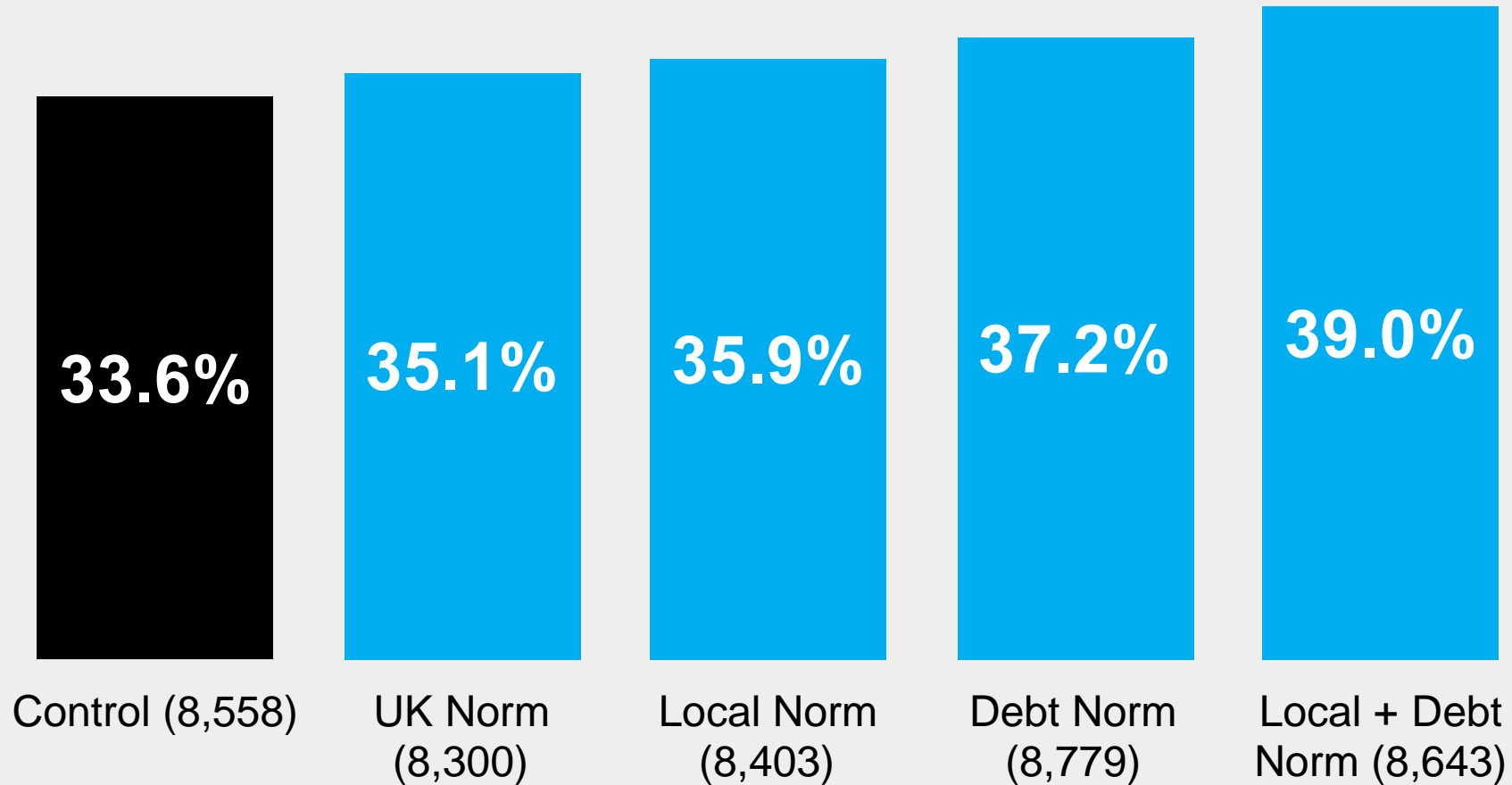


Social Diffusion and the Social Good

Michael Sanders

June 2017

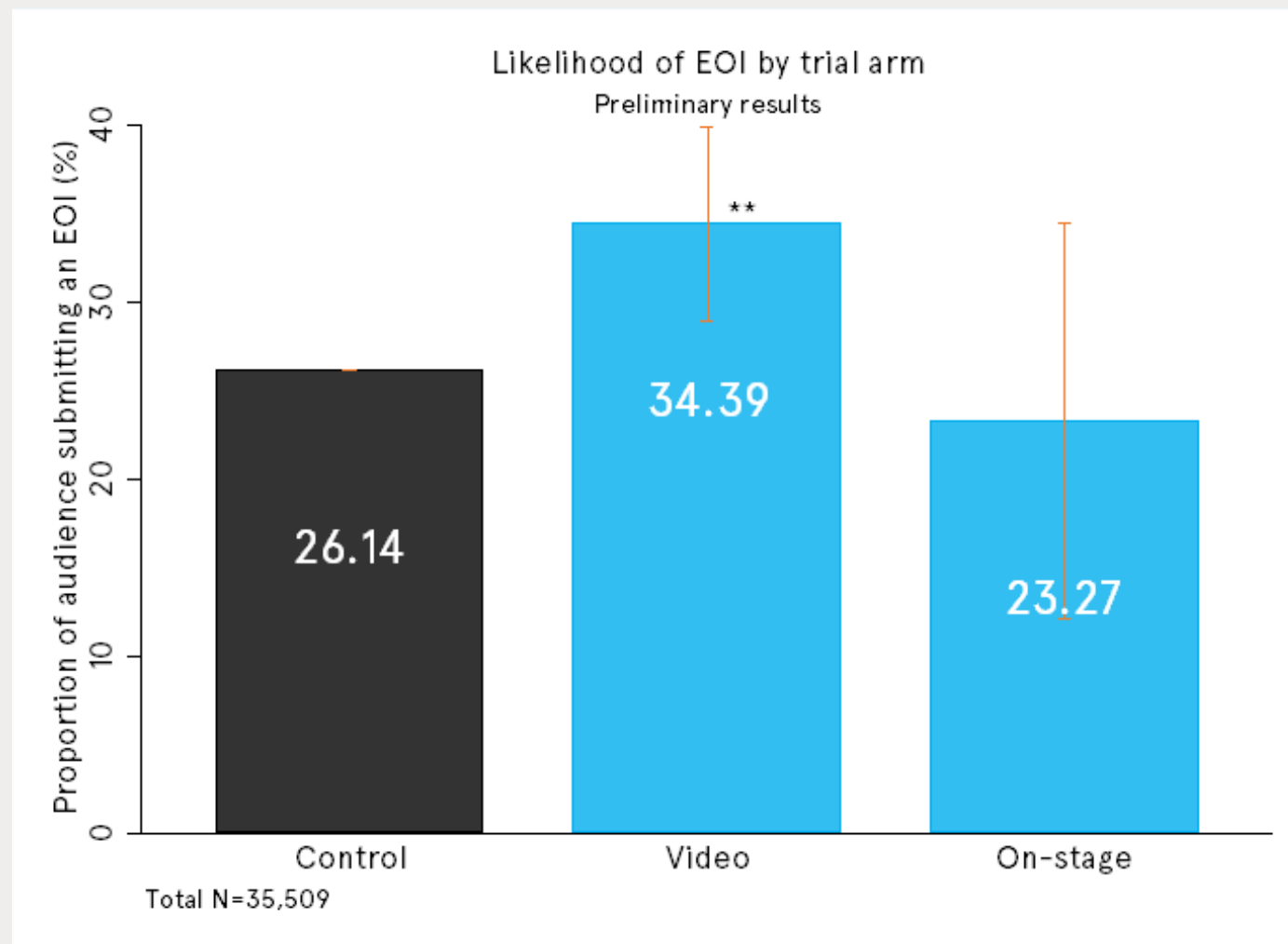
