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Co-founder/Director

social engine

# social engine

- Strategic Comms
- Stakeholder insight
- Behaviour change

[www.social-engine.co.uk](http://www.social-engine.co.uk)



**How the big organisations  
use science  
to gain money and attention  
and  
you can too!**

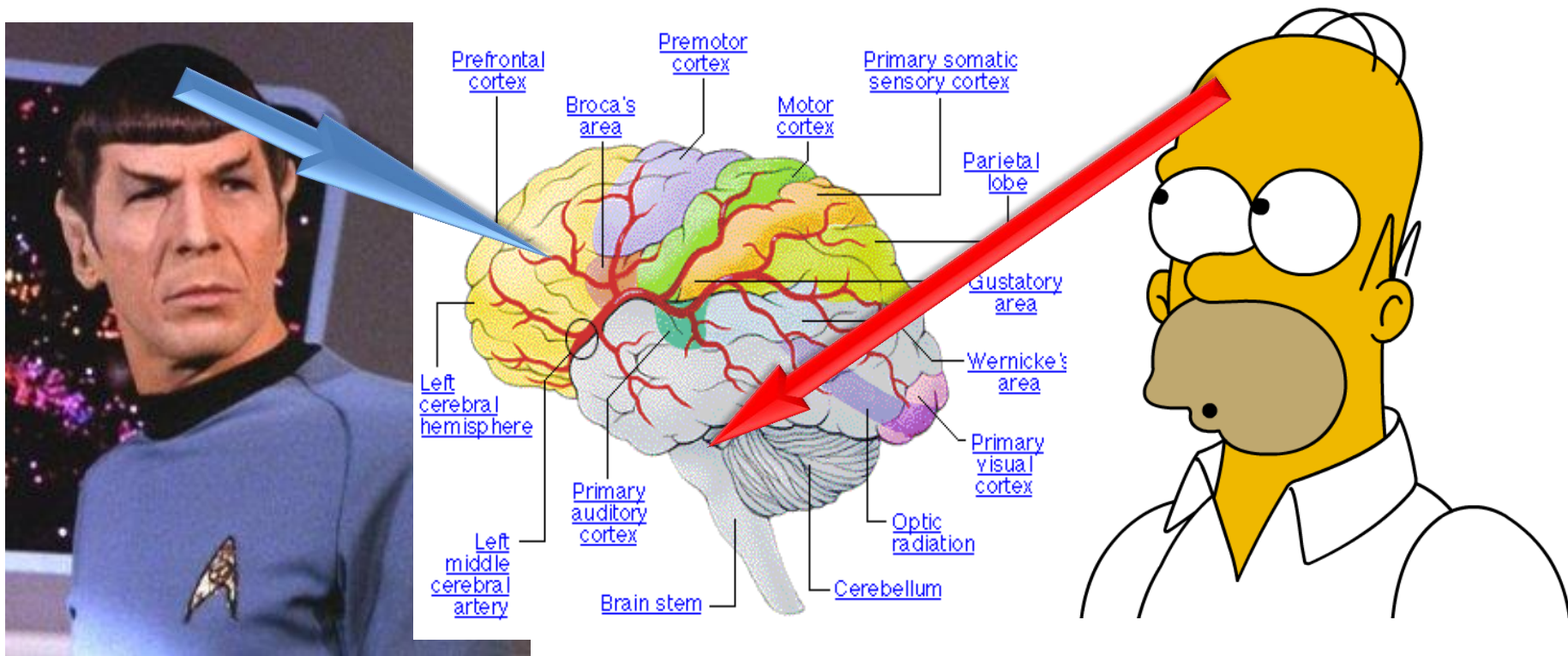


**Or...**

**What we know about the brain  
and  
how to make use of it**



# The neural tug of war





**Quiz time!**

**What happened next?  
(and why?)**

# Why?

## Social Norms

A sign in a hotel room asked people to recycle their towels to save the environment and 35.1% did so. When the sign said that most guests at the hotel recycled their towels at least once during their stay, how many complied? **44%**

