

BEHAVIORAL ECONOMICS CAN HELP FIGHT CORONAVIRUS



BEHAVIORAL ECONOMICS GROUP



Applications of Behavioral Economics

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www.cscartascini.org

Global Pensions Programme

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“The world is a tough place”



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Overconfidence





Time inconsistency / present bias



Loss Aversion

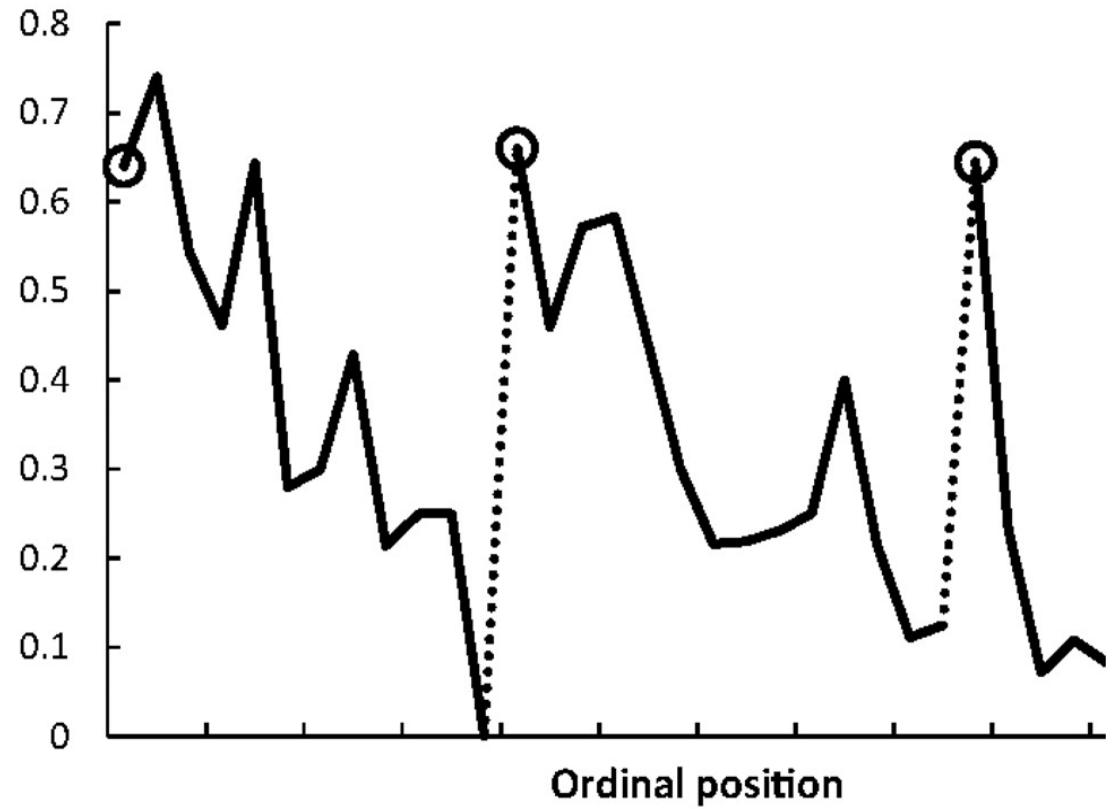


Availability Heuristic



Choice overload

