
Behavioural Insights

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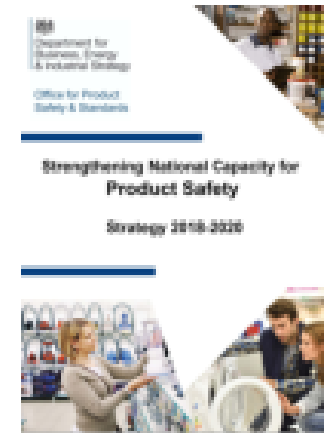
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“The aim of much government policy is to bring about **changes in people’s behaviour** and so a government’s success will often depend on their ability to implement effective behaviour change interventions whilst, at the same time, avoiding significant harmful side effects.”



UK House of Lords Science and Technology
Committee Report ‘Behaviour Change’ (2011)

Strengthening National Capacity for Product Safety Strategy 2018-2020



Analyse: Use behavioural science to understand how best to impact consumer, retailer and producer behaviour in issues of recall, safety messages and safer goods, both new and second hand.

Inform: Use data and analytics to design new and effective communications tools for consumers, using evidence of the effectiveness of interventions and how consumers behave in real world situations.

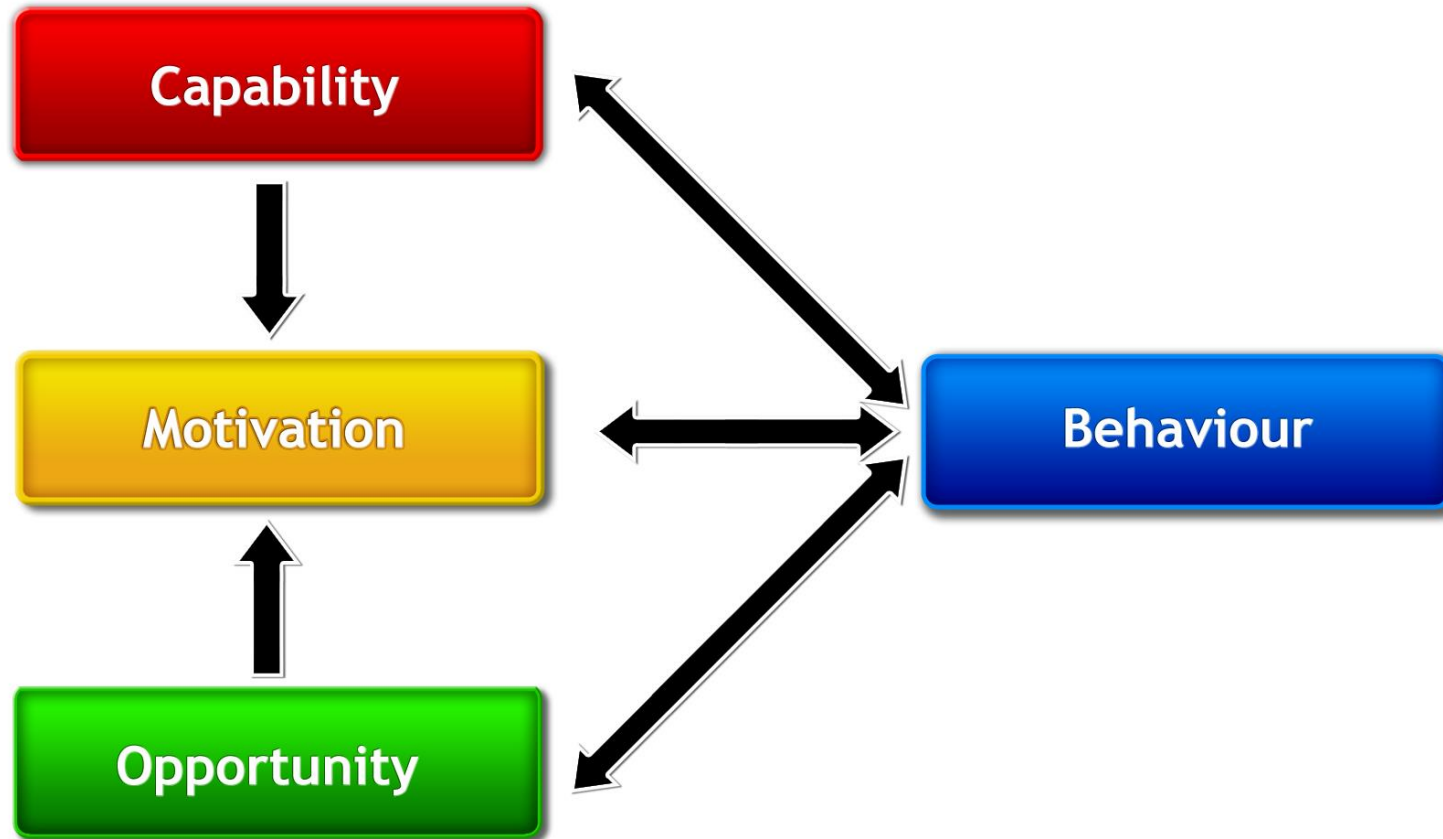
Why Behavioural Insights?

