

3 WAYS BEHAVIORAL SCIENCE

CAN IMPROVE PROJECT DESIGN

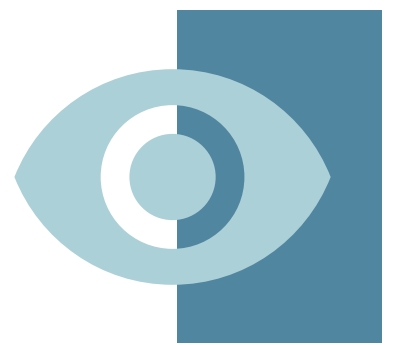
DIAGNOSING THE PROBLEM

Behavioral insights can shed light on potential “**behavioral biases**” (a systematic error in thinking that can lead an individual to make a less desirable choice); pre-existing mental models (someone’s thought process about how something works in the real world); and underlying social norms.



IMPROVING THE DESIGN OF THE INTERVENTION

By identifying **behavioral bottlenecks**, behavioral insights can improve the efficiency of an intervention in cost-effective ways.



IMPROVING THE EVALUATION OF THE INTERVENTION

By looking at **behavioral responses** to projects, evaluators can better appreciate the real-world impact of their projects. This requires new approaches—looking beyond traditional metrics, to new indicators and more nuanced baselines. Evaluators should always be asking: “What indicators can be collected to measure people’s behavioral responses (or lack of them) to an intervention and the impact on outcomes?”



To illustrate some of the opportunities, a recent IEG report assembled examples of effective behavioral approaches from three sectoral domains: education, health, and social protection.

Read more about the findings of this report <https://ieg.worldbank.org/behavioral-approaches>

