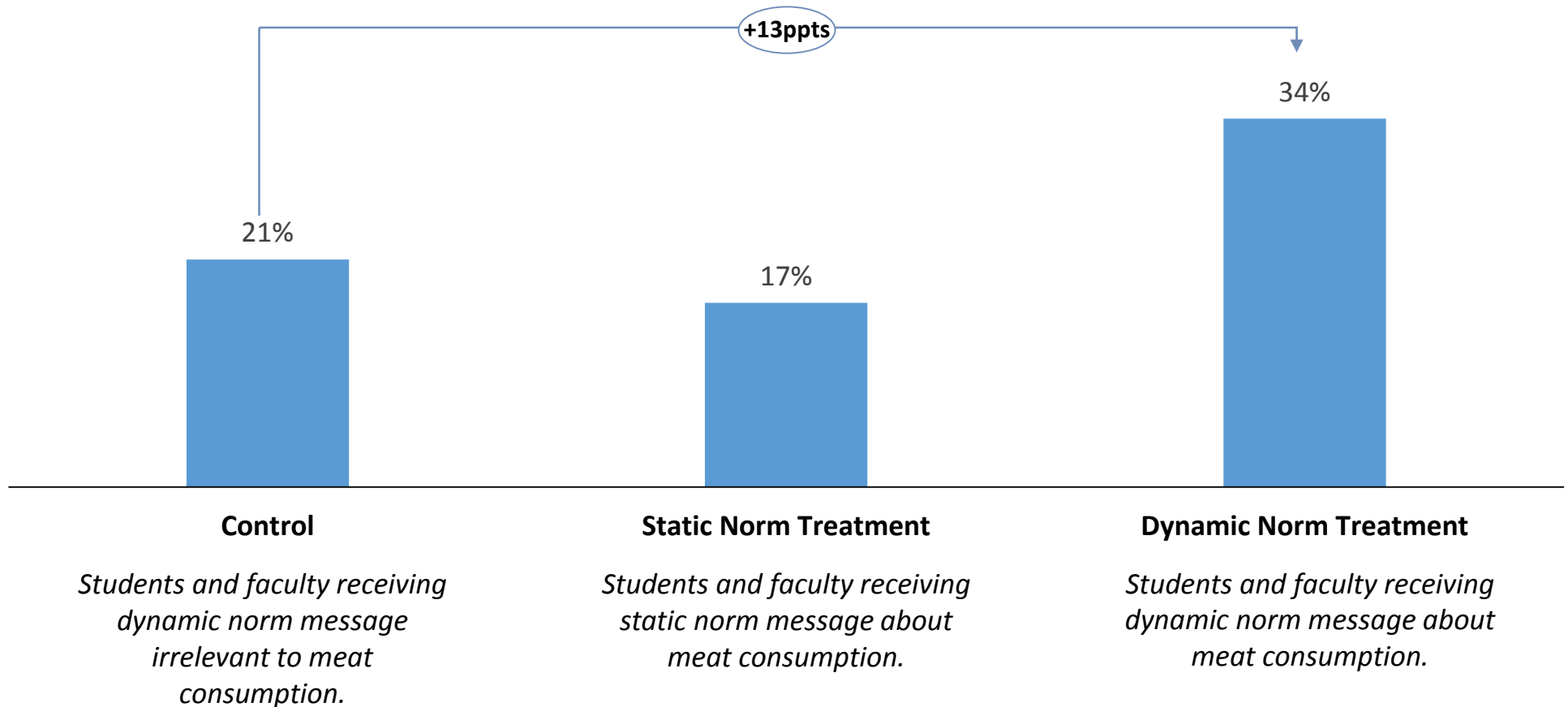 having a meatless lunch when presented with a dynamic social norm as a treatment with respect to the control group. This result held despite a probability for the static social norm treatment that is less than that of the control group, indicating the effectiveness of dynamism and norm framing.

+13ppts

34%

21%

17%

Control

Students and faculty receiving dynamic norm message irrelevant to meat consumption.

Static Norm Treatment

Students and faculty receiving static norm message about meat consumption.

Dynamic Norm Treatment

Students and faculty receiving dynamic norm message about meat consumption.