Theories to explain how behaviour changes

Body of empirical evidence about what works in different circumstances

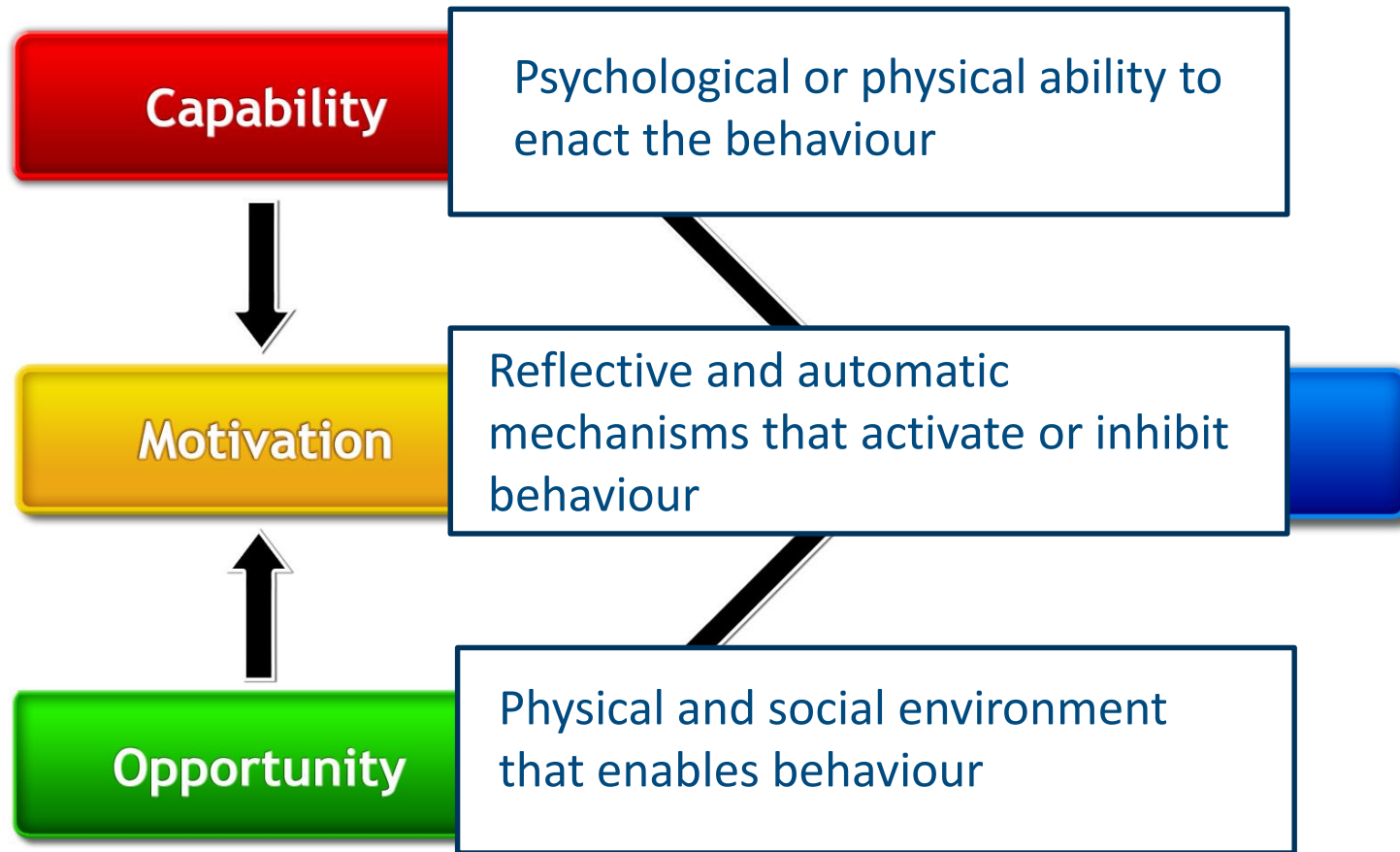
Systematic methods for developing and evaluating policies

