

BEHAVIOURAL INSIGHTS IN TIMES OF COVID-19

FRENCH BEHAVIOURAL INSIGHTS UNIT
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HOW BEHAVIOURAL INSIGHTS HAVE BEEN USED TO ADDRESS COVID-19? **AN OVERVIEW**

IMPROVING COMMUNICATION & INSIGHTS ABOUT BEHAVIOUR DURING COVID-19

- Confinement
- Deconfinement (support to mission Castex)
- Governmental website & communication

PROJECTS

- Nursing homes (EHPAD)
- Consumer protection: inform citizens about what to do to avoid new types of frauds that have emerged during COVID-19
- Physical activity: encourage French citizens to engage in physical activity at home

IMPROVING COMMUNICATION & INSIGHTS ABOUT BEHAVIOUR DURING COVID-19 (1)



EXAMPLES

- ❑ Kits: education, transports, associations, work
- ❑ Elevators, summer holiday...
- ❑ Etc.



General recommendations & operational inspirations



IMPROVING COMMUNICATION & INSIGHTS ABOUT BEHAVIOUR DURING COVID-19 (2)



PRINCIPLES

- Use as many visual aids as possible
- Less information is more information
- Tell people what to do and what not to do
- Make the danger visible
- Call to duty rather than personal interest
- Inform about social norms especially less visible ones
- Don't be reassuring if the situation isn't
- Make peace with uncertainty and talk about it
- Stay humble
- Rely on the trust people have in science
- Rely of influencers and the power of communities
- Take into account differences in contexts

PROJECTS (1)

- **Nursing homes:** phone interviews in order to understand context in highly exposed nursing homes and avoid similar scenario in other nursing homes

Interesting Insights:

Overcommunication (attentional limitations):

- Send less information (only once or twice per week)... Yet less communication may be risky as it requires to arbitrate on what is vital and what is not → Risk aversion.
- **Alternatively: put all information on a platform and occasionally send the most important elements**

Habituation and cognitive fatigue:

- Cognitive and physical fatigues may impair decision-making and lead to more impulsivity and some complacency after many working hours.
- **Designate “ultra-vigilant” referents each day.**

Risk exposure and risk perception:

- Different groups are exposed to the virus and its risks to varying extents (e.g., healthcare practitioners are more exposed).
- When we go out, we do not see all the individuals who respect confinement guidelines.
- **Put more emphasis on what we do not see.**

PROJECTS (2)

- **Consumer protection:** inform citizens on how to avoid new types of frauds that have emerged during COVID-19

CORONAVIRUS, gardez (aussi) les arnaques à distance

Depuis l'apparition des premiers cas de coronavirus, les arnaques de la part de sociétés et d'individus malveillants se multiplient. Voici quelques unes des **arnaques les plus répandues** :

- Publicité mensongère**
A ce jour, il n'existe aucun produit (aliments, vaccins ou objets) miracle permettant de se protéger ou de guérir du coronavirus !
- Faux kit de dépistage**
Les tests de dépistage fiables ne sont pas accessibles aux citoyens : tous ceux que vous pourriez trouver en vente sont donc des faux !
- Vente illégale de médicaments en ligne**
Les médicaments prescrits contre le coronavirus ne s'achètent qu'en pharmacie, sur ordonnance : la prise d'autres médicaments achetés en ligne est dangereuse pour la santé !
- Attestations de déplacement payantes**
Les attestations de déplacement sont toujours gratuites ! Elles sont disponibles en ligne et doivent être imprimées ou recopiées à la main.
- Offre frauduleuse de décontamination de logements**
Méfiez-vous des personnes qui proposent de décontaminer votre logement !
- Appels aux dons frauduleux**
Assurez-vous de l'identité du professionnel et de la destination de vos dons avant d'effectuer un transfert d'argent.

Informez-vous sur : economie.gouv.fr/dgcoorf

DG CCRF

- **Physical activity:** encourage French citizens to practice physical activity at home

Avec le concours du **MINISTÈRE DES SPORTS** **BOUGEZ CHEZ VOUS**

Accueil Les Articles Les Ressources Vos Retours **Mon profil**

BougezChezVous

Des rappels et conseils pour vous aider à **rester en forme, chez vous.**

Lorsqu'on doit rester chez soi, maintenir une activité physique régulière peut aider à garder la forme et le moral.

Pour vous accompagner, le ministère des Sports met à votre disposition BougezChezVous, une web-application accessible depuis votre mobile, tablette et

THE TEAM'S STRENGTHS



Close ties with an ecosystem of researchers & experts (webinar)



Close ties with other international behavioural insights teams



French behavioural insights community



Prioritisation of topics



Team flexibility & reactivity

COVID-19 SPECIFIC CHALLENGES



Structural challenges

- Masks, tests, etc.



Immediate response vs. scientific rigour:

- Difficult to perform randomised controlled trials (RCTs) in times of crisis, due to **time constraints**
- Consider **scientific literature** when possible: parallel research projects that have drawn evidence-based conclusions of what works and what does not
- Example : **nursing homes** → had to deliver interview synthesis within 2 days
 - => phone interviews: less time-consuming for health workers than filling long questionnaires
 - Allowed us to tackle sensitive and emotional topics in a diplomatic manner (avoid questionnaire ambiguity on touchy issues).

THANK YOU FOR YOUR ATTENTION!



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Slides adapted from Mariam Chammat (2020)