

Faculti Summary

<https://faculti.net/assessing-nudge-scalability/>

This video discusses the concept of "nudges," which are interventions designed using behavioral insights to change human behavior in a beneficial way. The speaker emphasizes the importance of understanding human psychology and how various messaging and choice environments can influence behavior positively, such as increasing COVID-19 vaccine uptake.

Collaborating with UCLA Health, the speaker conducted large-scale randomized control trials (RCTs) to evaluate the effectiveness of different text messages in encouraging vaccine appointments. Key findings include the importance of making scheduling easy by including direct links in text messages and sending reminders to keep vaccination top-of-mind. Concepts like psychological ownership—making individuals feel a dose of the vaccine has been reserved for them—were also effective in boosting vaccine uptake.

The speaker elaborates on implications for behavioral interventions, stating that ease of access, reminder messages, and a sense of ownership can enhance participation. Further, they highlight that the effectiveness of nudges may vary by context, and what works in one setting may not translate to another. They suggest that researchers should consider the outcome measures used—localized versus broader outcomes—as well as the characteristics of the target population when assessing the effectiveness of interventions. Nudges are thought to work best on individuals who are undecided rather than those who are firmly resistant or already eager to vaccinate.

In conclusion, the speaker underscores the need for careful consideration of how and where behavioral insights are applied and the importance of understanding the specific populations targeted by such interventions.