

world development report 2015



MIND, SOCIETY,
AND BEHAVIOR







unicef
WE SUPPORT UNICEF

ASAANA AIRLINE

49



ENGINE POWER
ANT ICE INT
HYDRAULIC CONTROL
ST BELT
L WIPER
R WIPER
LO/ME
HI/LO
OFF

LOGS LTR
W TIP
NORM FUELSEL
TAXI
FLOOR
DISPLAYS
PILOT
COPILOT
E ENG
R ENG
CABIN GALLEY RADIO
ARJ
CLAMP
STRETCH
ON
OFF
RECORD/STBY
AGA
Pilot
Pilot
L/R/S
R/L/S
Q/R
P/R/S
OFF
OFF
OFF
0
0
ON
MIX PUMP
OFF/MIX
ON

133 343 3000

FMS 1 2
NOV 12

ENG START
FUEL
PUMP/LETS
WING LEIST
100%

NO SMOKING

111
13000
0.40

115
10000
0.40

FMS1

OIL PRESS
CEL TEMP
EIR
L 0.00 LP 0.00
R 0.00 LP 0.00
FUEL TEMP
FUEL QTY
133000
8000 4000

1300
1300
1300
1300
1300
1300
1300
1300

111
13000
0.40

115
10000
0.40

FMS2

NO SMOKING

BRAKES
L
R

L
R

Clipboard with a checklist or flight manual page.

ACTIVE FLT PUMP
FUEL COCK
OPEN

FUEL COCK
OPEN



All policy rests on assumptions about choice

Development policy 1.0:

Humans make decisions **deliberatively**, on the basis of consistent and **self-interested** preferences and explicit **information**.

All policy rests on assumptions about choice

Development policy 2.0:

*People think **automatically***: when deciding, we usually draw on what comes to mind effortlessly

*People think **socially***: social norms guide much of our behavior, and most of us are conditional cooperators

*People think with **mental models***: what we perceive and how we interpret the world depends on concepts and world-views drawn from our societies and shared histories

We think automatically
This gives us a partial view of the world.