Proportion favorable decisions



Choice overload





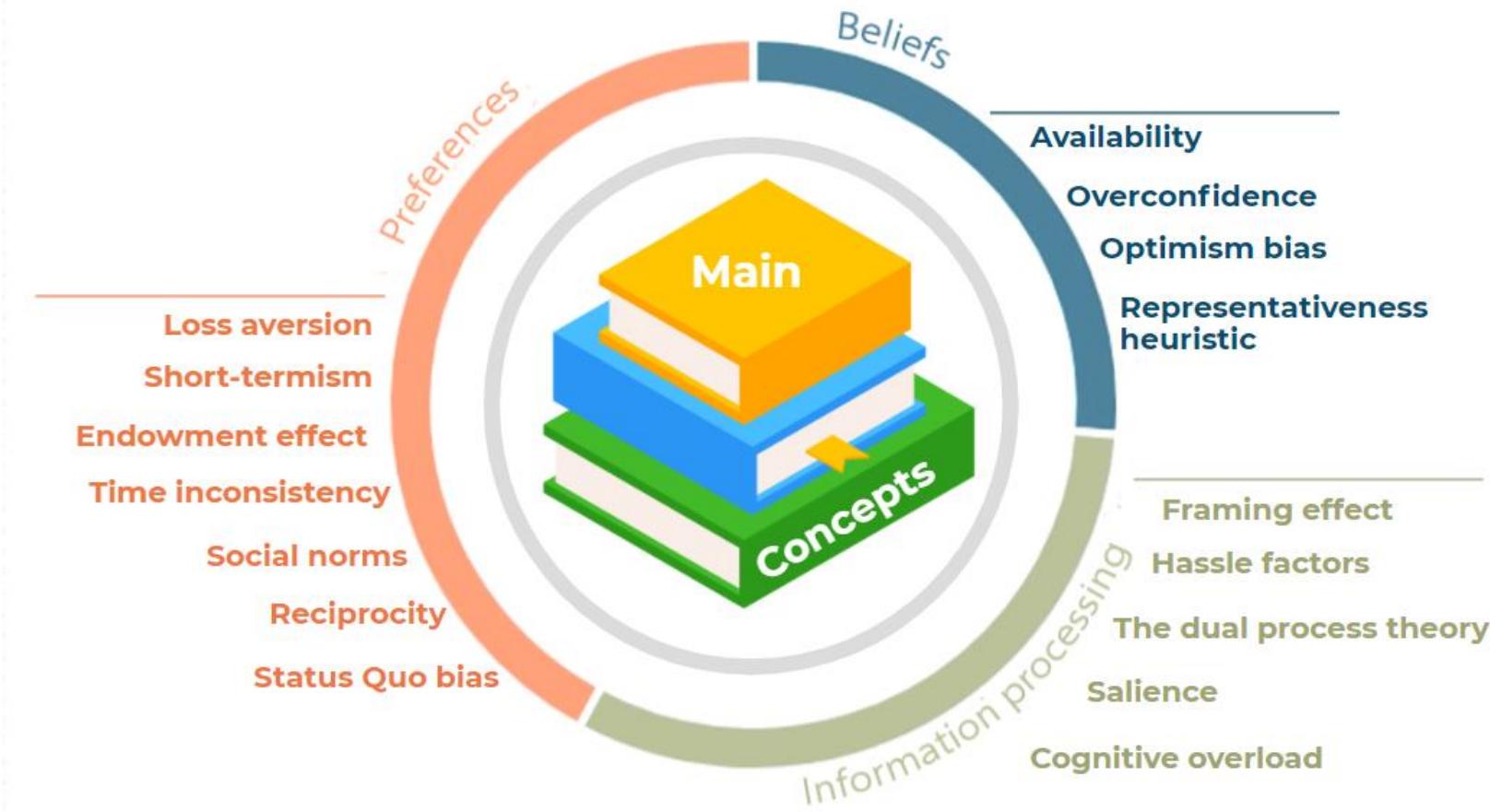
Confirmation bias



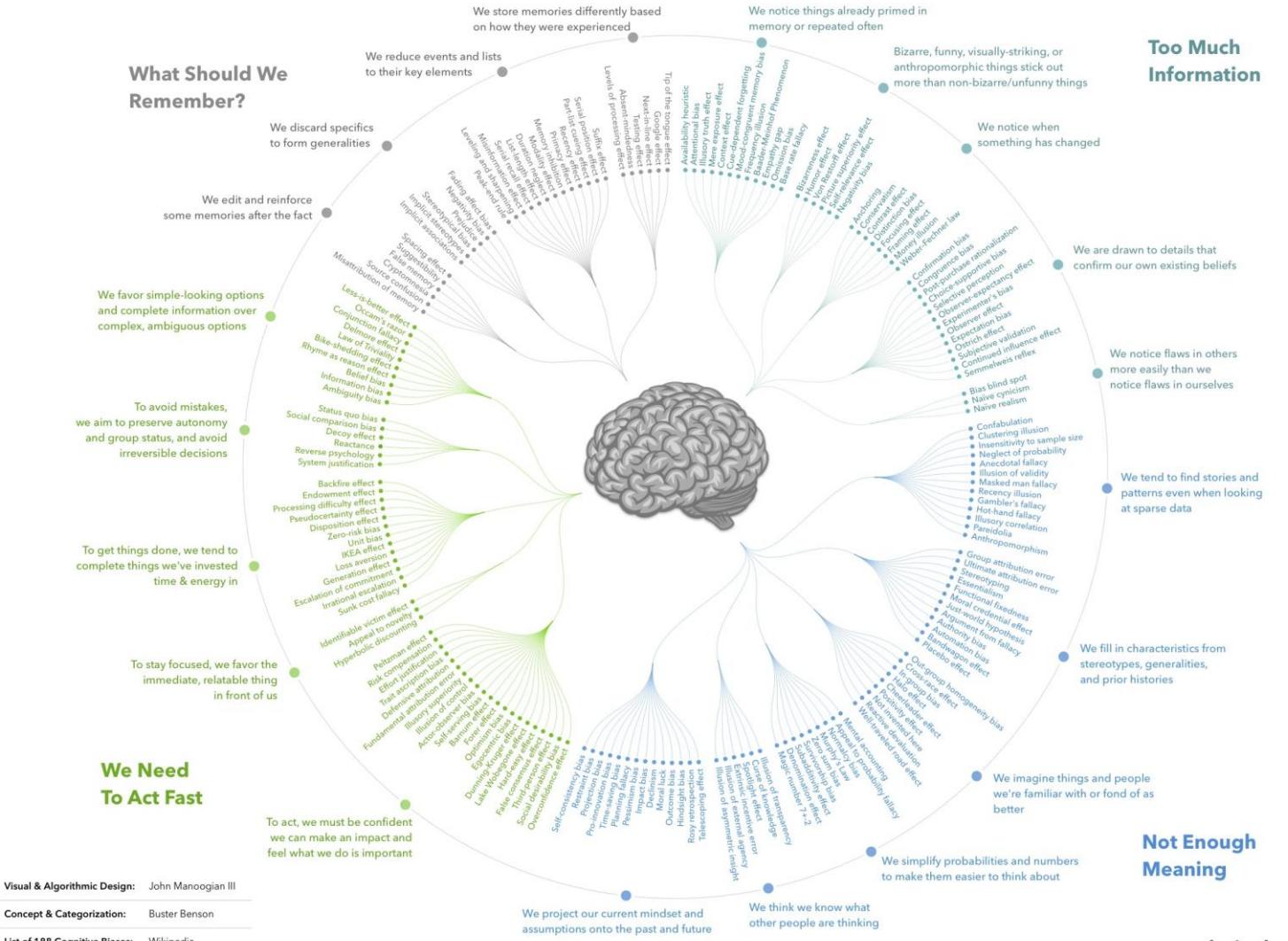
Social Norms

We suffer from many biases

BEHAVIORAL ECONOMICS



COGNITIVE BIAS CODEX

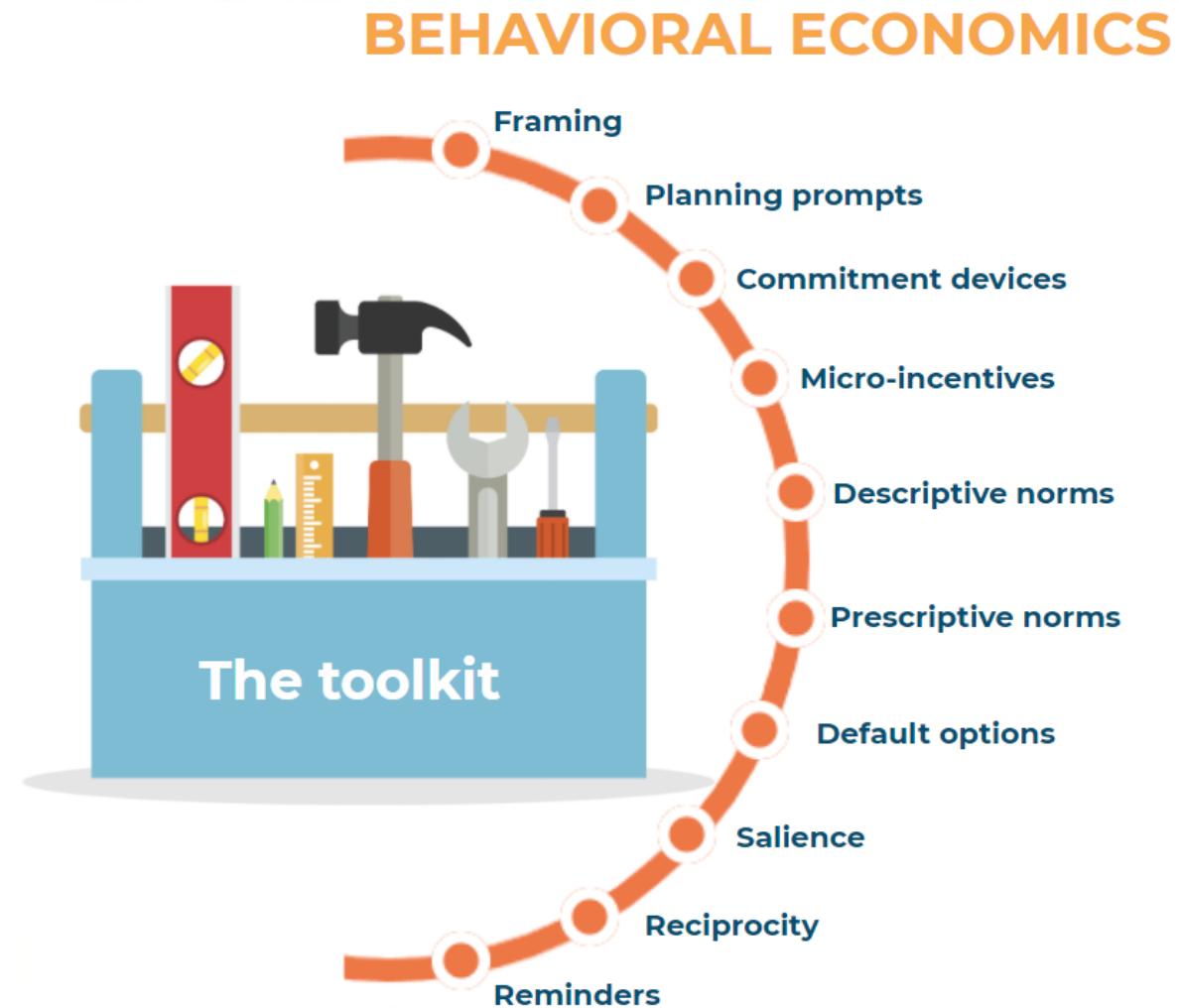


designhacks.co



“Our mistakes are systematic”

Toolkit to nudge behavioral change



More than 60 interventions in 16 countries in LAC



This is not a comprehensive list. Contact the team for more examples