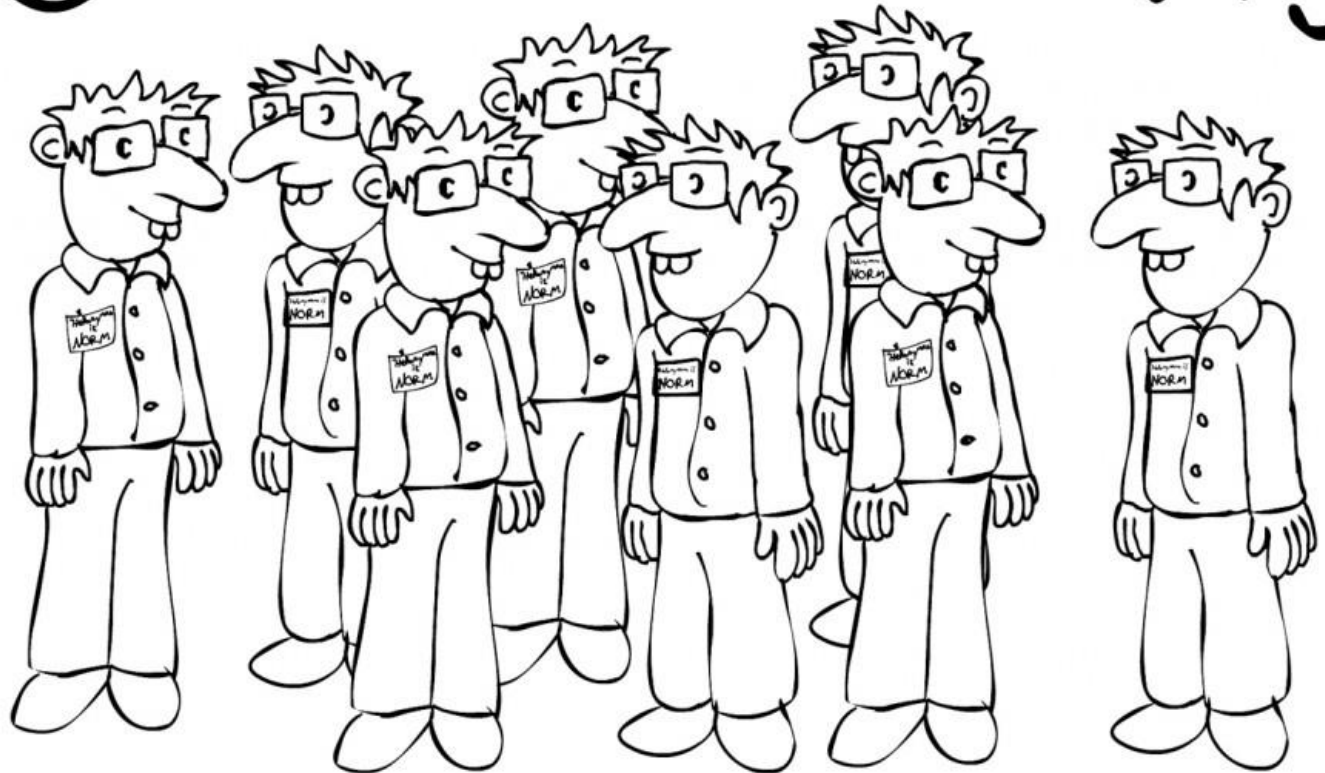
When the sign said that most previous occupants of *the room* had reused towels at some point during their stay, how many recycled? **49%**



# Norms

We are strongly influenced by what others do

## SOCIAL NORMS



# Why?

## Priming

A group of people was asked to think about football hooligans and another group asked to think about university professors for five minutes. They were then given Trivial Pursuit questions to answer. The first group got 42% correct, how many did the second group get right?

55%

# Priming

Our behaviour is often influenced by sub-conscious cues:

- Words
- Smells
- Sounds
- Sights



# Why?

## Commitment

Smokers trying to quit were given a savings account which they put money into for six months. If they passed a nicotine test the money was returned to them, otherwise their money was forfeited. When surprise tests were conducted 6 months later those with the savings account were more likely to have stopped than those without it. But by how much?

30%

# Commitment

When we make a commitment (especially publicly) we are more likely



to  
stick  
it

# Why?

## Defaults

In 2012 the government introduced automatic pension enrolment – initially for large companies. Results show that the number of people in company pensions schemes rose from 61% to what?

83%  
(400,000 more people)

# Defaults

We like to 'go with the flow' of pre-set options

The screenshot shows the Facebook 'Privacy Settings and Tools' interface. On the left sidebar, the 'Privacy' option is circled in red. A large red arrow points from the bottom left towards the 'Only Me' option in the 'Who can see your future posts?' dropdown menu, which is also circled in red. The 'Only Me' option is currently selected, indicated by a checkmark. Other options in the dropdown include 'Public', 'Friends', 'Custom', 'Close Friends', 'Categories, Excluded Area', and 'See all lists...'. At the bottom right, there are two 'Edit' buttons, both circled in red. The 'wikiHow' logo is visible in the bottom right corner.

