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The Mind, Behavior, and **Development Unit**



WORLD BANK GROUP

eMBeD Mind, Behavior, and



WHO WE ARE | WHAT WE DO | OUR RESULTS

APPLYING **BEHAVIORAL SCIENCE TO END POVERTY** AND ENHANCE EQUITY



Behavioral Science Is About How We Make Decisions



Think Socially

We cooperate, as long as others do the same, and **rely on** social networks and **norms** Think with Mental Models

We do not invent new concepts, but rather use **mental models** drawn from society and a shared history



Psychology of Poverty and individual decision making \rightarrow scarcity affects longterm planning, aspirations and focus

Scarcity and the policy context \rightarrow inertia, confirmation bias and group dynamics



The largest development-focused applied behavioral science unit, housed in the Poverty and Equity Global Practice.

Our goal: integrate behavioral science to development policy and generate capacity in World Bank operations, governments and partners at scale.

How? We eMBeD in teams!





What We Do



Behavioral Data



Evidenced-Based Behavioral Solutions

Innovate: Pilot frontier work

Advance: Replicate successful pilots and develop scalable adaptations





Scale: Advisory role and knowledge sharing for teams to scale





Countries 100+

Projects 50+ per year



Our Areas of Focus





Financial Inclusion & Taxation



Jobs



Social Cohesion

Ultimately, it's About Solutions and Scale



Domestic Revenue Mobilization

Support tax compliance efforts of authorities in Costa Rica, Guatemala, Indonesia, Kosovo, Latvia and Poland with a range of behavioral solutions applied to 300,000 individuals and SMEs.





Increasing SMEs tax revenues using calendars in Indonesia



Confidence and Goal Setting for Labor Market Activation

Providing youth with behavioral tools increases job search and employment.

Self Affirmation

Three-hour workshop focused on self-affirmation and locus of control.

Encouraged youths to develop a belief in their own capacity to affect change.

By mentalizing aspects of one's self-identity that one is proud of, and values.

Goal-Setting

Three-hour workshop with self-affirmation and goal-setting components.

Goal-setting:

establish a goal (i)

(ii) value aspects of the goal

(iii) Picture the obstacles;

(iv)determine a plan.



Job search, especially for men

Employment and earnings for those with low locus of control at baseline



Learning and Beliefs

Applications of theories of intelligence and learning with 750,000 students across Cyprus, Indonesia, Mexico, North Macedonia, Peru, Serbia, South Africa. Scaled nationally in N. Macedonia, S. Africa (Western Cape) and Peru. Third phase underway in Indonesia and N. Macedonia.





... in Indonesia

... in Peru

Learning gains equivalent of up to four months catch-up in math and language



... on national TV during COVID-19 pandemic in Peru.

Intergroup Trust and Online Social Platforms

In **Cyprus**, we designed an online civic engagement platform that connects people and decision makers, empowers them to interact (via automatic translation), ideate and decide jointly how to solve societal problems at the neighborhood, village, city or island-wide level.

First campaign:

- 1. 200,000+ people reached
- 2. Community of 7,000 created in 3 months (Feb-May 2020)
- 3. 28,000 online sessions discussing ideas
- 4. Top idea voted under implementation
- 5. Impact evaluation finds increases in intercommunal trust





VR intervention for teachers in TUR middle-schools with large Syrian population

Challenge for integration programs: 1 million school-age refugees, with 63% attending Turkish public schools

VR intervention w/ teachers:

- Perspective-taking, empathy, and classroom management tools
- Expected impacts: improve student's learning through increase in students' and teachers' sense of belonging



Deeper dive – live reporting

Covid-19 and Vaccination Take-up

Need – help people understand virus risks and vaccination benefits

Trust – for vaccine safety and trust delivery system

Ability – make it easy

What people think and feel

Confidence in vaccine benefits Confidence in vaccine safety Perceived risk – self *Perceived risk - patients Seeing negative information

Social processes

Influential others support vaccination Vaccination norms *Workplace norms Decision and travel autonomy Trust in vaccine providers *Confidence in answering questions

Motivation

Intention to get a Covid-19 vaccine *Willingness to recommend a Covid-19 vaccine

Practical issues

Know where vaccine is available Previous uptake of adult vaccination Ease of access *Preferred site *Availability of on-site vaccination

Vaccination

Receives recommended vaccines

*Construct is exclusive to health workersurvey

Source: The BeSD expert working group. Based on: Brewer NT, Chapman GB, Rothman AJ, Leask J, and Kempe A (2017).



What we do

- Chat bot through FB ads and messenger
- Population weights using latest available national data.
- Timing 2 weeks
- **Reach –** 1-2m
- **Sample –** aim for 5,000
- Cost <1/survey

To-date: ~100,000 respondents in 15 countries; 15 underway and scaling

Sampling based on stratified clusters using age, gender and region.

User experience



Studimi i Perceptimeve - Kosovë ... Sponsored · 🛞

Na ndihmoni të kthehemi në normalitet! Përgjigjuni disa pyetjeve në lidhje me vaksinën për COVID-19

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Dhe përfitoni nga mundësia për të fituar një kupon dhuratë €80!		
		
OPENS IN MESSENGER Ndani mendimin tuaj SEND MESSAGE		
0 52		1 Comment
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Typically replies instantly Non-Governmental Organization (NGO)

JUN 29, 12:25 PM



Among the unvaccinated, uncertainty remains



I will take the COVID-19 vaccine when it's available (if not vaccinated)

Health worker intentions: slightly better but hesitancy remains

- 4% of respondents are involved in the health sector and unvaccinated
- 66% of health workers are vaccinated (versus 56% for full sample)



Do you plan to get the COVID-19 vaccine? n=687

h sector and unvaccinated sus 56% for full sample)



Do you plan to get the COVID-19 vaccine? n=83

It's personal: concerns across the full range



Biggest Concern with Regards to the COVID-19 Vaccine Among Those Unwilling to Take Vaccine

Percent



Who should be the messenger? Experts and family

Trusted Source for Medical Advice by Vaccination Intention



Percent

Designing communication for personas and not averages



The power of framing – experimental evidence



* Statistically significant

I will take the COVID-19 vaccine when it's available, by treatment status

+61%*



Experts and celebrities

Experts and religious leaders

The power of framing – health workers



* Statistically significant



I will take the COVID-19 vaccine when it's available, by treatment status (health workers only)



Experts and celebrities

Experts and religious leaders

The power of framing and communicating for impact



Vaccine Resistant

Percentage point increase in responses vs. control

Overall demographic and behavioral attributes



! ____

Efficacy + Pro-social

What governments can do now

Communicating well

- Tailor messages to personas
- Focus on benefits to the individual
- Messages focused on vaccine safety, efficacy, and prosocial behavior may be most effective
- Leverage emerging social norms to encourage vaccination

What other countries are exploring

- Incentives provided through lotteries (\$, tuition, groceries)
- Variations: gamify (neighborhood vaccination rates increase winning odds)
- Local influencers
- Make it hard to remain
 unvaccinated

Making it easy

- Reminders for those registered
- Do not require registration or appointments
- Free transportation
- Mobile vaccination units



Behavioral science as part of the policy toolkit is common sense

- Understand the context diagnose, diagnose, diagnose
- Evidence 2.
- Building through existing systems for scale 3.
- 4. "Nudging" but also "BIG questions"
- Government 2.0 and the behavioral policy maker 5.







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