UK

Increasing Book Donations using Commitment

In 2010, a group of researchers in the UK increased the proportion of people who donated books by 22% compared to the control group, simply by asking people to pledge book donations with an offer of public recognition

Household Book Donation
(in %, per group)

+22%

	Control	Commitment	Commitment
Value	7.3%	8.2%	8.9%
Description	*Households receiving the standard message*	*Households receiving a pledge request to donate a book*	*Households receiving the pledge request and informing them that a list of donors will be displayed publicly*
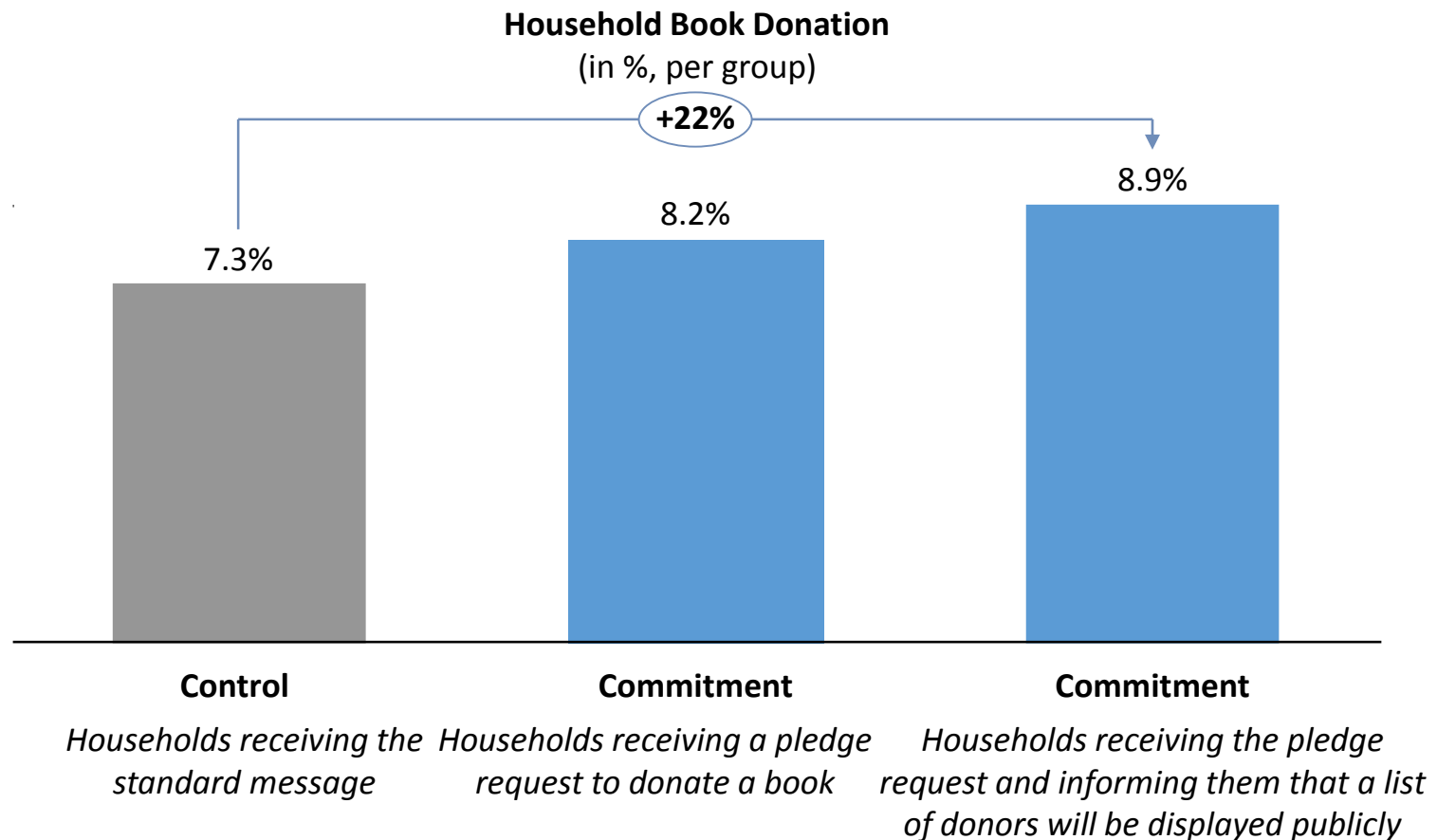
Increasing attendance of vulnerable youth to community support sessions