**Privacy Settings and Tools**

**Who can see my stuff?**

**Who can see your future posts?** Close

You can manage the privacy of things you share by using the audience selector right where you post. This control remembers your selection so future posts will be shared with the same audience unless you change it.

What's on your mind?

1 9 Friends Post

**Remember:** You changed this setting in...

Review all your posts and...

Limit your audience for posts you've shared with Friends or Public?

**Who can look me up?**

Who can look you up using the email address or phone number you provided?

Do you want other search engines to link to your timeline? On

Edit Edit

wikiHow

# Why? Messenger

Employees at Deutsche Bank were asked whether they would donate a day of their salary to charity. When personalised emails were sent from the CEO asking staff to contribute how did it affect the response rate?

+300%



# Messenger

Who is communicating matters as much as what they are saying.



# Why? Affect

When adverts for a loan included a picture of an attractive, smiling woman, people were more willing to pay more for the same loan. How much more were they willing to pay for the loan?

25%



# Affect

Emotional associations can shape our actions



# Why?

## Incentive

Residents of a Swiss town were asked if they would agree to a nuclear waste facility being built nearby and 50% of them agreed. When the same question was asked, but residents were told they would receive financial compensation, how many of them agreed to the waste facility?

25%

# Incentives

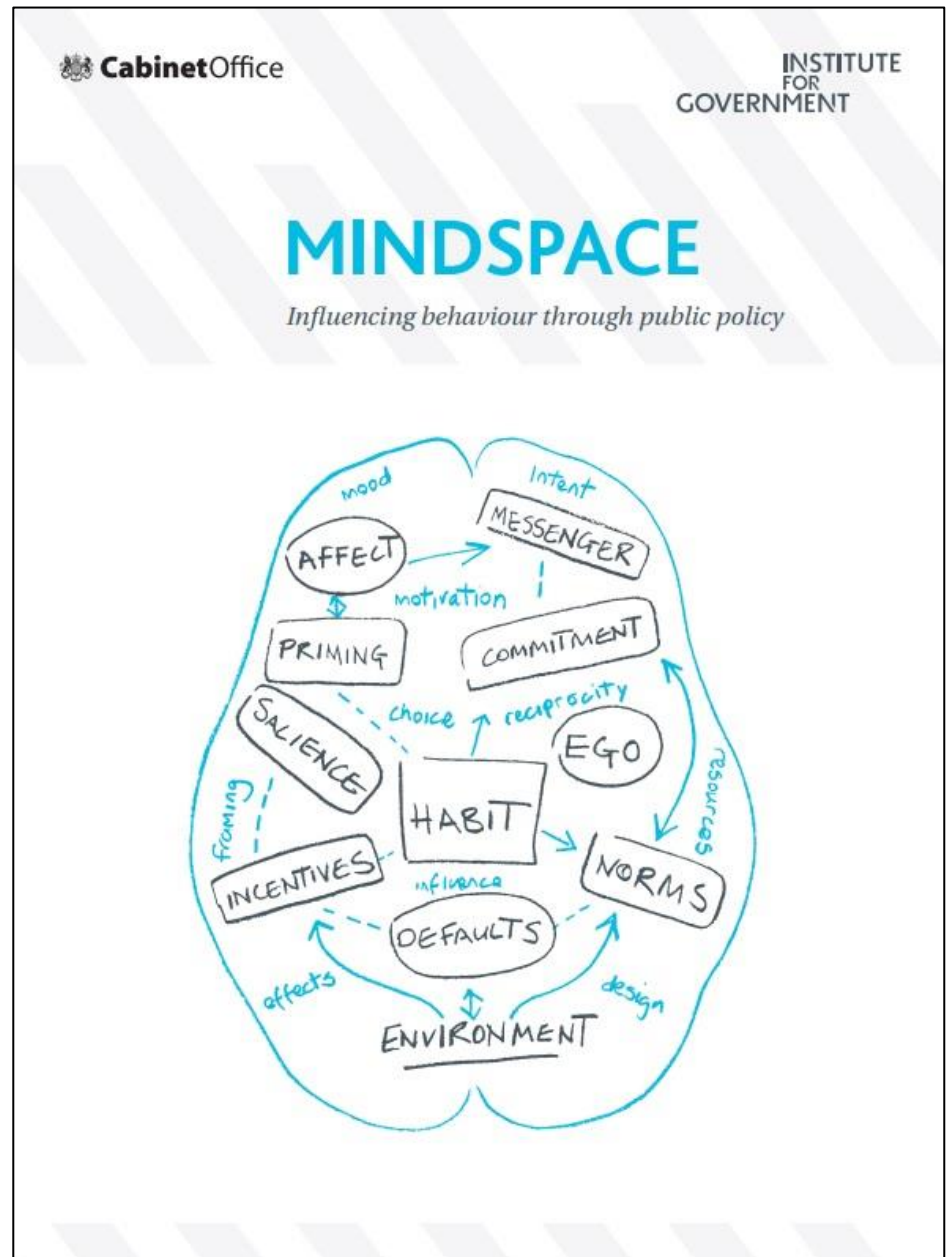
We respond to incentives – both extrinsic and intrinsic (but they don't always mix well)