4351

7684

1368

4691

9274

2507

2819

5142

$$1 \times 2 \times 3 \times 4 \times 5 \times 6 \times 7 \times 8 = ?$$

$$8 \times 7 \times 6 \times 5 \times 4 \times 3 \times 2 \times 1 = ?$$

$$1 \times 2 \times 3 \times 4 \times 5 \times 6 \times 7 \times 8 = ?$$

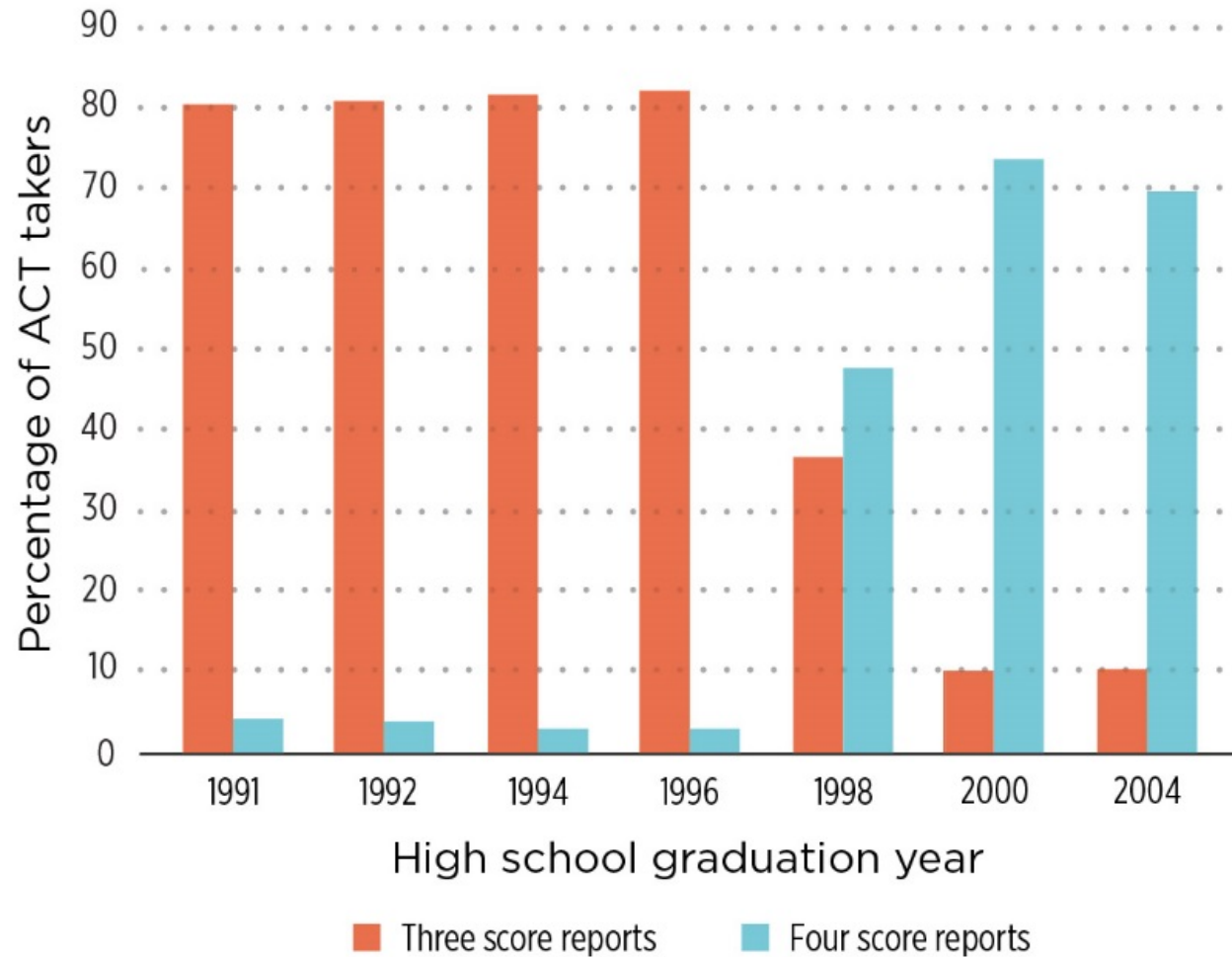
Median answer is 512

$$8 \times 7 \times 6 \times 5 \times 4 \times 3 \times 2 \times 1 = ?$$

Median answer is 2,250

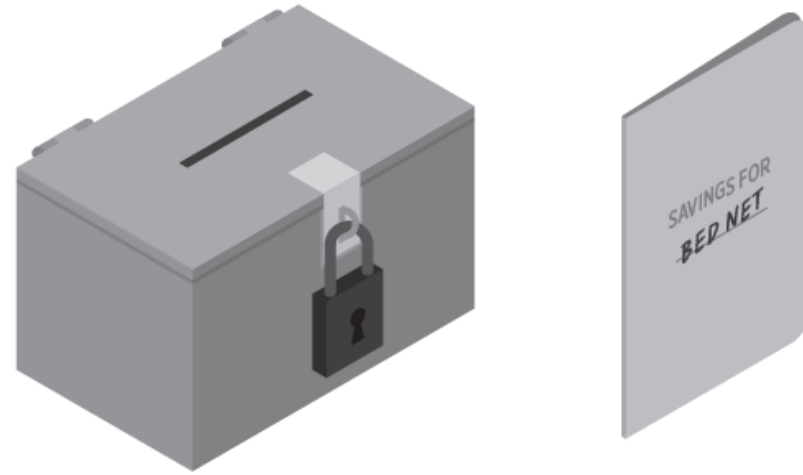
The correct answer is 40,320

Number of ACT scores sent, by high school graduation year

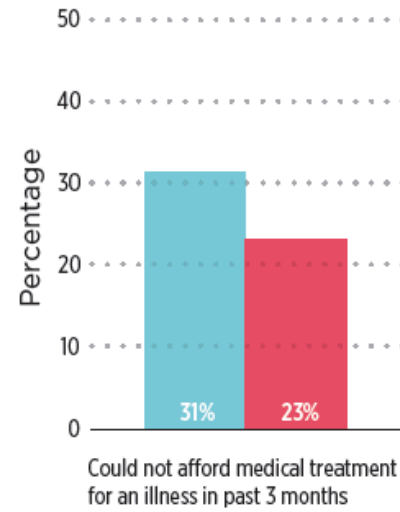
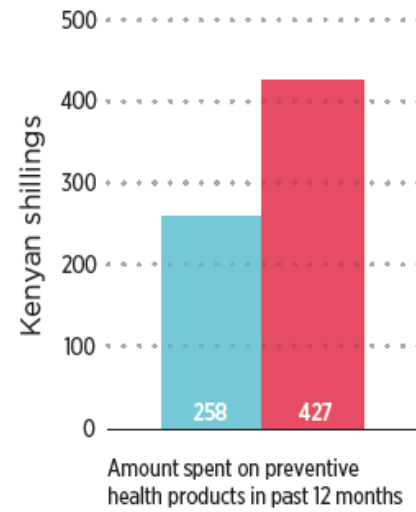


Source: Pallais, forthcoming.





- Verbal encouragement to save for health needs
- Verbal encouragement + labelling + a lockable box





We think socially

What others think, expect, and do influences our preferences and decisions







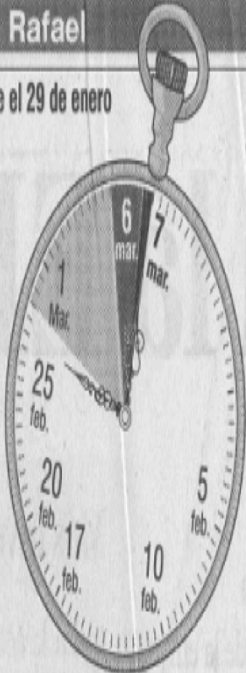
**Coloque la imagen de San Rafael
junto a la llave que más usa**



El reloj de San Rafael

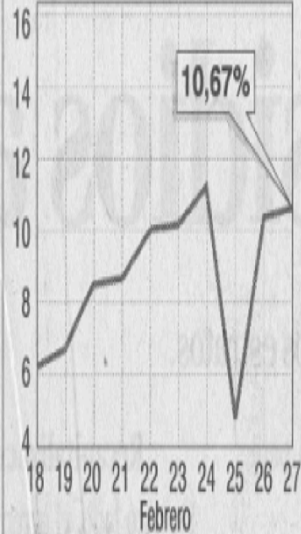
Estado del embalse entre el 29 de enero y el 7 de marzo

-  Agua consumida
-  Reserva de agua sin racionamiento
-  Días críticos con racionamiento (a partir del 6 de marzo)
-  Nivel mínimo del embalse



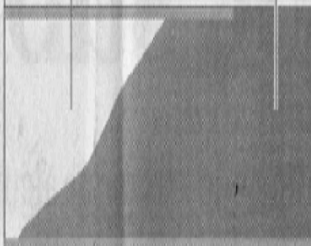
Tendencia del ahorro

Ahorro diario de agua en porcentajes



Cronograma de obras

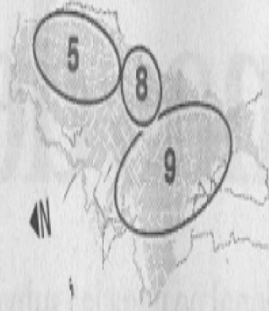
Inicio de las obras 2 feb.
Llegada al sitio del derrumbe 24 feb.



Finalización de las obras en Chingaza **20** Marzo

Reporte de daños

Averías reportadas por la EEAB en tubos del acueducto



Zona Norte **5** Zona Sur **9**
Zona Centro **8**

Ojo a los tubos

Luego de los incidentes que hace algún tiempo entre la y Alcantarillado de Bogotá de Obras Públicas (SOP) y gas, porque algunos contratistas, el gerente Alejandro De está superado. Ahora el pro tratistas de Telecom.



Fotos: Abel

MARGARITA ROBAYO recibió un afiche como premio por su ahorro de agua durante esta emergen

Cómo están economizando los ciudadanos

1. ¿De qué manera está economizando agua?

2. ¿Qué sugiere que se debe hacer para ahorrar agua?

EDGAR DUCÓN

Empleado, 37 años

1. Ahorro agua lavando la ropa por grupos.

2. Mayor control sobre los lavaderos de carros y sobre las líneas de conducción del acueducto.

LUIS ESQUIVEL

Empleado, 40 años

1. Cierro la llave de la ducha cuando me estoy enjabonando y la del lavamanos cuando me cepillo los dientes.

2. No desperdiciarla regando jardines ni lavando carros.

MIGUEL CASTELBLANCO

Representante de ventas, 34 años

1. Cierro la llave cuando me enjabono y me baño lo más rápido posible. Lo mejor es seguir los consejos de la Alcaldía.

2. Estar pendiente del tan-



EDGAR DUCÓN



LUIS ESQUIVEL



MIGUEL CASTELBLANCO



ALEJANDRO GÓMEZ



LEONOR ALVARADO



RICARDO DÍAZ

ALEJANDRO GÓMEZ

Vendedor, 25 años

1. Solo lavar ropa los fines de semana.

2. Casi todos los métodos ya son conocidos. Bajar el agua de la cisterna cada tres usos, bañarse en parejas o cerrar la llave cuando se estén enjabonando.