Nudge Lebanon, in collaboration with UNDP, increased the likelihood of vulnerable youth attending community support sessions by 23% using a commitment strategy accompanied with SMS reminders

Community Support Sessions Attendance
(in percentage, # of sessions attended out of a total of three)

+23%

1.8

2.2

Control

Subjects received a simple flyer about the sessions

Treatment

Subjects received a salient flyer that includes a commitment section and later received SMS reminders
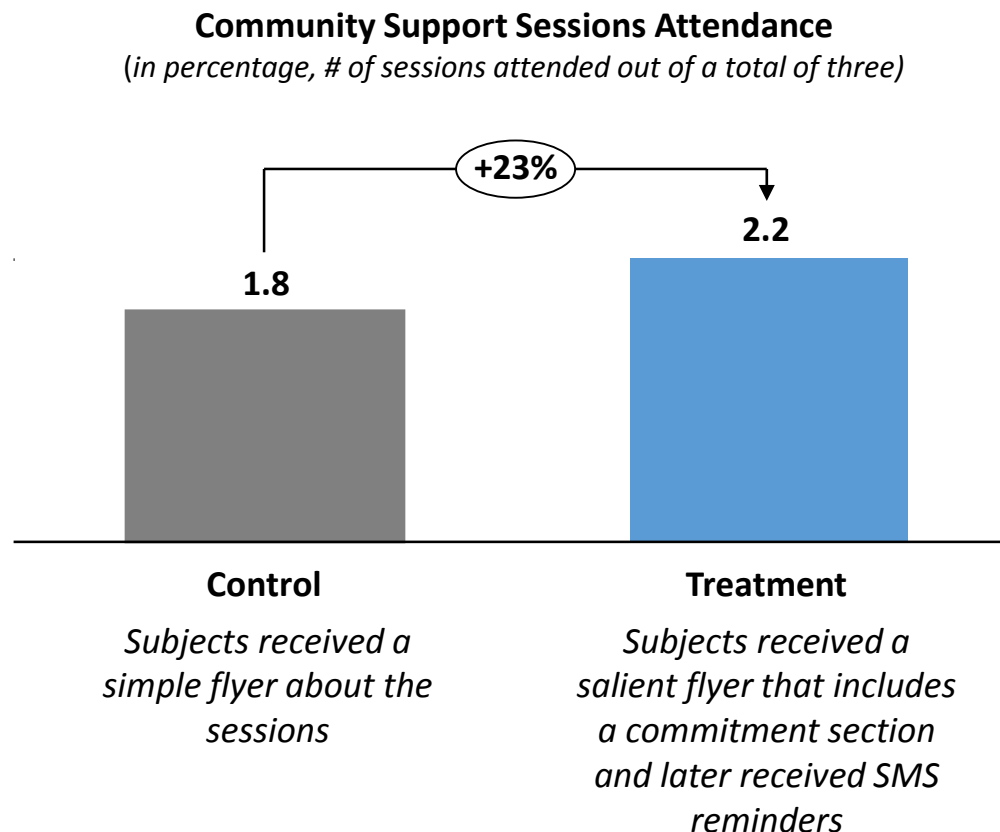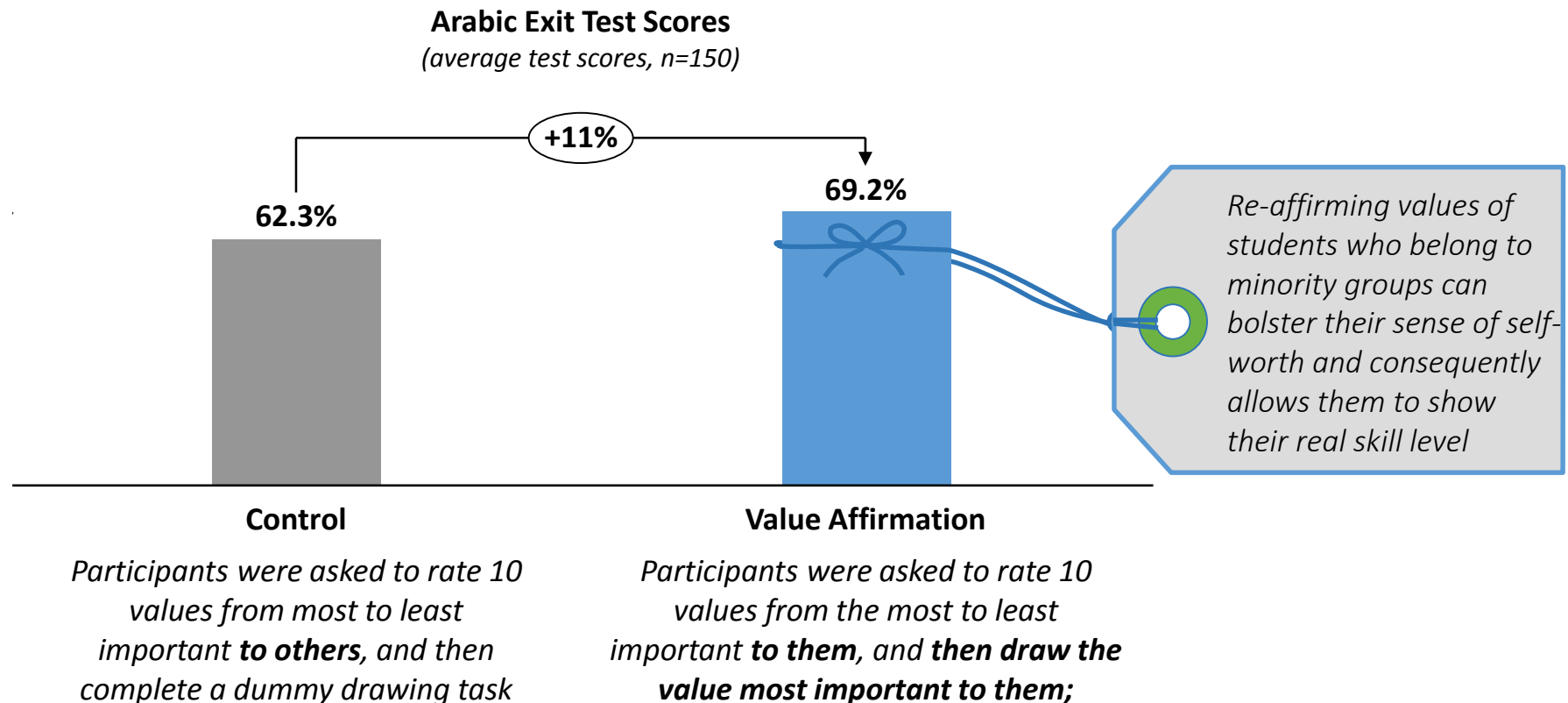
The intervention was particularly effective on young male population increasing their total attendance by 55%