# **Using Behavioural Insights**

**Messenger**  
**Incentives**  
**Norms**  
**Defaults**  
**Salience**  
**Priming**  
**Affect**  
**Commitment**  
**Ego**



# **Putting it into practice:**

Nudging residents to increase  
Council Tax collection



**Lambeth**



# Trial design

- Do small changes to Council Tax bills affect whether people pay or not?
- Three treatments tested:-
  - ✓ **Simplification** - to encourage compliance.  
Design based on 'eye-tracking' research
  - ✓ **Social norm** – people strongly influenced by what those around them are doing
  - ✓ **Combined** – both simplification and social norm in one treatment

# Simplification - eye-tracking research



# Running the experiment

**Lambeth**  
Council Tax  
Bill for 2014/15

Your Account number



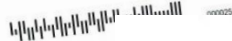
## Key Information

- Pay your council tax now or your bill could go up by £127
- Make your first payment before 1<sup>st</sup> April 2014
- Tell us now if we have any of your details wrong
- Over 95% of Lambeth Residents pay their council tax

Date:  
15 March 2013

Account enquiries:  
Call 0345 302 2312

Property subject to council tax:



## Key Information

- Pay your council tax now or your bill could go up by £127
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- Tell us now if we have any of your details wrong
- Over 95% of Lambeth Residents pay their council tax

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01.06.2013	£96.00	01.01.2014	£96.00
01.07.2013	£96.00	01.09.2013	£96.00
01.08.2013	£91.34	01.10.2013	£96.00
01.04.2013	£96.00	01.11.2013	£96.00
01.05.2013	£96.00	01.12.2013	£96.00
01.06.2013	£96.00	01.01.2014	£96.00
01.07.2013	£96.00		
01.08.2013	£96.00		
01.08.2013	£96.00		

See overleaf for details of how to pay.

### MyLambeth

Want an easy way to manage your council tax online? Sign up to MyLambeth, and you'll be able to make online payments, sign up for council tax direct debit, view your balance and payments, search for your council tax band, tell us if you are moving in or out of your home and make enquiries about other council services. It's free to register, easy to use and gives you access to your account from your PC, laptop or mobile device, 24/7. So save time and do it online. Visit [www.lambeth.gov.uk/mylambeth](http://www.lambeth.gov.uk/mylambeth) for more details.

Need advice on debt, benefits or housing?

one  
lambeth  
advice

visit  
[www.one.lambethadvice.org.uk](http://www.one.lambethadvice.org.uk)

### How to Pay and Contact details

Please ensure your payment is received by the date stated overleaf  
Direct Debit - 6 monthly dates to choose from - 1, 5, 10, 15, 20 and 25, call 0345 302 2312 to set this up or go to [www.lambeth.gov.uk/counciltax](http://www.lambeth.gov.uk/counciltax)

Debit or Credit Card - [www.lambeth.gov.uk/counciltax](http://www.lambeth.gov.uk/counciltax) or 24 hour payment line - 020 8290 2080, please quote your account number 77777777, if paying through your bank, please quote our sort code 57-85-07, account number 00000000, followed by your council tax account number

#### Other Payment Options:

PayPoint - please go to any retailer displaying the PP sign, you will need to leave 3 working days for it to reach your council tax account.