Social Influence – it happens



Using role models to encourage volunteering

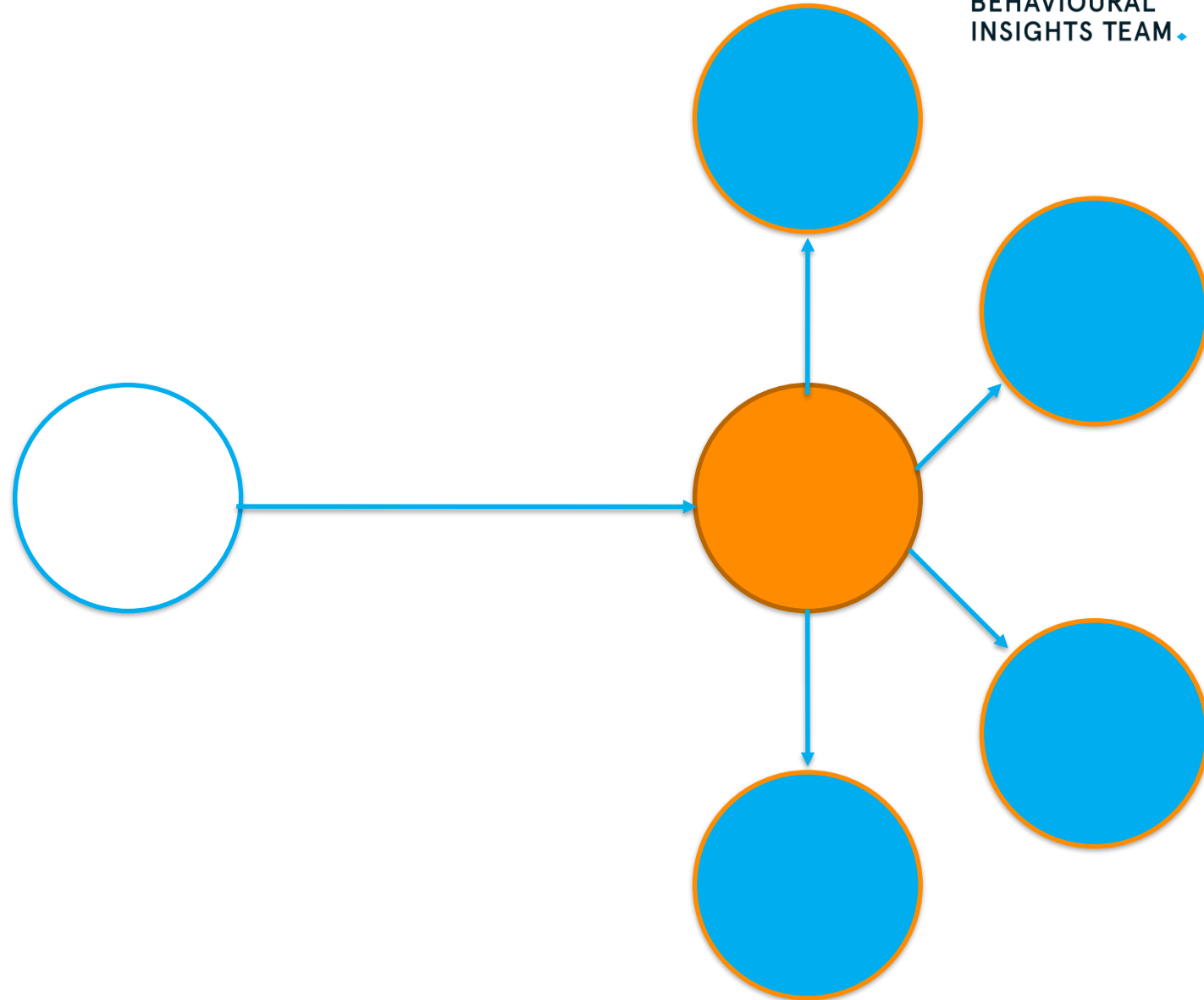
Michael Sanders, Aisling Ni Chonaire

