How to Nudge

Martin Day
Memorial University
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How to design a behavioral intervention in four steps:

Define  Diagnose  Design  Test

D   D   D   T
**Behavioral Design** *(Datta & Mullainathan, 2012)*

**Problem**

**Behavior:** Don’t use fertilizer

**Target:** Farmers in Sub-Saharan Africa

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**Define**

- Why don’t farmers use it?
  - Unavailable
  - Expensive
  - Don’t know it’s a good idea

**Diagnose**

- Make it available
- Subsidize it
- Educate on fertilizer

**Design**

Randomly assign:
1) Some markets to have it available
2) Some to subsidize
3) Some to education classes

**Test**
Why don’t farmers use it?

• Hypothesis: They want it, but fail to follow through on intention to buy it (self-control)

• Arrange for home delivery

• Randomize: home delivery to some and not others, after the harvest
How to Nudge: Advanced

 Define Problem

 Define Problem

 Diagnose

 Find another bottleneck

 Design

 Scalable intervention

 Test

 Stated problem

 Capacity

 Refine diagnoses

 Context reconnaissance

 Intervention concept

 Polish intervention

 Clarify outcomes

 Disentangle presumptions

 Hypothesized bottlenecks

 Determine feasibility

 Identify potential side effects

 Source: Ideas42
How to Nudge: Review

- A framework for behavior change (DDDT)

- Works when committed to solving a problem
  - not committed to a design, or diagnosis
  - testing is critical