Bank or Post Office - Please take your payment to the nearest branch, you will need to leave 3 working days for it to reach your council tax account.

barcode to accept your payment, you may be  
g hours - Monday - Friday 9am to 4:15pm

! IRD, opening times Monday - Wednesday 9am  
Monday - Friday - 9am-5pm

ide in accordance with the Data  
it you may be used, either within the  
also use this information for the  
ir central customer records in order to  
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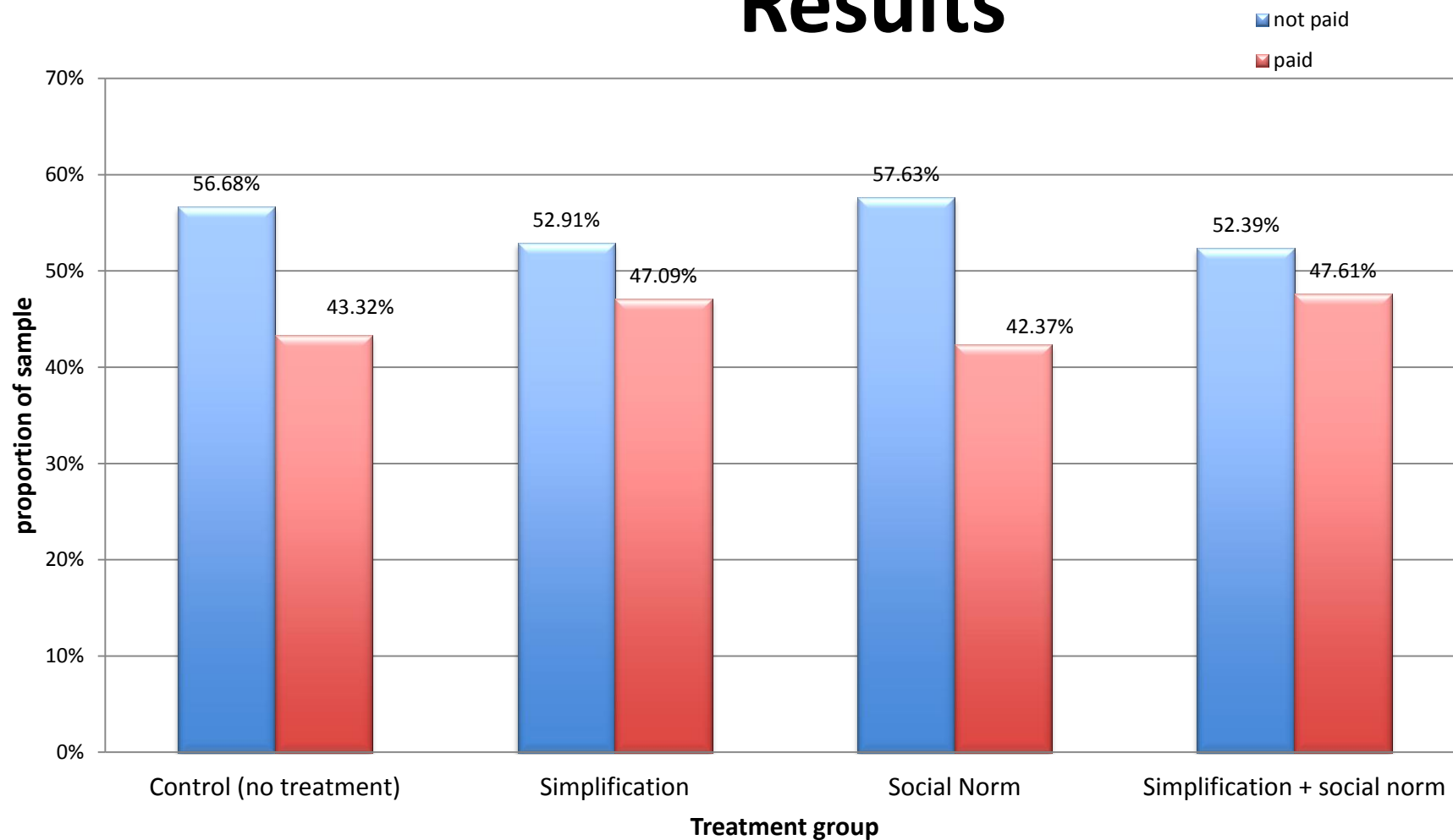
in the Council Tax Guide is now  
[www.lambeth.gov.uk/counciltax](http://www.lambeth.gov.uk/counciltax). If you would like to  
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's sub-letting their property  
and fraudulently? Or fraud  
to like to hear from you. You  
'fraud costs us all - last year

working in partnership with the London Borough of Lambeth to manage the collection of council tax. Registered in England No. 2299747.

# Results



## Results

- **Simplifying** Council Tax bills significantly increased the proportion of people paying **by 4 percentage points**
- **Social Norm did not affect payment levels** although there was variation among council tax band
- The change was equivalent to **over £1m of additional revenue** being collected plus a significant reduction in debt recovery costs



**Any questions?**

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