COM-B Model: Behaviour occurs as an interaction between three necessary conditions

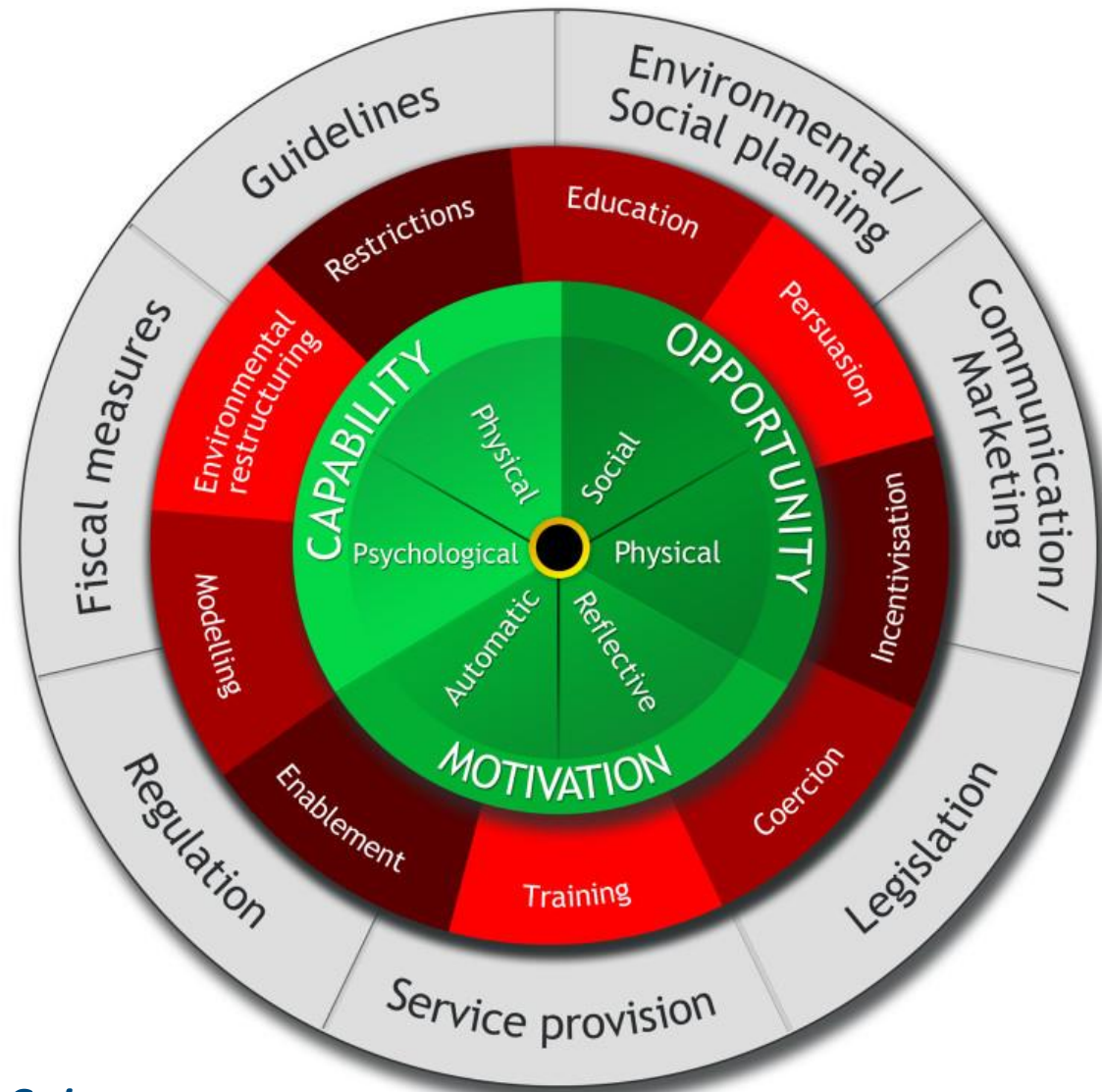
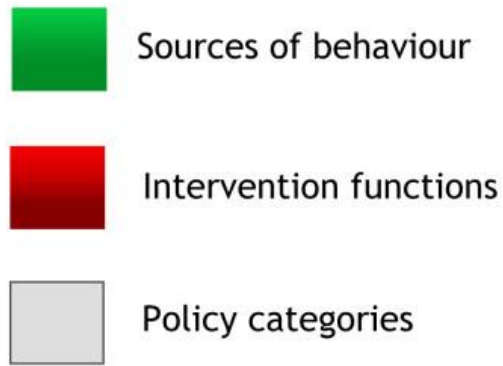