Cognitive Ability



Source: [Castro and Scartascini \(2015\)](#)



Source: [Castro and Scartascini \(2015\)](#)

SUBA DE LA RECAUDACIÓN EN

+10%

and obtained a tax collection increase of almost 10%.

Source: [Castro and Scartascini \(2015\)](#)



 **WaterSmart**
SOFTWARE

Your WaterScore

Hi, Henry! Thanks for paying attention to your home water use.



Take Action

User	Gallons of water used in the last two months
You	26,928 gal
City Average	12,716 gal
Efficient Neighbors	9,724 gal

Gallons of water used in the last two months

 You used 14,212 more gallons than the average 4-person home, on a similar-sized property, in the City of WaterSmart.

Want to change the number of occupants we estimated for your household? Go online or give us a call.



Cognitive Help



Cognitive Help

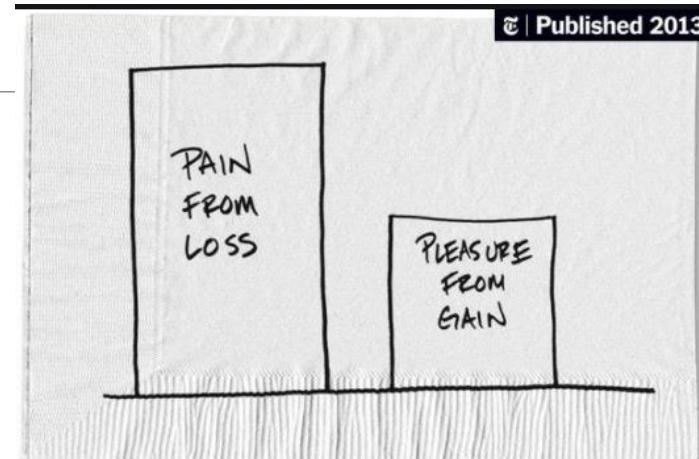


AGOSTO DE 2020						
LUNES	MARTES	MÉRCOLES	JUEVES	VIERNES	SÁBADO	DOMINGO
					● ●	● ●
● ●	● ●	● ●	● ●	● ●	● ●	● ●
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Why don't we save enough?