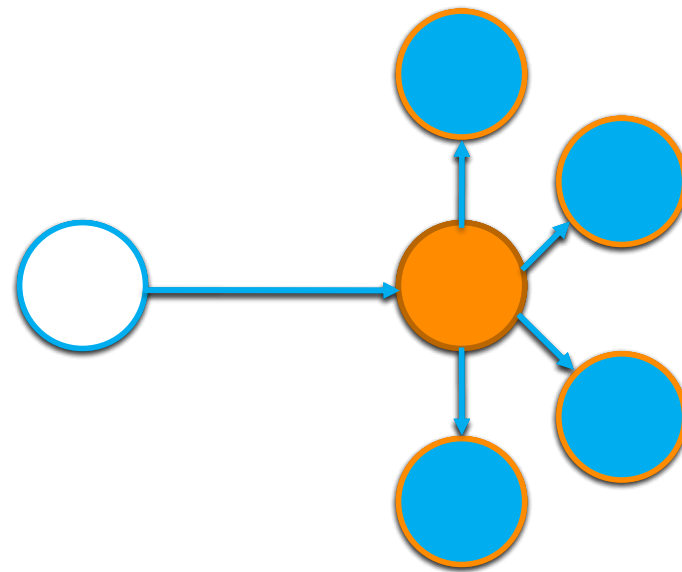




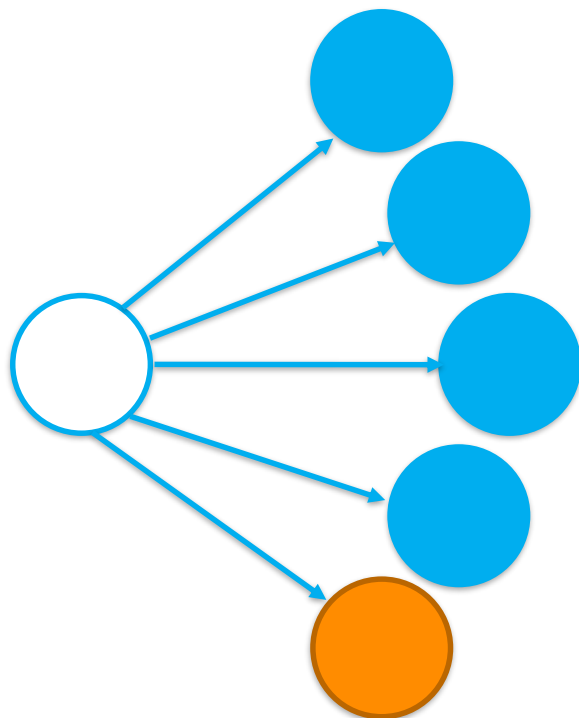
Getting Investment Bankers to Donate To Charity (£1000)