LEONOR ALVARADO

Estudiante, 22 años

1. Lavo la loza en una sola tanda y no bajo el agua de la cisterna todas las veces.

2. Bañarse con el marido y lavar la ropa cada ocho días.

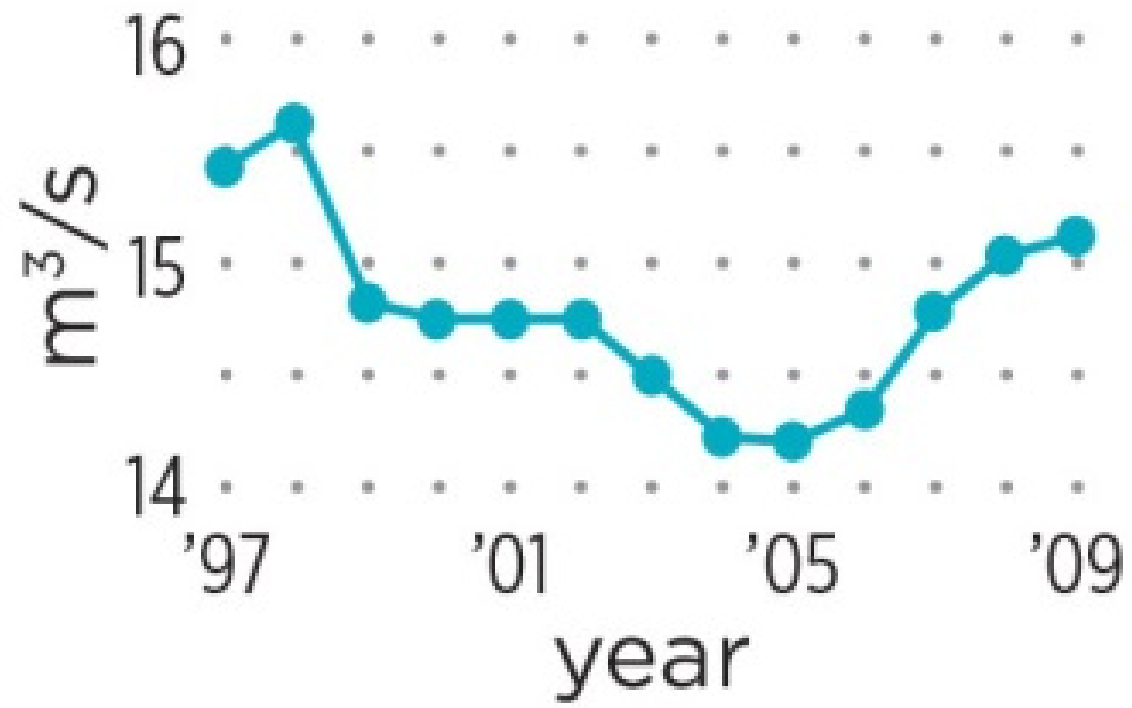
RICARDO DÍAZ

Ingeniero de sistemas, 26 años

1. Ahorro lavando la mitad de la ropa y cerrando la llave de la ducha mientras me enjabono.

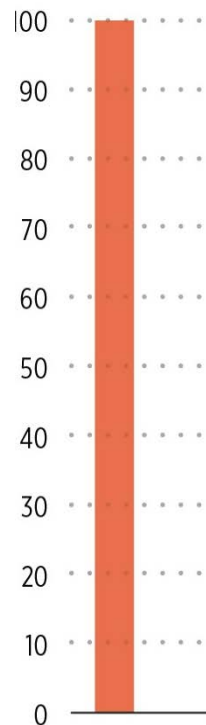
2. Tener más conciencia cuando se está en el baño. Muchas veces uno abre la llave antes de comenzar a lavarse las manos. Hay que cerrar la llave se cepillan los dientes.

que de agua y hacerle un mayor control, especialmente cuando es de una sola casa.

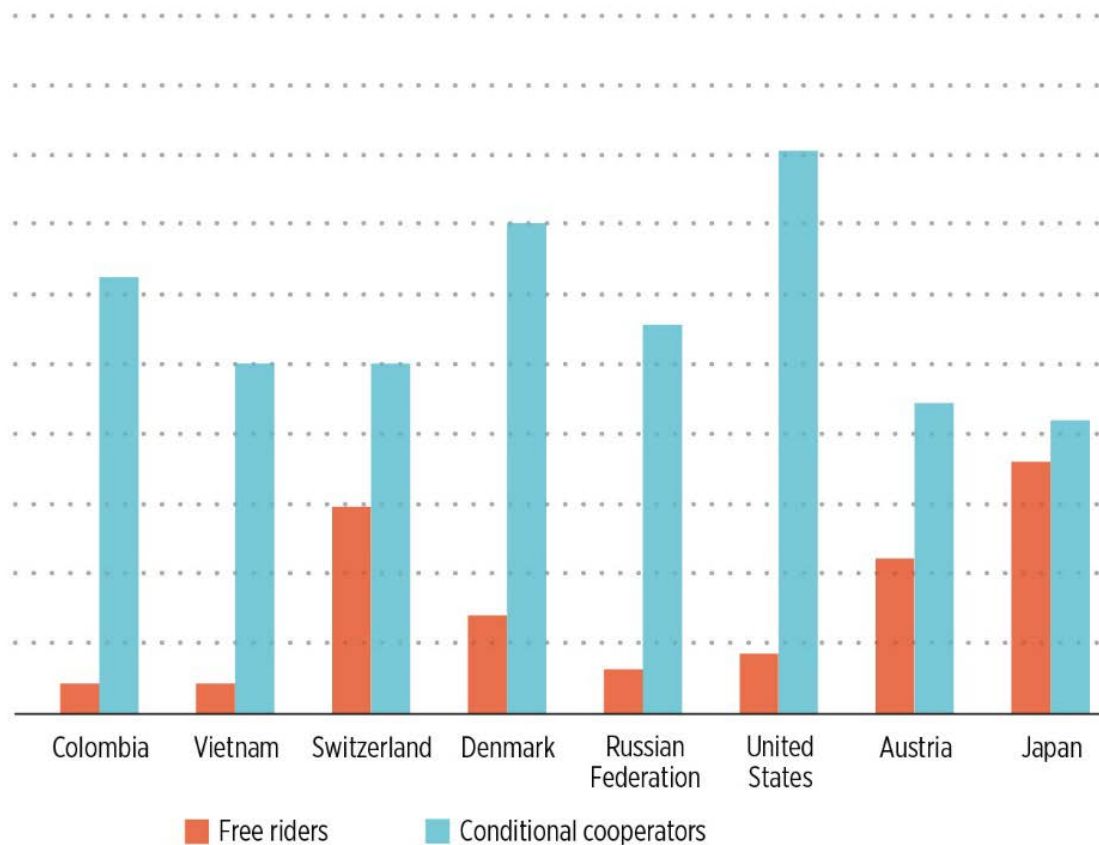


Percentage of the population demonstrating contributor behavior

a. Behavior predicted in standard economic model



b. Actual behavior revealed in experiments



Source: Martinsson, Pham-Khanh, and Villegas-Palacio 2013.

Note: Because some individuals demonstrate patterns of behavior that do not fall into either of the two categories, the bars do not sum to 100 percent.





BLACK Prince

CUBAO DIAMOND PANTRANCO

MARYLAND ST.
BULEY PANGKALAN

WANTED TO
BUY JEEP
MERCURY-RORES
CALL 797 3471

Activating social norms to make roads safer

Don't just **sit** there as he drives
dangerously! **STAND UP. SPEAK UP. NOW!**

This message has been given in the interest of passenger safety with support from:



Je, ukiendeshwa **vibaya**, utafika?
KAA MACHO. KAA CHONJO. TETA!

Huu ujumbe umeletwa kwa manufaa ya usalama wa msafiri na usaidizi kutoka:



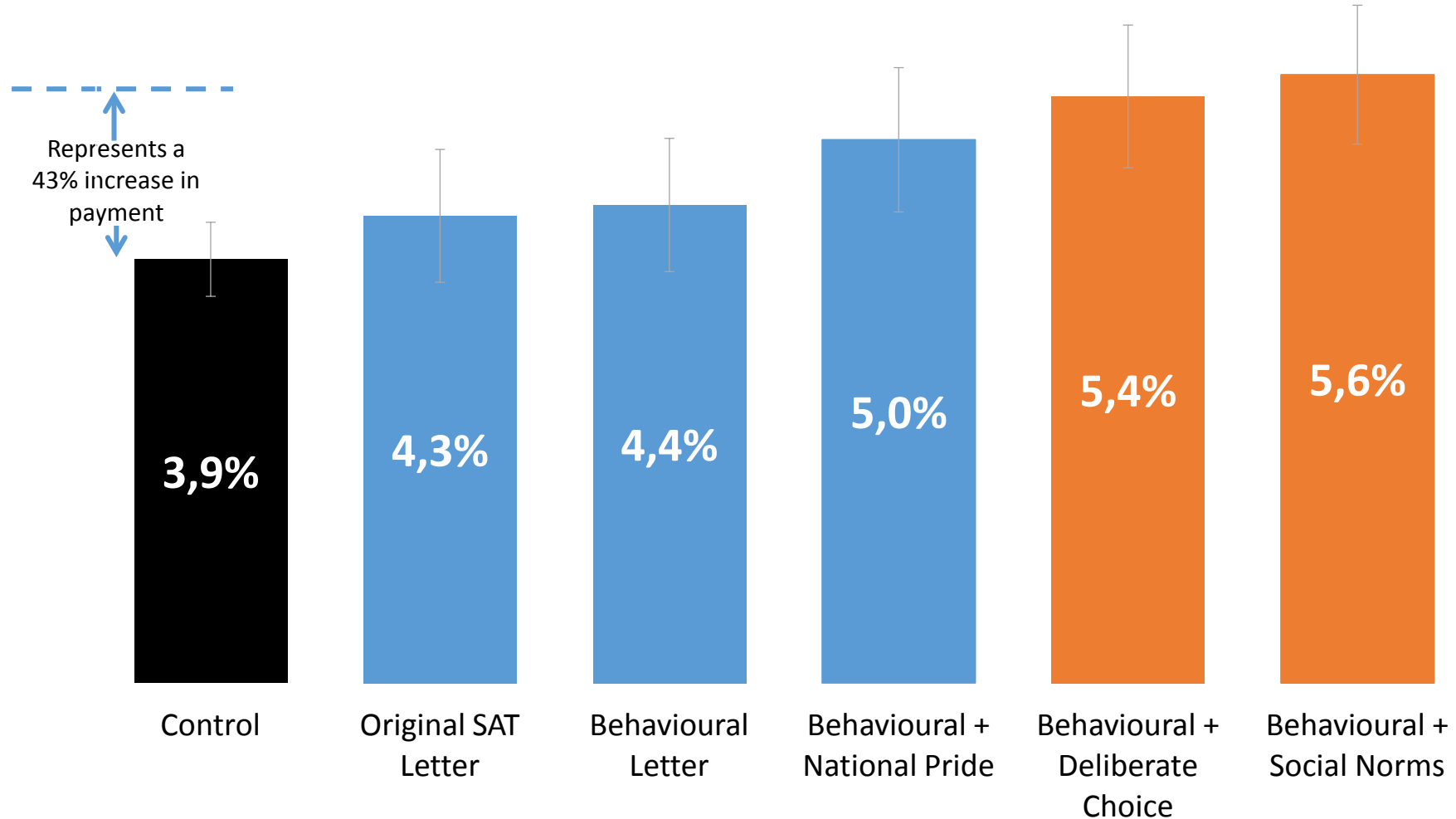
Activating the social norm of tax payments

(Hallsworth et al 2014)

- “Nine out of ten people pay their tax on time.”
1.3%
- “Nine out of ten in the UK people pay their tax on time.”
2.1%
- “Nine out of ten people pay their tax on time. You are in the very small minority who have not paid us yet.”
5.1%
- “Paying tax means we all gain from vital public services like the NHS, roads, and schools.”
1.6%
- “Not paying tax means we all lose out on vital public services like the NHS, roads, and schools.”
1.6%

Getting people to pay their taxes

Percentage of taxpayers that **paid** tax by letter received



Activating the social norm of tax declaration

(Battiston and Gamba 2013)



Consumers as tax auditors

(Naritomi 2014)





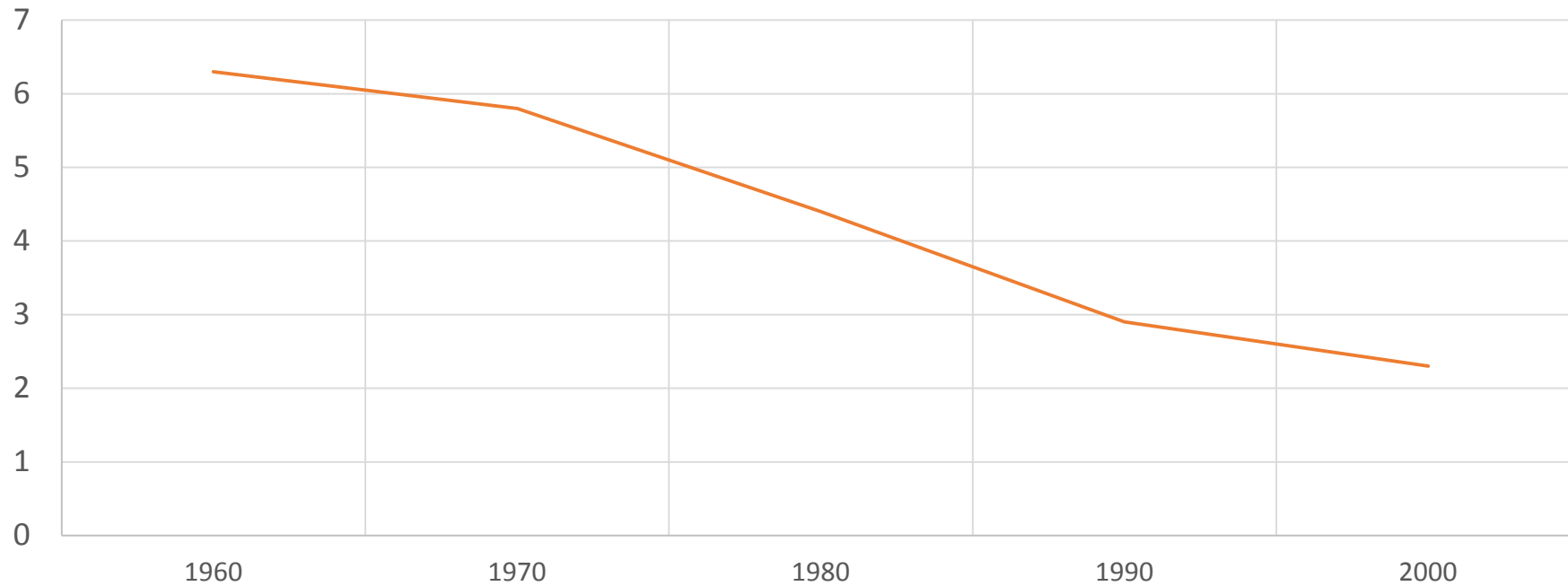
We think with mental models
This gives us a partial view of the world.





