



# Deciding Between a Trial, Lens, and a Pause

**UBC SAUDER**  
SCHOOL OF BUSINESS

**DIBS**  
Decision Insights for Business & Society

Continuing Business Studies

# Decision Criteria

## Appropriate for BI Trial

**M** **asurable:** Is there a **specific, observable, quantifiable** behaviour **that can be tracked and recorded**?

**I** **mpactful:** Is the problem a **priority and is there baseline evidence** about the behaviour and its **impact on the problem**?

**S** **izable:** Is there a **sufficient sample size** for a rigorous evaluation?

**F** **easible:** Is our goal **realistic given the number and set of partners, how resource-intensive it is, and the project timeline**?

**I** **dentifiable:** Is there a **clear, describable** population?

**T** **ouchpoints:** Can you reach the population of interest for **qualitative research** and to **deliver a timely intervention**?

## Ethical Considerations for BI

**“Nudge” for good:** Is BI being used to influence choice in ways that improve health, wealth, & happiness?

**Freedom of choice:** What are the costs to the decision-maker of making a different choice? How effortful or expensive is it?

**Transparency:** With this BI solution, will decision-makers know they are being influenced?

**Publicity principle:** Are you willing to tell decision-makers (or others) that you are attempting to influence their choices toward a certain option *and* using a certain BI solution?

**Vulnerable populations:** Does the BI solution unfairly influence or harm any decision-makers, especially vulnerable or marginalized populations?

**Benefit vs. harm:** Do the benefits of the BI solution exceed any harms from the BI solution?

**Evidence base:** Has this BI solution been tested in this context to confirm that it will have the intended effects? If not, will it be?

**Scaling:** If this BI solution leads to greater health, wealth, or happiness, is there a plan for how to scale it?

# Major Decision Point!

## Stop (for now)

### Poor fit for BI trial

- Not targeting measurable behaviour
- OR data is not available or shareable
- OR not a high priority
- OR population is too small for trial
- OR approval for trial/lens not granted
- OR resources insufficient
- OR unclear population
- OR lacking touchpoints

### OR unethical to use BI

- Does not nudge for good
- OR fails to meet publicity principle
- OR fails to consider vulnerable populations
- OR benefits do not exceed harms
- **OR insufficient evidence to use BI solution without trialling!!**

## BI Lens

### Poor fit for BI trial

- Not targeting measurable behaviour
- OR data is not available or shareable
- OR not a high priority
- OR population is too small for trial
- OR approval for trial not granted
- OR resources insufficient
- OR unclear population
- OR lacking touchpoints

### AND ethical to use BI

- Nudges for good
  - AND meets publicity principle
  - AND considers vulnerable populations
  - AND benefits exceed harms
- AND sufficient evidence to use BI solution without trialling!!**



## BI Trial

### Good fit for BI trial

- Meets all MISFIT criteria
- Priority project with initial approvals from client and project team

### AND ethical to use BI

- Nudges for good
- AND meets publicity principle
- AND considers vulnerable populations
- AND benefits exceed harms
- AND potential for scaling