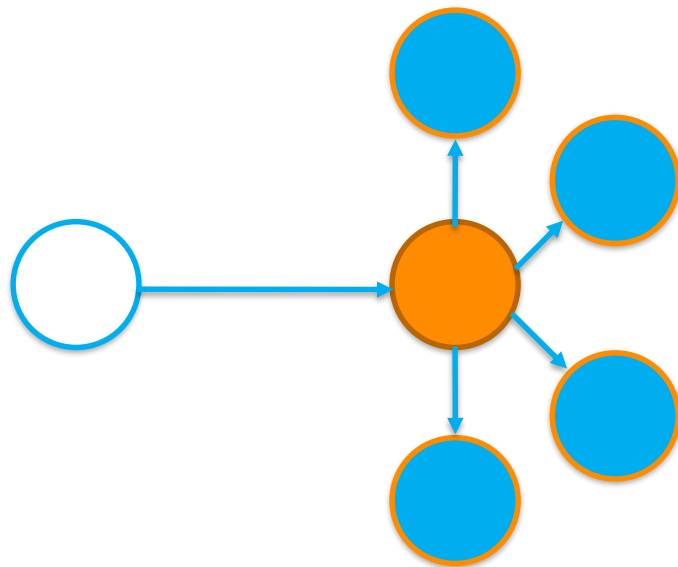
Control



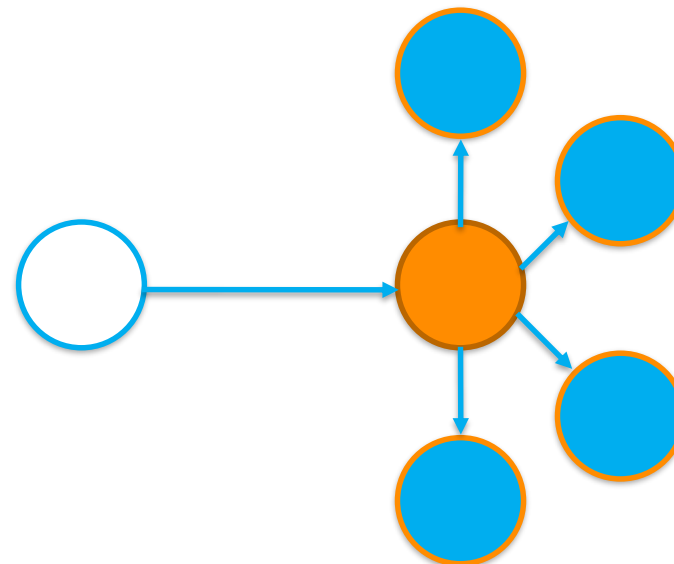
Thanks



