

# **Harnessing the Power of Nudge in Research Translation: A Tool from Agile Innovation and Implementation Science**

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# Presenters



***Malaz Boustani, MD, MPH***  
Richard M. Fairbanks Professor of  
Aging Research  
School of Medicine, Indiana  
University



***Richard Holden, PhD, MS***  
Dean's Eminent Scholar, Professor, and  
Chair, Department of Health & Wellness Design  
School of Public Health-Bloomington  
Indiana University



***Jenna Wozniak***  
Program Manager  
Innovation and Practice Division  
Pulte Institute for Global Development  
University of Notre Dame

## Why Nudge?

To change the behavior...



Of yourself



A loved one



A group of individuals  
working on a project

## Why Nudge?



Useful to change behaviors, especially in the research translation process



Useful in “framing” your skillset when establishing a new partnership



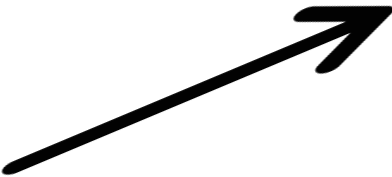
Useful in the research translation product phase as the “default” option of the research product of your project



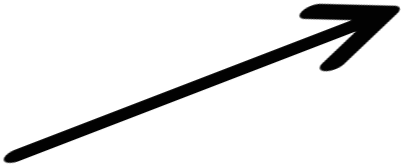
Useful as a starter of a discussion with key stakeholders by sharing statistics or quantitative findings of your study

# What is Behavioral Economics?

Thoughts and choices are influenced by



Environment



Context of a Situation



# Brain Systems



Quick, unconscious and intuitive decisions



Reflective, rational and conscious decisions

# What is a Nudge?

Behavioral Economics



Nudge



Any aspect of choice architecture that alters people's behavior in a predictable way without forbidding other options or influencing their decision with money or prizes

## How to Nudge: Step-by-Step Process



**Step 1**

Identify the Behavior



**Step 2**

Map the process



**Step 3**

Nudge selection



**Step 4**

Check your Nudge



**Step 5**

Experiment

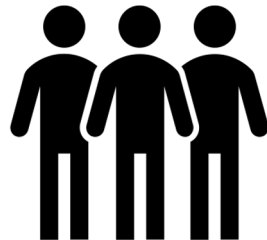


## Case Example: Municipal Waste Management in Vietnam

Bao, environmental engineer working in Vietnam



Bao works with community and local governments on improving waste management



Local businesses are dumping waste near trash cans when they are full



Behavioral change might altered through an effective nudge



## Step 1: Identify the Behavior to Change and the Desired Target Behavior



Observe a group or individuals in action



Rely on data trends



**Important to rely on observations of behavior**

## Step 1 In the Story of Bao...

Bao



Identified behavior to change: Local businesses to stop dumping excess trash near trash bins when the bin is full

## Next, You Have Two Options as a Choice Designer

Once a behavior to change and a target behavior to adopt have been identified:



Review the literature or look to other resources for a nudge that has been tried and tested for a similar context and behavior



If you cannot find a nudge option that you believe to be suitable from your research, then you can innovate a nudge on your own

## In the Story of Bao...

Bao



Reviews literature on the problem but does not find a nudge



Bao must design his nudge



## Step 2: Map the Process Leading to the Problematic Behavior

Map the choice  
architecture  
or choice process



Identify the people  
contributing to  
problem behavior



Determine the target  
audience for  
the nudge



## Step 2 in the Story of Bao...

Identify the people who affect problematic behavior



Determine the target audience for the nudge



Bao identifies business that use personal trash collection



## Step 3: Nudge Selection



Please go to the [bit.ly/Listofnudges](https://bit.ly/Listofnudges) to see a more complete list

## Most Common Nudges



Anchoring



Default



Framing



Limited Access



Priming

As you select a nudge, remember the **EAST** acronym. Keep the nudge **E**asy, **A**tttractive, **S**ocial and **T**imely.