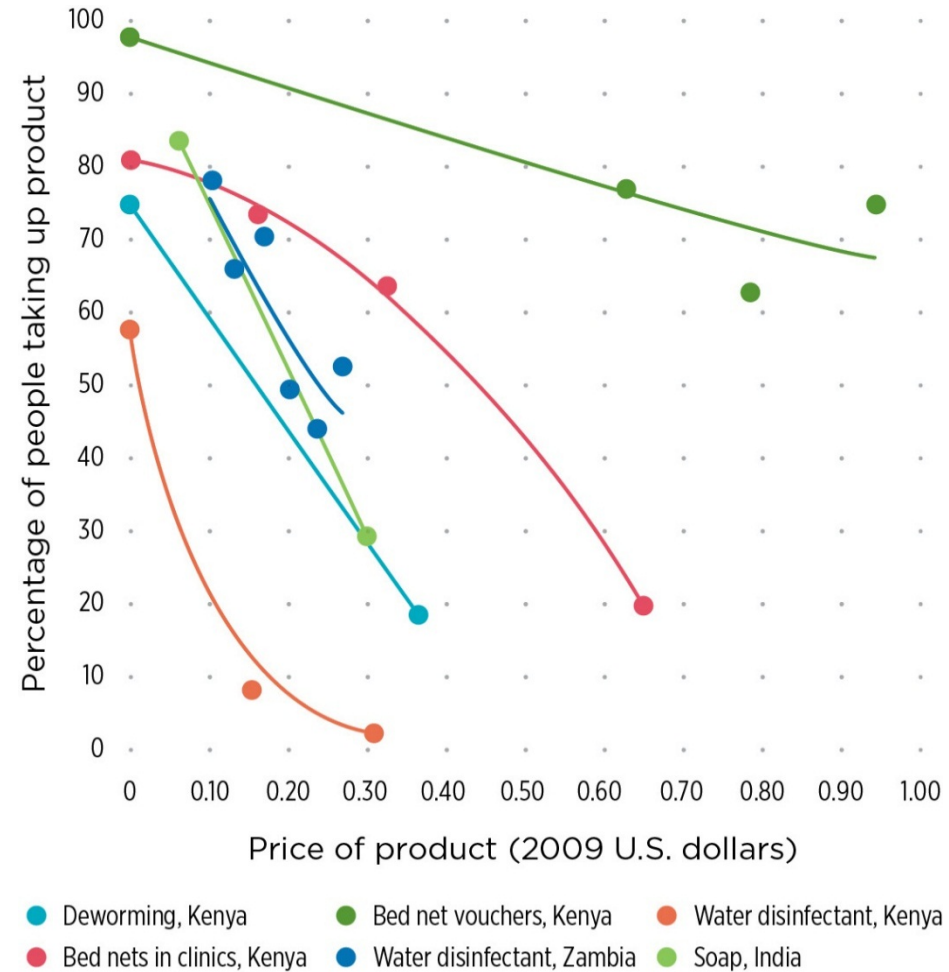
Shifting mental models with role models

Fertility rate in Brazil (1960 - 2000)





Free! as a mental model



Source: Abdul Latif Jameel Poverty Action Lab 2011.