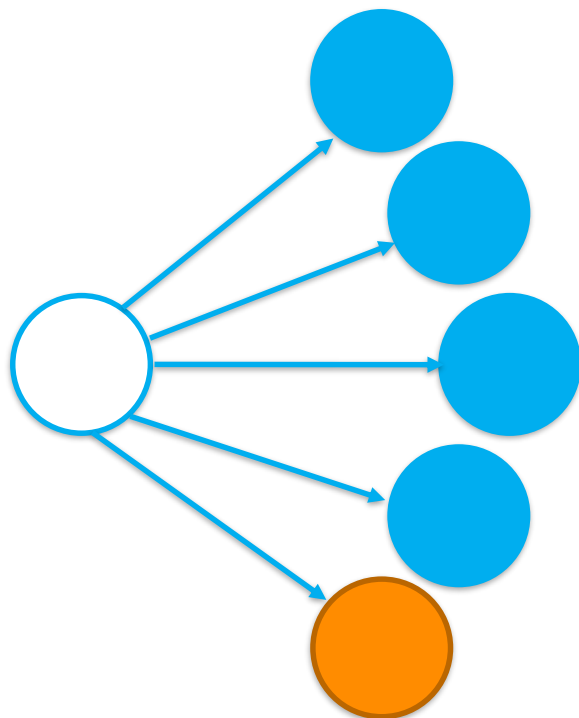
Reach Out



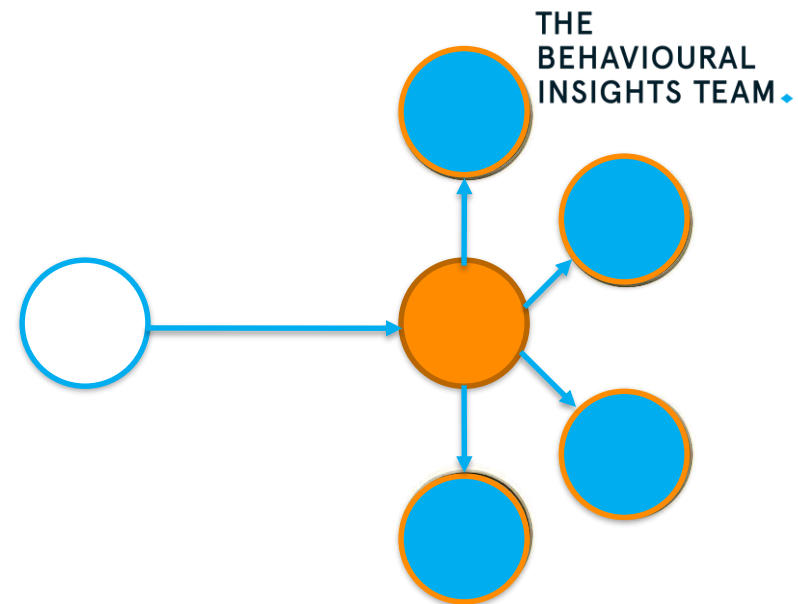