Michie et al (2011) *Implementation Science*

COM-B Model: Behaviour occurs as an interaction between three necessary conditions



Michie et al (2011) *Implementation Science*



Behaviour Change Wheel

Michie et al (2011) *Implementation Science*

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Messenger

We are heavily influenced by who communicates information.

Incentives

Our responses to incentives are shaped by predictable mental shortcuts such as strongly avoiding losses.

Norms

We are strongly influenced by what others do.

Defaults

We “go with the flow” of pre-set conditions.

Saliency

Our attention is drawn to what is novel and seems relevant to us

Priming

Our acts are often influenced by sub-conscious cues

Affect

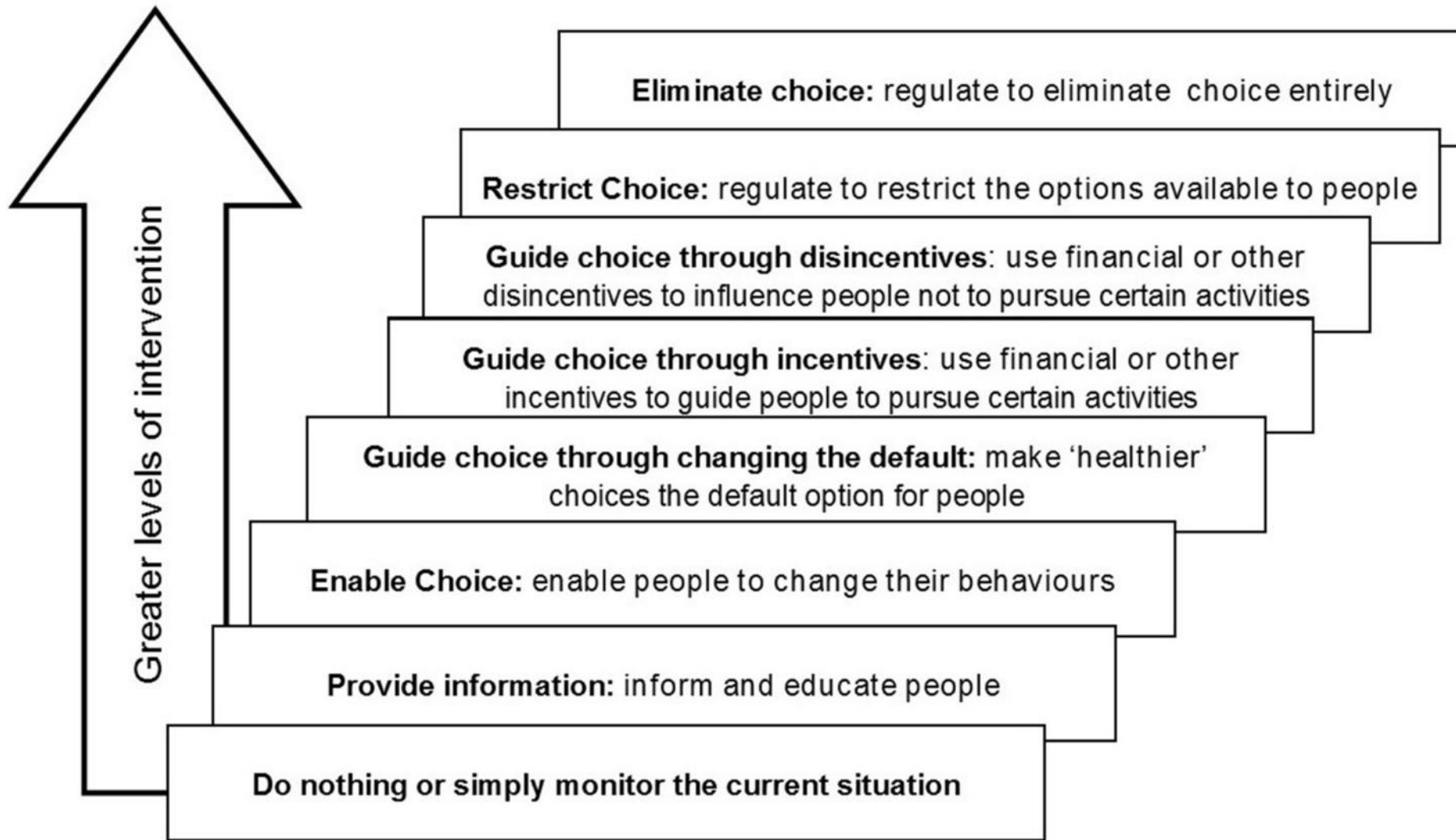
Our emotional associations can powerfully shape our actions