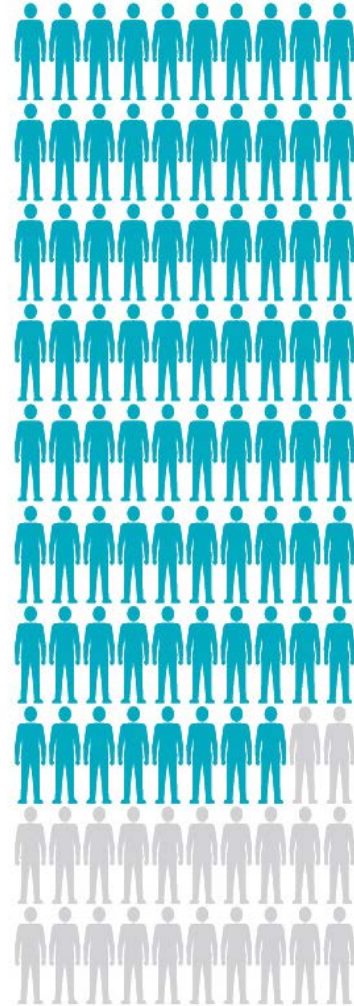
Poverty

Poverty is a decision making context

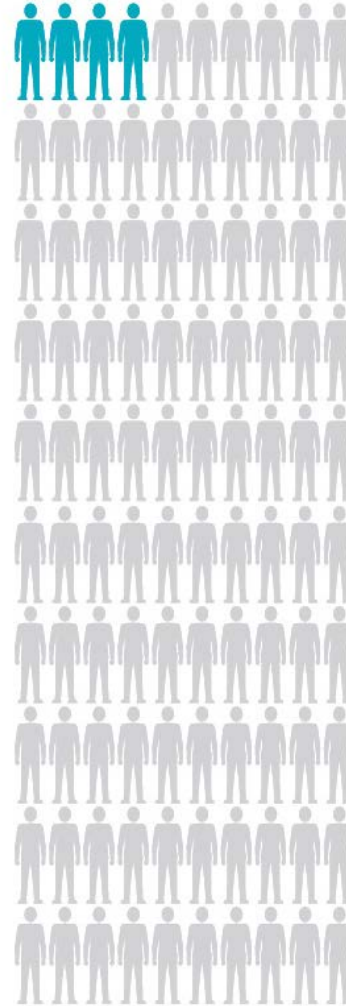


Percentage who had pawned their belongings

Before

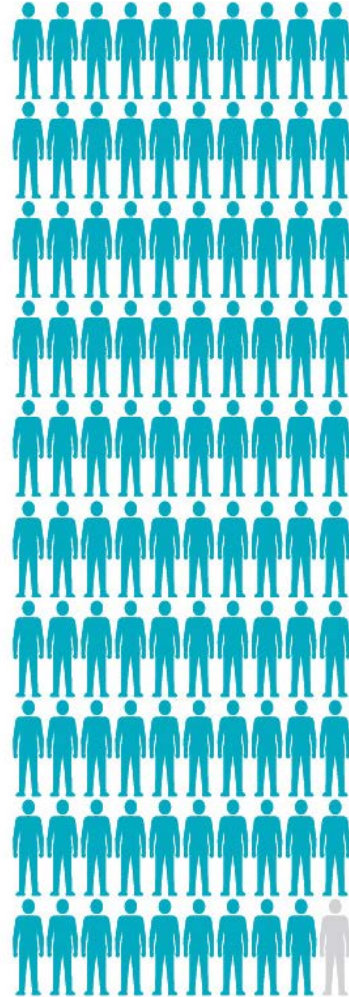


After

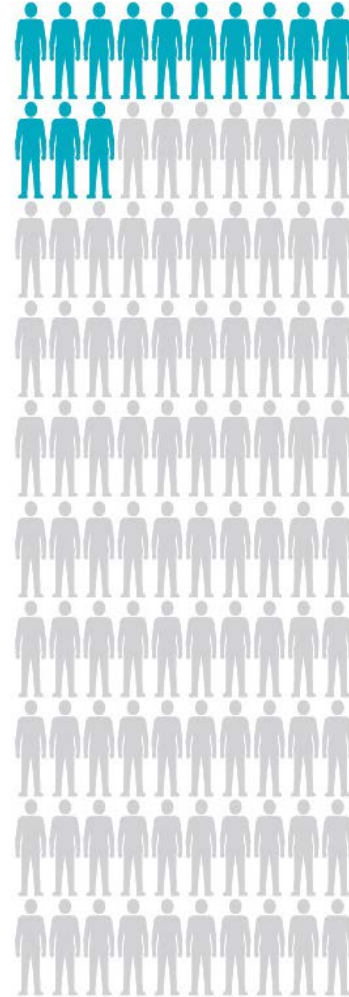


Percentage of people with loans

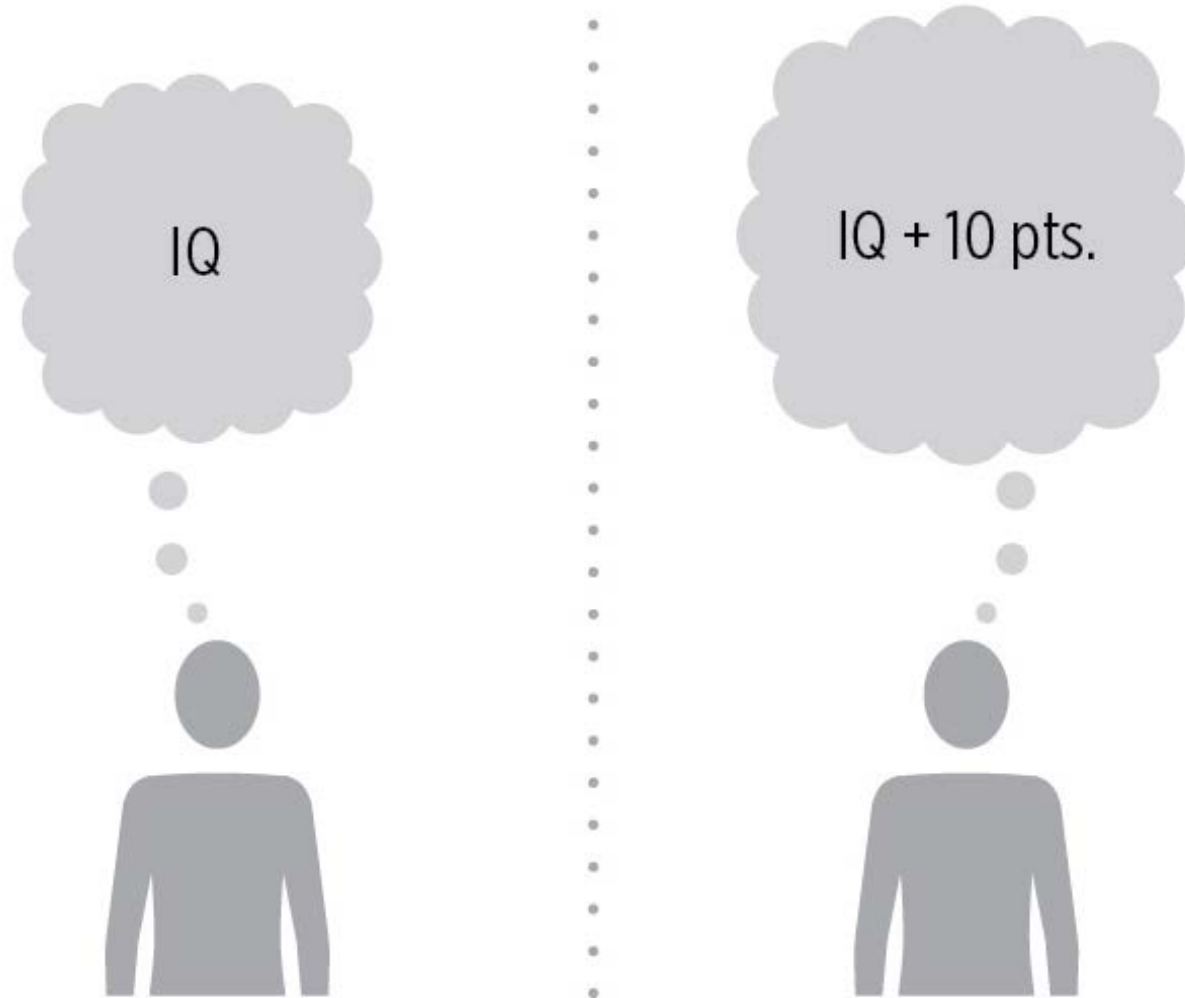
Before



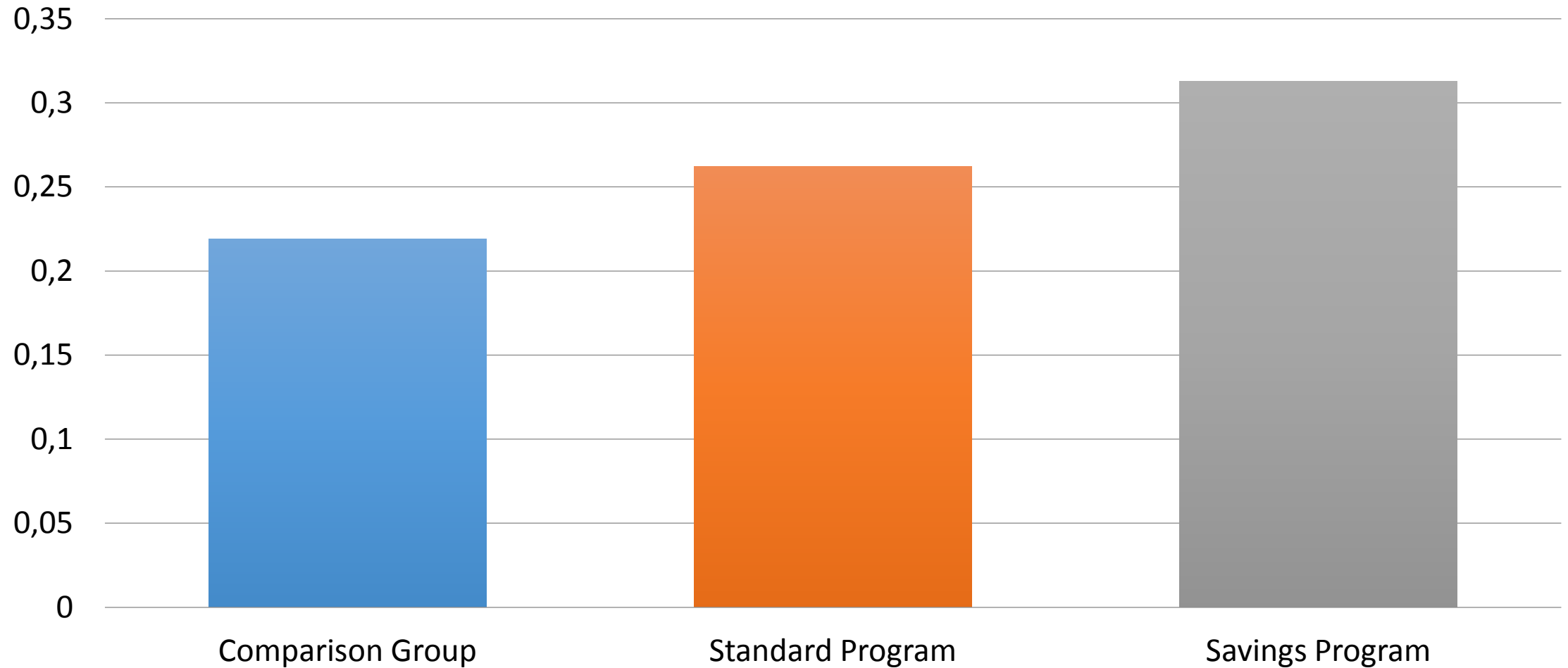
After



Cognitive cost of poverty: test scores



Effect of The Timing of Transfer Programs on Enrollment in Higher Education (Barrera-Osorio 2011)



A mirror to ourselves:

Are **experts** exempt from **biases**?



SERVICE
STRIKE

WE DEMAND
A LIVING
WAGE!