Impact



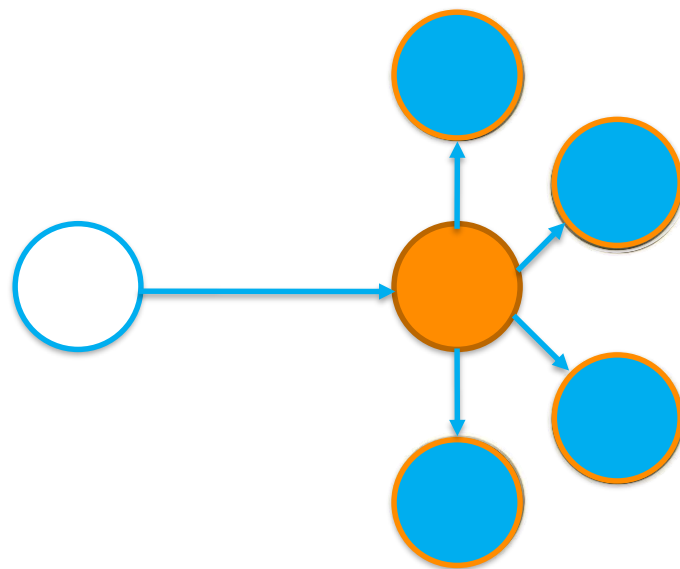
Control



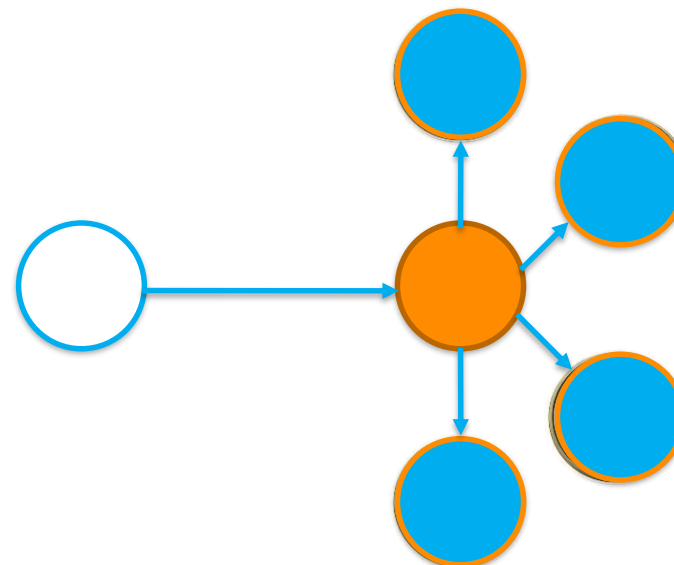