Present Bias



Loss Aversion



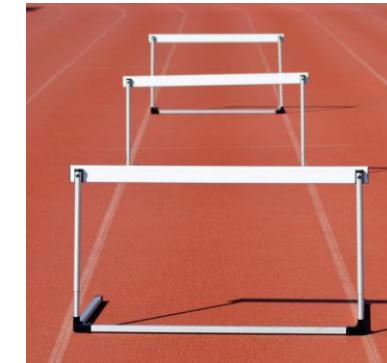
Social Norms



Choice complexity



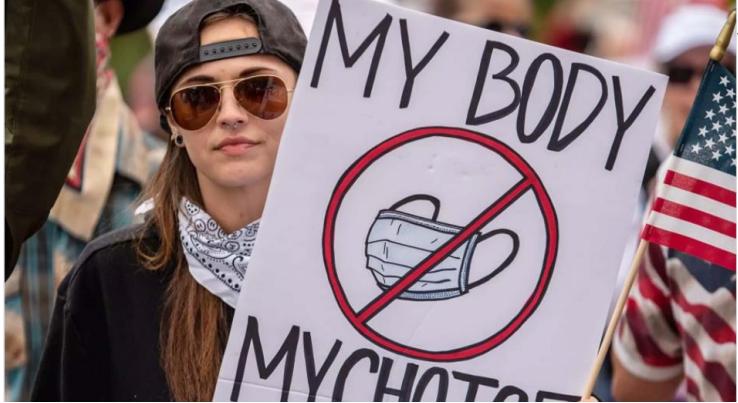
Limited attention



Hassle Factors

Where else do we see this biases?