## Step 3 in the Story of Bao...

Bao



Framing



Bao identifies one business to talk to and influence other businesses' behavior



## Step 4: Check the Potential of Your Nudge

### MINDSPACE Checklist:

- Quick way to know if your nudge is effective enough to use in a real world setting. Each item demonstrated in the next slides represents a type of nudge or intervention.
- Score each item based on your own judgment. Score each item from 1-5 by checking the appropriate score. The higher the nudge score, the more effective the nudge will likely be.
- If your score is 35 or higher, your nudge is capable of affecting behavioral change.

**MINDSPACE Checklist**  
 This checklist is a quick way to know if your nudge is effective enough to use in a real world setting. Each item below represents a type of nudge or intervention. Score each item 1-5 by checking the appropriate score. The higher the nudge score the more effective the nudge. Score items based on your own judgment. If your score is 35 or higher, your nudge is capable of affecting behavioral change.

**MINDSPACE Explanation**  
 MINDSPACE is a way to change behaviors that result from contextual influences. It stands for Messenger, Incentives, Norms, Defaults, Sallence, Priming, Affect, Commitment and Ego. With mindspace you can discourage some things (vandalism, littering, excess debt and excess absenteeism) and encourage others (volunteering, voting, saving for retirement, and increasing productivity).

**Messenger**  
 People are heavily influenced by who delivers information

1 2 3 4 5  
 POOR                      MEDIOCRE                      GREAT

**Sallence**  
 People are drawn to information perceived to be novel and relevant

1 2 3 4 5  
 POOR                      MEDIOCRE                      GREAT

**Incentives**  
 People are very loss adverse

1 2 3 4 5  
 POOR                      MEDIOCRE                      GREAT

**Priming**  
 People are impacted subconsciously by environmental cues

1 2 3 4 5  
 POOR                      MEDIOCRE                      GREAT

**Norms**  
 People are strongly impacted by their perception of what others are doing

1 2 3 4 5  
 POOR                      MEDIOCRE                      GREAT

**Affect**  
 People go with their gut feelings; their first, emotional reaction

1 2 3 4 5  
 POOR                      MEDIOCRE                      GREAT

**Defaults**  
 People go with the flow and tend not to change preset options given

1 2 3 4 5  
 POOR                      MEDIOCRE                      GREAT

**Commitments**  
 People seek to follow through on our public promises

1 2 3 4 5  
 POOR                      MEDIOCRE                      GREAT

**Ego**  
 People want to feel good about themselves

1 2 3 4 5  
 POOR                      MEDIOCRE                      GREAT

40 -45 = Grade A – Good to go!

35 -39 = Grade B – Proceed, but analyze the key elements that may be weak in MINDSPACE.

30 -34 = Grade C – Look for ways to improve the score in the areas that are weak in MINDSPACE.

25 -29 = Grade D – Make significant changes to adjust the MINDSPACE and re-score.

24 or less = Grade F – Make a new plan for the appropriate behavior change.

Total Score (1-45) =

## In the Story of Bao...

Bao



Uses the  
Mindspace Checklist



# MINDSPACE Checklist: What Does Each Score Mean?

40-45 = Grade A - Good to go!

35-39 = Grade B - Proceed, but analyze the key elements that may be weak in MINDSPACE.

30-34 = Grade C - Look for ways to improve the score in the areas that are weak in MINDSPACE.

25-29 = Grade D - Make significant changes to adjust MINDSPACE and re-score.

24 or less = Grade F - Make a new plan for the appropriate behavior change.

**Bao adds the values that he assigned to each category and finds that his nudge gets a score of 35.**

## Step 5: Experiment Using the Selected Nudge

Now that the nudge has been selected, a user can experiment by running a nudge sprint.



**Part 1: Plan for implementation**



**Part 2: Create a termination plan and evaluation plan**



**Part 3: Implement nudge**



**Part 4: Review Outcome**



**Part 5: Assess if nudge resulted in a desired behavior change**

## In the Story of Bao...

Bao



Runs his experiment  
for 6 months



Change in behavior;  
Success



## Conclusion

- Identify the target behavior
- Map the choice process
- Map the people involved
- Identify the target audience for the nudge
- Select a nudge
- Test the nudge
- Assess the outcomes and repeat the process