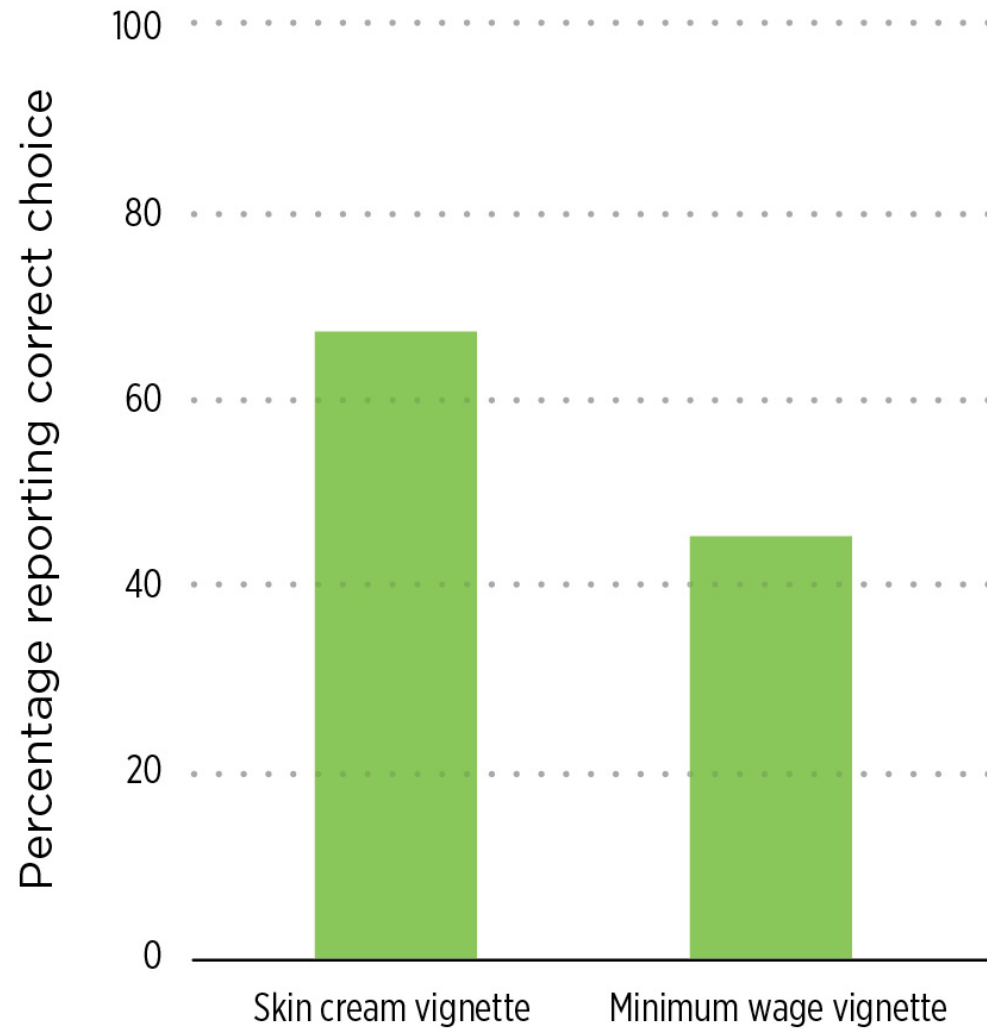
CONSOLIDATE THE UNION - CONSOLIDATE WORKING CLASS POWER



The same data in two different contexts

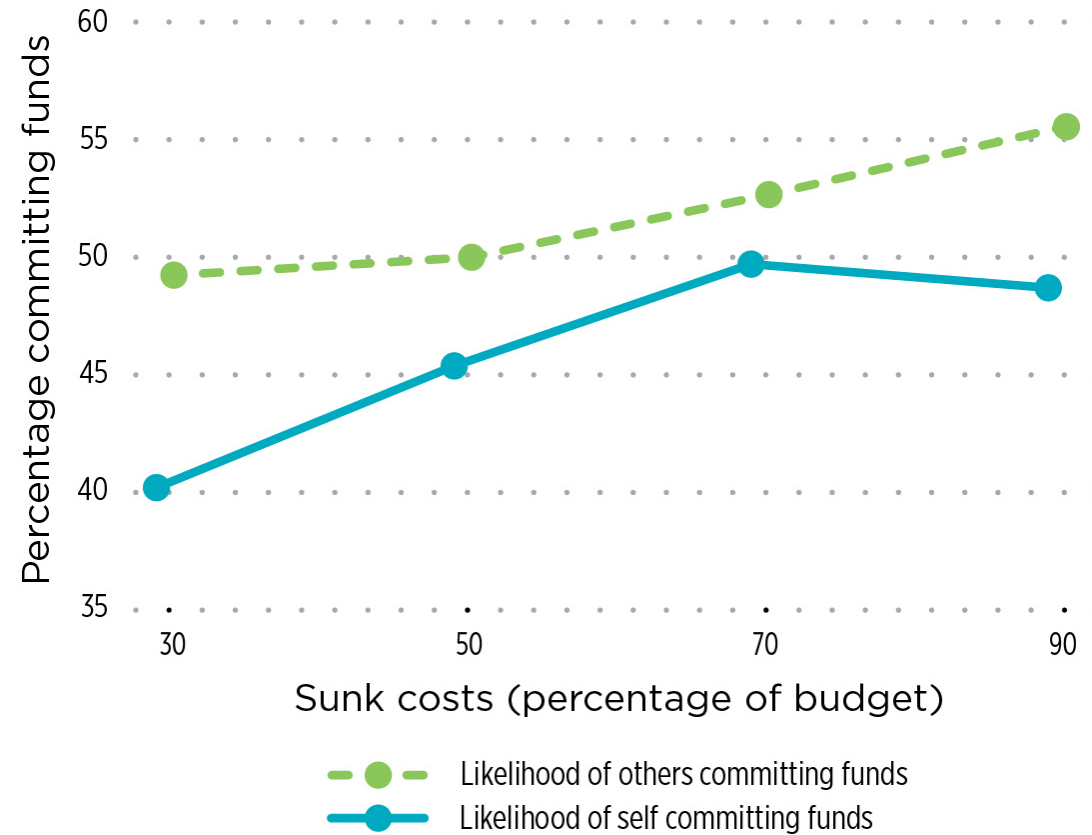
	Good Outcome	Bad Outcome
Individuals taking action X	223	75
Individuals taking action Y	107	21

A mirror to ourselves: Are **experts** exempt from **biases**?



Source: WDR 2015 team survey of World Bank staff.

Our own biases—sunk costs



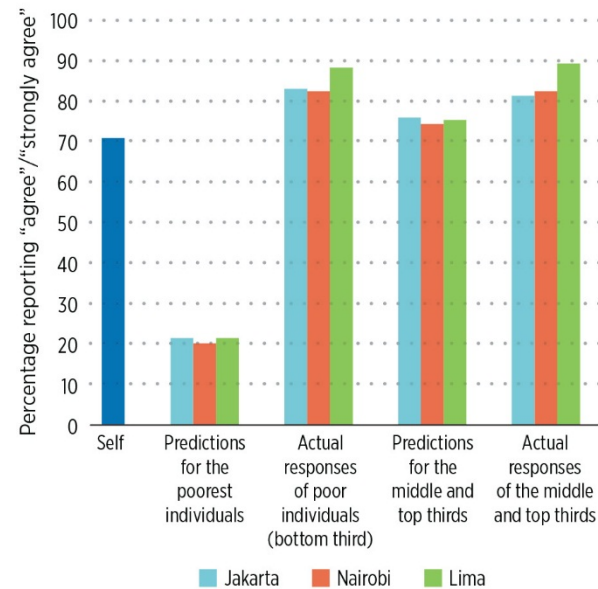
Source: WDR 2015 team survey of World Bank staff.