The case of COVID-19



Present bias



Social Norms



Limited attention



Choice complexity

HOW TO IMPROVE COMMUNICATION DURING COVID-19

A PRACTICAL GUIDE

DÉBORAH MARTÍNEZ VILLARREAL
ANA MARÍA ROJAS MÉNDEZ
CARLOS SCATASCINI

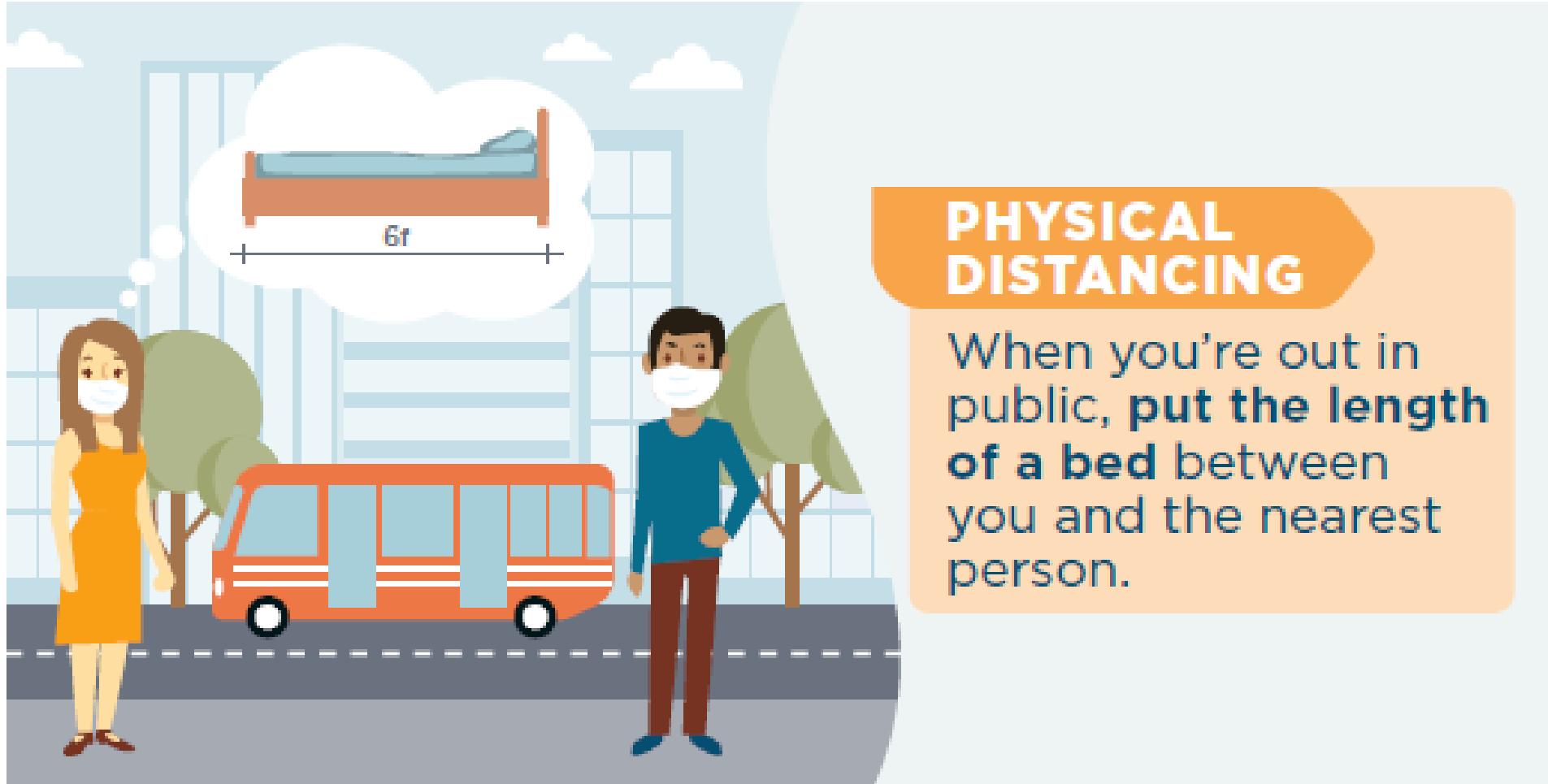


¿Qué tipo de Coronahéroe eres?