Thanks

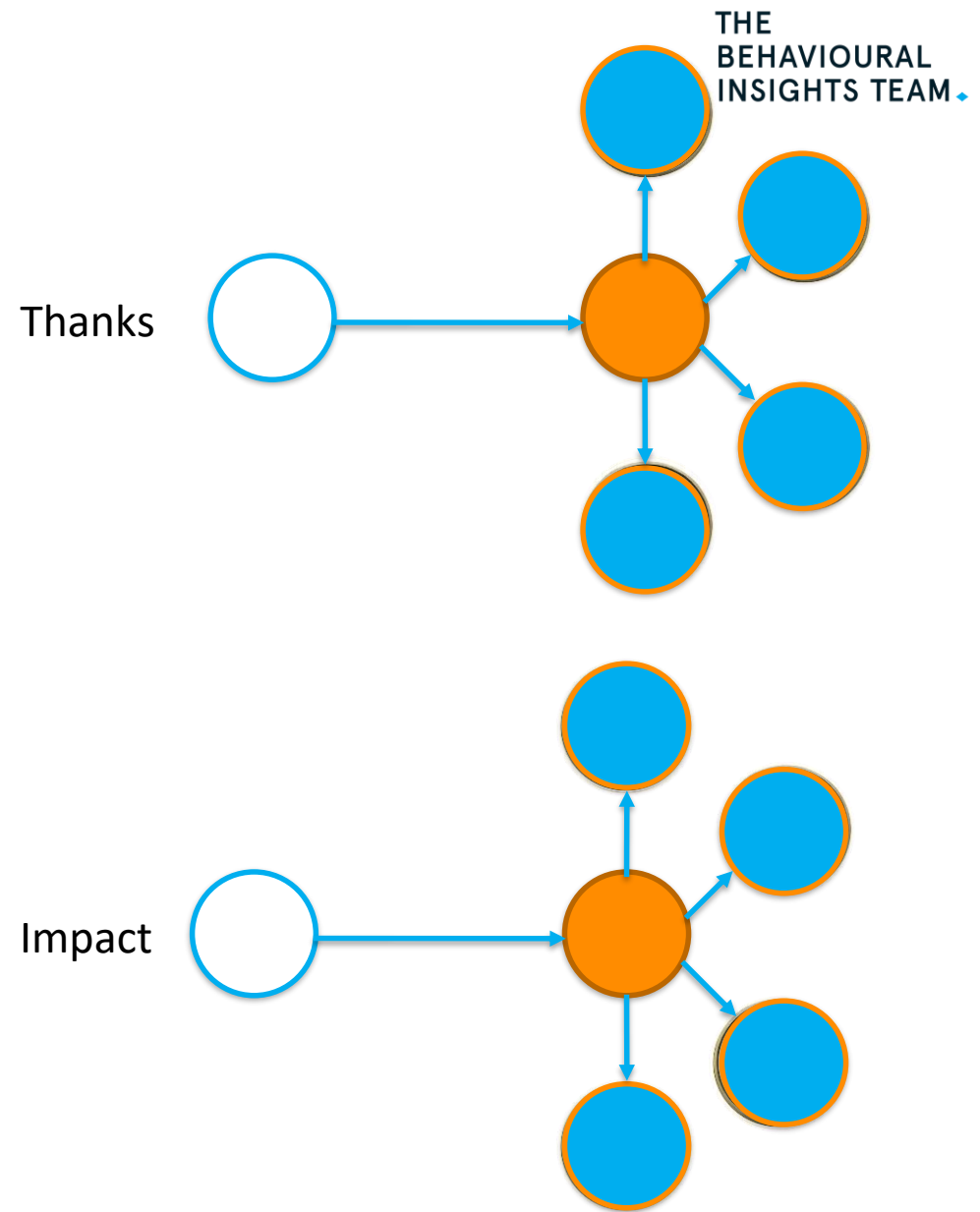
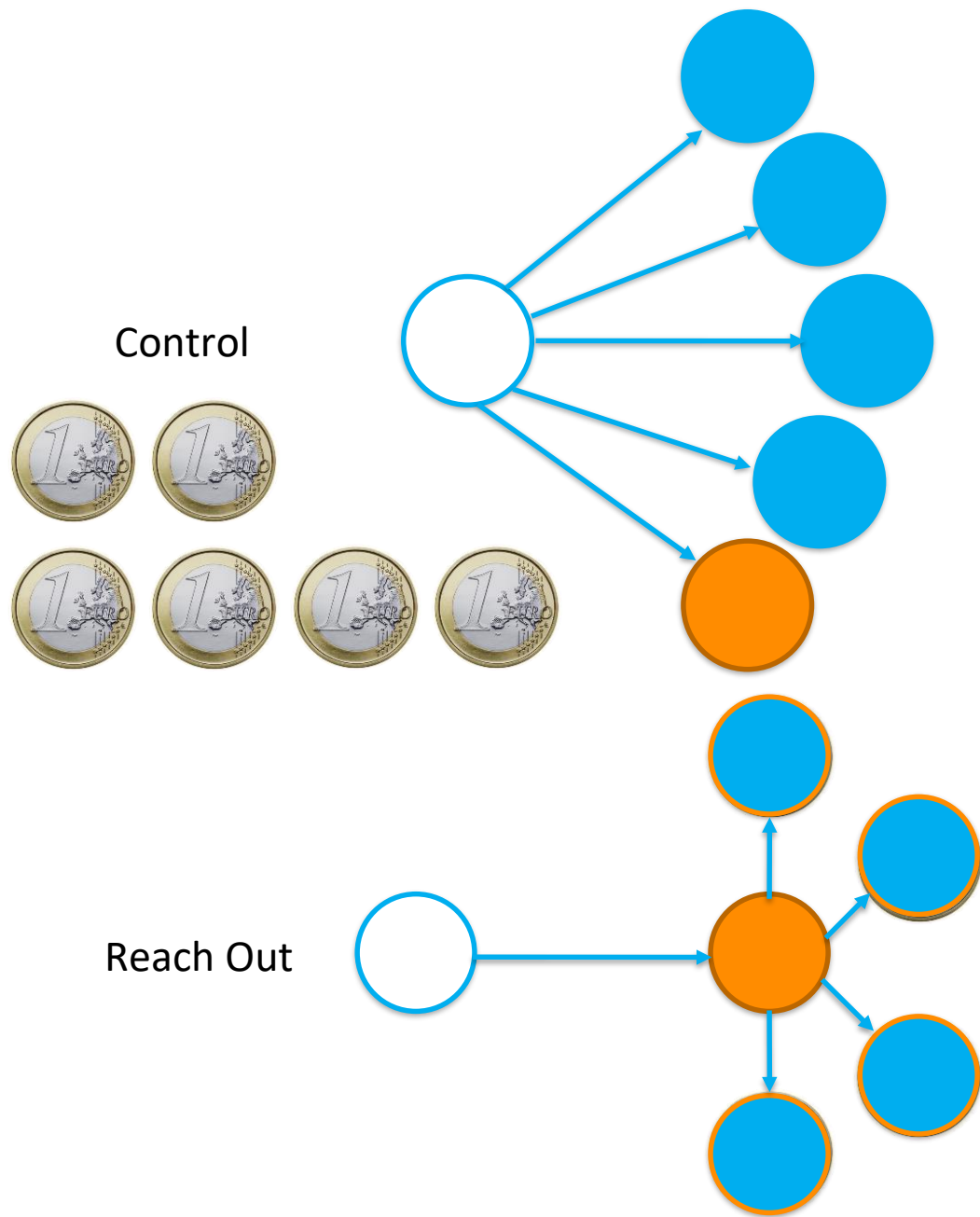