It can be difficult for development professionals to accurately predict the views of the poor

Figure B10.3.1 How World Bank staff predicted the views of poor people

a. Control of the future

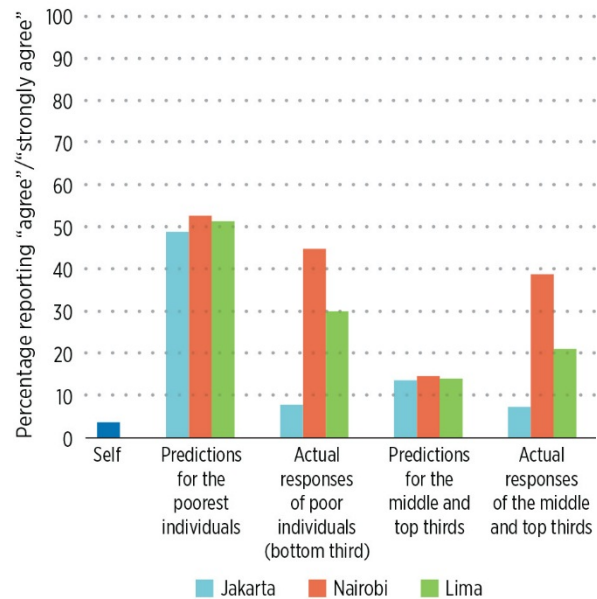
Survey question: What happens to me in the future mostly depends on me.



Source: WDR 2015 team survey data.

b. Helplessness in dealing with life's problems

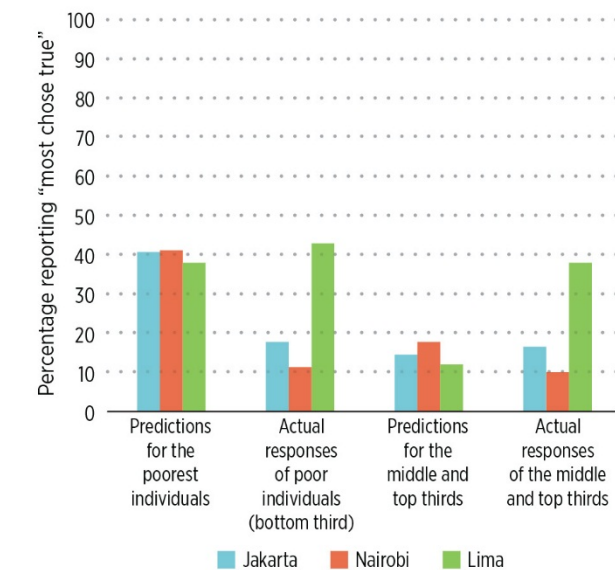
Survey question: I feel helpless in dealing with the problems of life.



Source: WDR 2015 team survey data.

c. The dangers of vaccines

Survey question: Vaccines are risky because they can cause sterilization.



Source: WDR 2015 team survey data.

Operationalizing social and behavioral insights





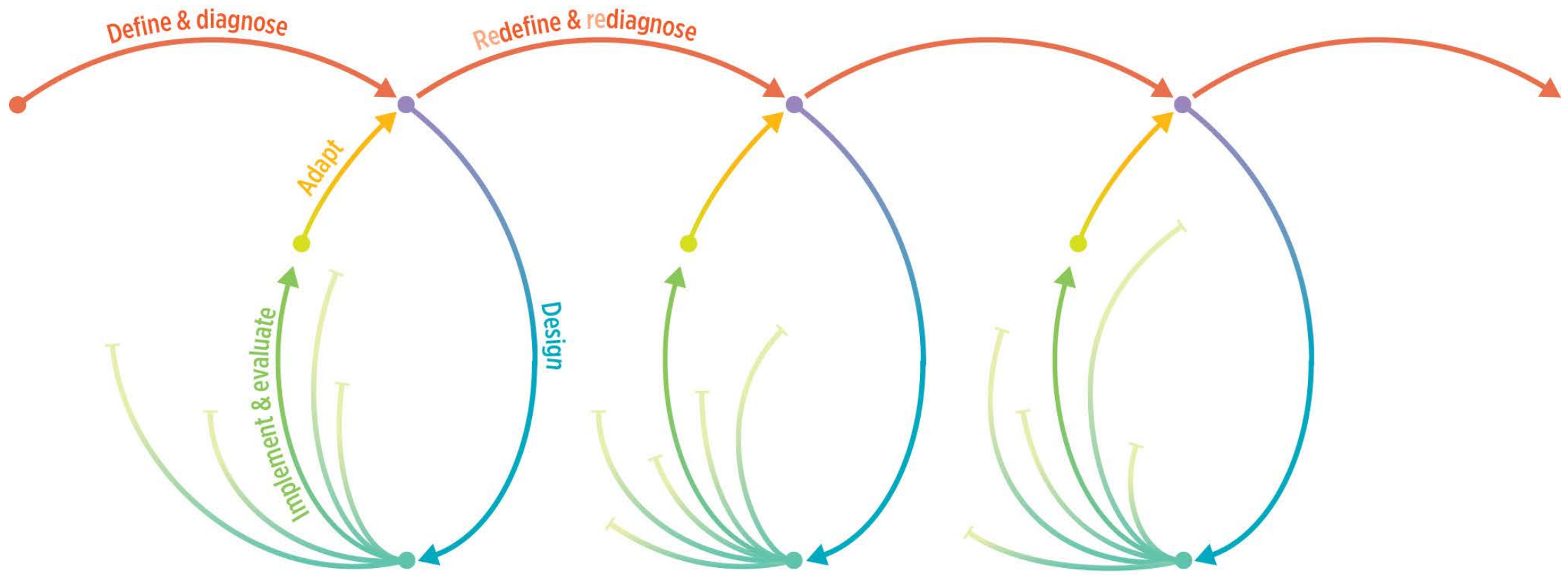




Promoter
School-Community Partnership for Safe Water

100 L = 1
CHLORINE
DISPENSER
Tibu Maji ya Kunywa

Embedding diagnosis and experimentation into implementation







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OVERHEAD CONSOLE SWITCHES:

- LOG LTR, NORM, FUEL, TAXI, W. TIP, FLOOR, PILOT, DISPLAYS, EICAS, COP/OP, APU, STAB, ENG, ST BELT, E. WPER, LO/H, R. WPER, LO/H
- EMERG POWER, ENG, OFF
- ANTI ICE, HTR, WINGHELD, SAT/TAS, AQA, PROT, L/R, M/R, R/L/S, Q/R, H/R/S
- HYDRAULIC CONTROL, UTILITY PUMP, OFF/ON, ON

INSTRUMENT PANEL TOP SECTION:

- 133, 343, 3000
- FMS 2.2, NAV 2.2
- ENG START, FUEL, OVERHEAT, WING LEIST, 1000
- WATER WASH, CAS, WASH, FRESH, SCALD

MAIN INSTRUMENT PANEL:

- NO SMOKING
- MFDs showing engine parameters (RPM, EGT, OIL PRESS, OIL TEMP, AIR FUEL, FUEL FLOW, FUEL LEAK, FUEL QTY, FUEL TEMP, FUEL LEAK, FUEL QTY, FUEL TEMP)
- ASI, ASI, ASI
- ALTIMETER, ALT
- MFDs showing flight path, heading, and engine data
- NO SMOKING

COMMUNICATIONS AND FUEL CONTROLS:

- ACTIVE FLT PUMP, ON, OFF
- FUEL COCK, OPEN
- COMMUNICATIONS PANEL (MCP)





Mind, Society, and Behavior

Word Development Report 2015

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