Improving academic performance of disadvantaged students enrolled in a Youth Literacy and Numeracy program

Lebanon

In 2018, Nudge Lebanon, in collaboration with Amel Association International, increased the performance of disadvantaged students enrolled in a Youth Literacy and Numeracy program by 11% on an Arabic test, using a values affirmation task designed to alleviate the psychological stress that results from stereotype threat

Arabic Exit Test Scores
(average test scores, n=150)

+11%

62.3%

69.2%

Re-affirming values of students who belong to minority groups can bolster their sense of self-worth and consequently allows them to show their real skill level

Control

*Participants were asked to rate 10 values from most to least important **to others,** and then complete a dummy drawing task*

Value Affirmation

*Participants were asked to rate 10 values from the most to least important **to them,** and **then draw the value most important to them;***

Behavioural Intervention to Increase Traffic to our Call Centre in Baabda

In an effort to increase traffic to our call centre, we partnered with Nudge Lebanon, a nongovernmental leader in applying behavioural solutions to policy challenges in Lebanon and the region.

Nudge Lebanon deigned an intervention by installing LTA posters and banners in Baabda square, a hub for many service-oriented public institutions (*e.g. Cadastre, Ministry of Finance, Palace of Justice, General Security etc.).*

The salient posters were strategically placed to catch the attention of citizens visiting those institutions, in an aim to **nudge** them AT THE RIGHT TIME, into directly calling our Hotline, right after experiencing or witnessing an incidence of corruption in a pilot location.

The experiment is underway, but preliminary analysis, show that the **nudge** had a significant impact increasing traffic to our call centre. Before the intervention zero complaints were linked to the Baabda area. Within the first week of the intervention 6 calls emanated from Baabda, a result directly associated to the campaign.

We are planning with Nudge Lebanon to replicate this experiment in other government departments to assess sustainability of impact