Haz clic y descúbrelo

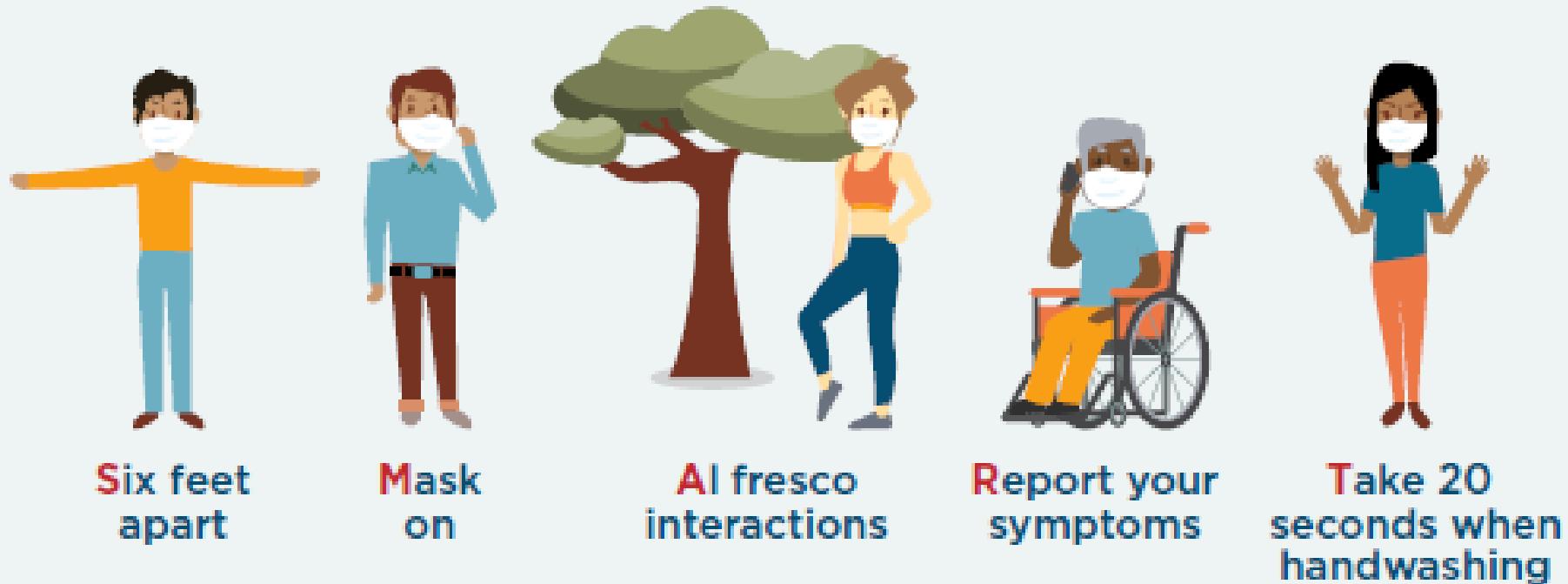
pulsa Enter ↵

Behaviorally informed communications



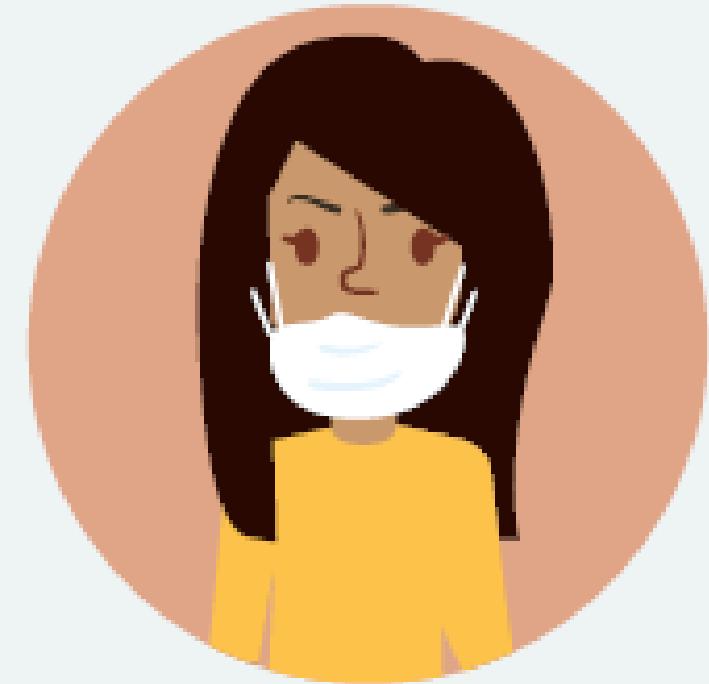
Introducing a reference point to visualize and normalize a unit, 6ft in this case

During the pandemic, follow the SMART principles:

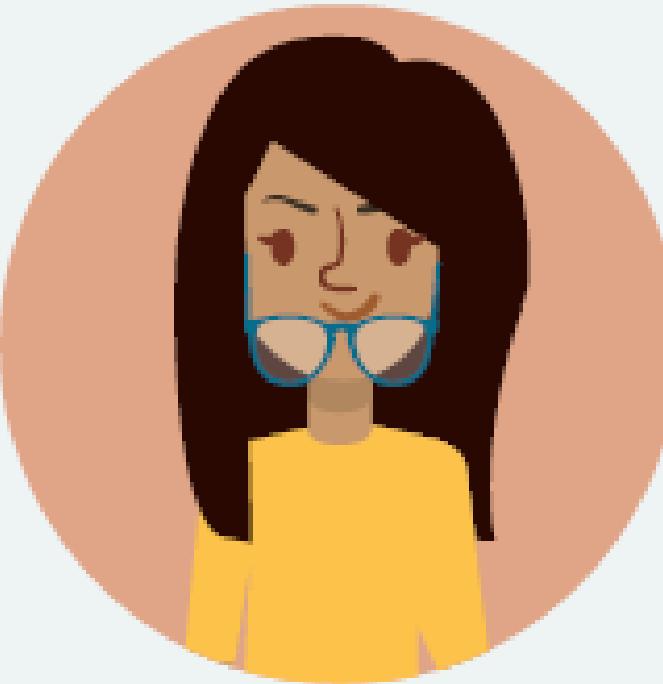


Using an acronym as a short reminder (heuristic) to simplify people's cognitive process

