BC BEHAVIOURAL INSIGHTS GROUP

| Scoping | Research | Innovation | Data Collection | Evaluation | Scaling |
|---------|----------|------------|-----------------|------------|---------|
| Define the problem, evaluate fit with the Behavioural Insights approach, and plan the project | Conduct exploratory secondary and qualitative research to better understand the problem | Co-design a BI solution to shift behaviour *and* rigorous quantitative research to test the solution | Use rigorous quantitative research methods to trial the solution and measure whether behaviour changes | Analyze, interpret, and visualize research findings to develop evidence-based recommendations | Communicate results and recommendations for implementation or additional research |

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Continuing Business Studies

# Choose **M I S F I T** Behaviours

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

**I** **mpactful:**
- Is the problem a **priority**? 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 project **realistic and potentially scalable**, given the required **partners, resources, and 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**?

# Choose (M) (I) (S) (F) (I) (T) Behaviours

## (M) easurable:

- Is there a **specific** behaviour of interest?
- Is the behaviour **observable** behaviour (e.g., not an attitude)?
- Can the behaviour be **quantified** (e.g., 40% of people, 40% of the time, or 40% completion)?
- Is the behaviour **tracked and recorded** (e.g., in administrative data), or could it easily be?

## (I) mpactful:

- Is the big-picture problem a **priority**? Does it save lives, time, or money?
- Is there **evidence** that the behaviour **impacts** the problem and that changing the behaviour will help address the problem?
- What is the **baseline**? How much room for improvement in the behaviour is there?

# Choose (M)(I)(S)(F)(I)(T) Behaviours

## (S) izable

- Is there a **sufficient sample size** for a rigorous evaluation? Are there 100s or 1,000s of people who are or should be doing the target behaviour?

## (F) easible

- Is our goal **realistic**? Consider the **number and set of partners** needed for project approvals and project support.
- How **resource-intensive** is the project? Consider the project team's resources and bandwidth as well as those of partners.
- What is the **project timeline**? Is there a clear and achievable end date?
- Is there strong **potential to scale** the solution more broadly if the trial is successful?

# Choose **M I S F I T** Behaviours

## **I** dentifiable

- Is there a **clear** population of interest?
- Can you **describe** the population using psychographic (e.g., identities such as employees) or behavioural attributes (e.g., people who buy produce)?

*Note: This is similar to the marketing definition of identifiable, it is not visually identifiable.*

## **T** ouchpoints

- Is there an existing or low-cost opportunity to **reach** the population of interest?
- Can you reach the population for **qualitative research** (e.g., interviews)?
- Can you reach the population to **deliver a timely intervention** (e.g., a behaviourally-informed letter)?

Based in part on the MIST criteria developed by the Ontario Behavioural Insights Unit