Commitments

We seek to be consistent with our public promises and reciprocate acts

Ego

We act in ways that make us feel better about ourselves



APEASE Criteria

Affordability

Practicability

Effectiveness/ cost-effectiveness

Aceptability

Side-effects/ safety

Equity/ equality

Product safety literature review

There is a need for a broader understanding of perceptions of consumers/retailers/manufacturers/importers to product safety.

Critical Questions

- What are overall levels of awareness of the product safety system?
- How do different actors perceive their roles and responsibilities in the product safety system?
- How do perceptions of product safety impact on decision-making processes (purchasing, stock-taking, marketing, distributing etc.)

BEHAVIOURAL INSIGHTS

Consumer engagement survey

Deepening our understanding of consumer attitudes towards product safety is a key priority for the Office

Critical Questions

- Are consumers aware of the product safety system?
- Do consumers trust the product safety system?
- What assumptions do consumers make about risk and safety?
- Are certain types of product considered safer than others?

BEHAVIOURAL INSIGHTS

Increasing the registration rates of domestic appliances

Approximately one third of households register appliances – what solutions can behavioural science suggest to improve this?

Critical Questions

- What motivates people to register their domestic appliances?
- What are the barriers to registration?
- What assumptions do consumers make about the product safety regime and relative levels of risk?

NB: This trial will be run as an open tender in order to facilitate innovation in methodology design

BEHAVIOURAL INSIGHTS

Improving the effectiveness of product recalls

Typically only 10% of recalled products are repaired or returned. We need to understand the behaviours in play to increase their effectiveness.

Critical Questions

- What motivates consumers to respond to recall notices?
- What are the barriers to returning a recalled item?
- How impactful are recall notices?

NB: This trial will be run as an open tender in order to facilitate innovation in methodology design

BEHAVIOURAL INSIGHTS

What else?

Manufacturer/ distributor engagement survey?

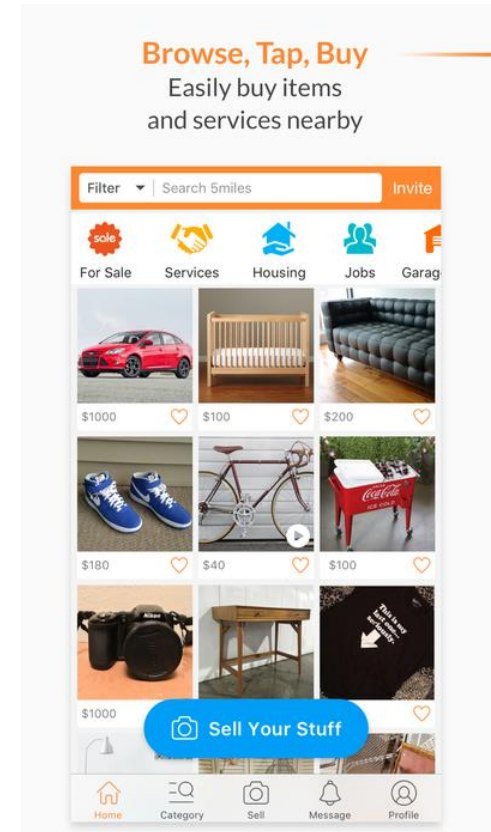
Product safety in the platform economy?

Second-hand goods?

Counterfeit goods?

Citizen science?

Systems thinking?



Thank you – questions?

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