**Wearing your
facemask like this...**



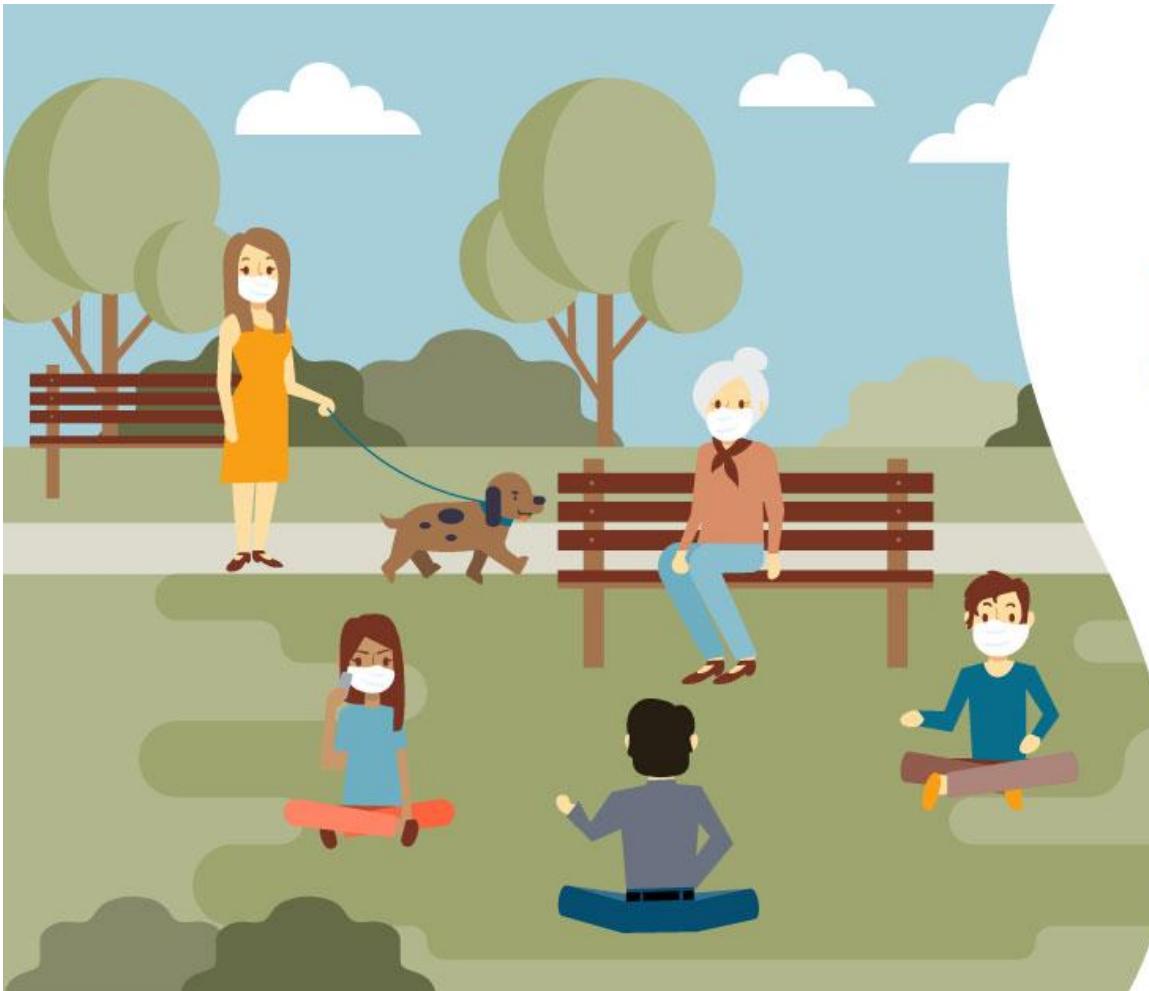
**is like wearing your
glasses like this.**



**Cover your nose and
mouth with your facemask.**



The use of a visual heuristic to draw attention at the right time and place can correct an erroneous behavior



USE A FACE MASK:

And show everyone
that you too are
helping **fight** the
coronavirus.

iadb.org/behavioral

Signaling the social norm

Self-paced online course

**Behavioral Economics
for Better Public Policies**



Online Behavioral Economics Course

English, Spanish, Portuguese

NEXT EDITION: EARLY 2021

BEHAVIORAL ECONOMICS CAN HELP FIGHT CORONAVIRUS



<https://publications.iadb.org/es/la-economia-del-comportamiento-puede-ayudar-a-combatir-el-coronavirus>

THANK YOU

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