

Behavioral Interventions for Labor Programs

Presentation at NAWRS Research Academy

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Presentation Overview

- I. Why are behavioral insights relevant to labor and other human services programs?**
- II. Overview of our project**
- III. Examples of possible behavioral trials**

I. Why Are Insights from Behavioral Economics Relevant for Labor and Other Human Services Programs?

What we have learned...

Limited cognitive resources

- Limited attention
- Automatic habits
- Flawed rules of thumb
- Focus on the urgent, immediate

Complex context

- Social norms
- Reference points
- Frame changes as losses or gains
- Presentation of alternatives

Time inconsistency

- Limited self-control
- Forget important plans
- Discount the future
- Over-optimistic planning

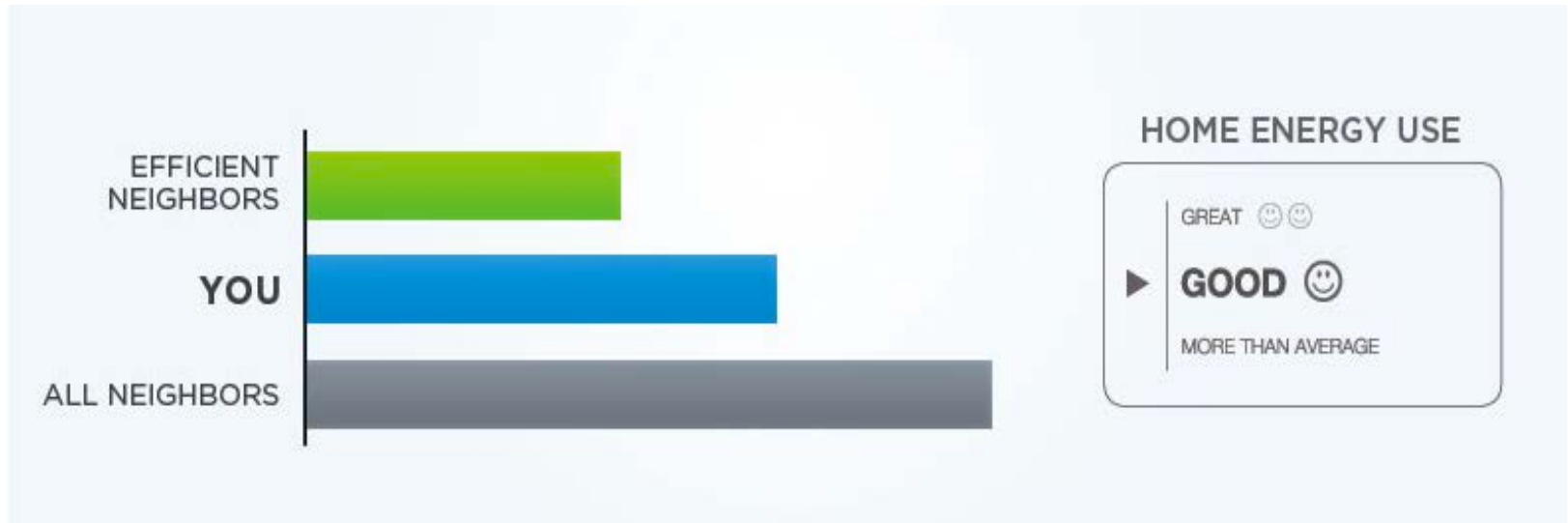
Subjective construal

- Self-identity
- Mood and attitude
- Give self but not others benefit of doubt

Social Norms



Behavioral Intervention for Social Norms



- 2-3% reduction in electricity use
- Equivalent to raising energy prices 18-34%
- “Social” Value: \$900 million/year

II. Overview of the DOL Behavioral Interventions Project

Goals of the Project

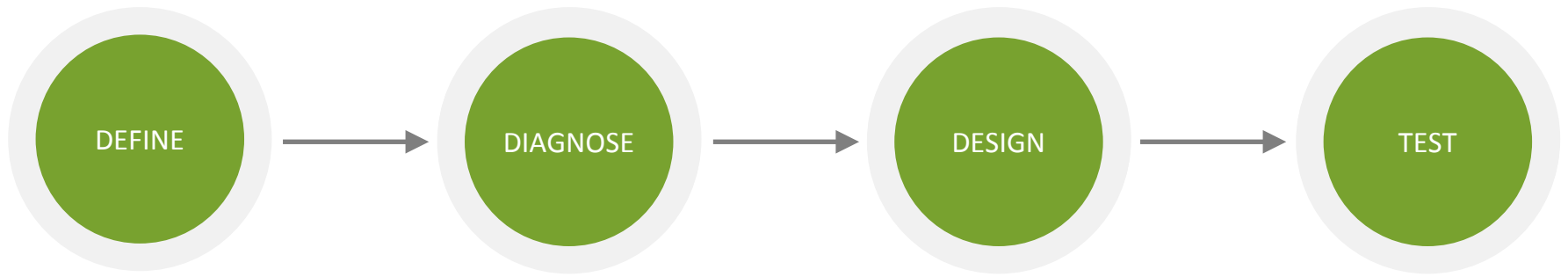
CEO and Mathematica/ideas42 will be working with various DOL agencies to:

- **Identify important problems** for which behavioral solutions may be a good fit
- Design **low-cost behavioral solutions and rigorous evaluations** to assess their impacts
- Rapidly **test these solutions**
- **Share results** and recommend next steps

Partner Benefits

- **Timely technical assistance at no cost**
- **Effective leveraging of agency resources**
- **High impact potential**
- **Increased capacity for innovation**

Our Approach



Considerations for Selection of Behavioral Trials

- **High priority, policy-relevant problems**
- **Behavioral elements of the problem(s)**
- **Scale of the problem(s)**
- **Program elements that can be adjusted**
- **Existing performance metrics and administrative data**

III. Examples of Possible Behavioral Trials

Various Program Elements Can Offer Opportunities for Behavioral Trials

- 1. Information**
- 2. Communications**
- 3. Paperwork**
- 4. Enrollment**
- 5. Choice**
- 6. Response**
- 7. Incentives**

For More Information

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