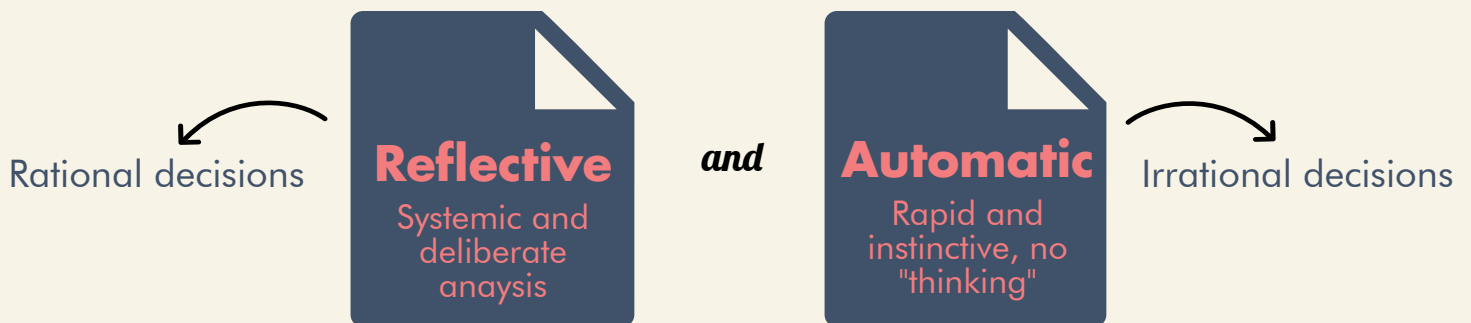


BEHAVIOURAL INSIGHTS & SOCIAL WORK



TWO BRAIN OPERATING SYSTEMS

Traditional economic theory assumes that humans make every decision rationally - we don't.



Cognitive biases (automatic thoughts that affect the way we look at things) operate on the automatic system and influence our behaviour.

EXAMPLES OF APPLICATIONS IN INTERVENTIONS

Psychological Barriers faced by Clients

Implications for Designing Intervention

Job Search Facilitation



Messaging that comes off as uncaring can cause clients to associate negative feelings with job searching.

Emphasise clients' strengths and successes to prevent undesirable emotional associations from emerging.



Clients may see job search as a passive activity that is an extension of previous experiences, and not "salient".

Specify clear and achievable goals and give reminders to keep the message salient.



Clients may be too overwhelmed to absorb the information presented to them.

Design written materials and forms to be clear and contain positive messaging.



Improving Hotline Services



Waiting on the line increases anxiety and uncertainty. Such highly emotional memories are more salient, thus clients may not call back.

Provide an outgoing message early in the call.



Not explaining the reason for the wait increases stress. Emotional associations with anxiety may influence clients' actions later on.

Explain that callers are waiting because of other callers ahead of them. This also helps reinforce that they are not alone.