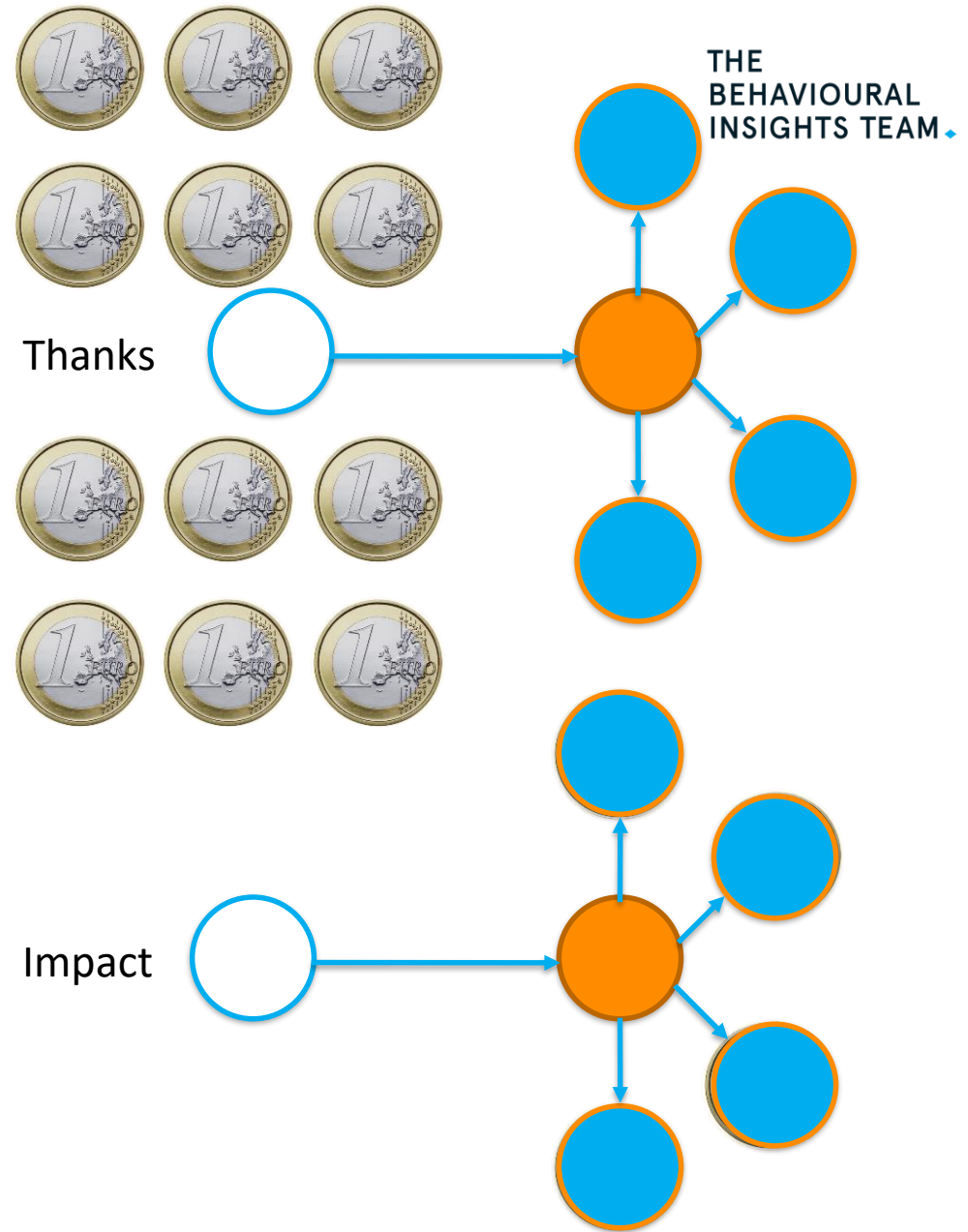
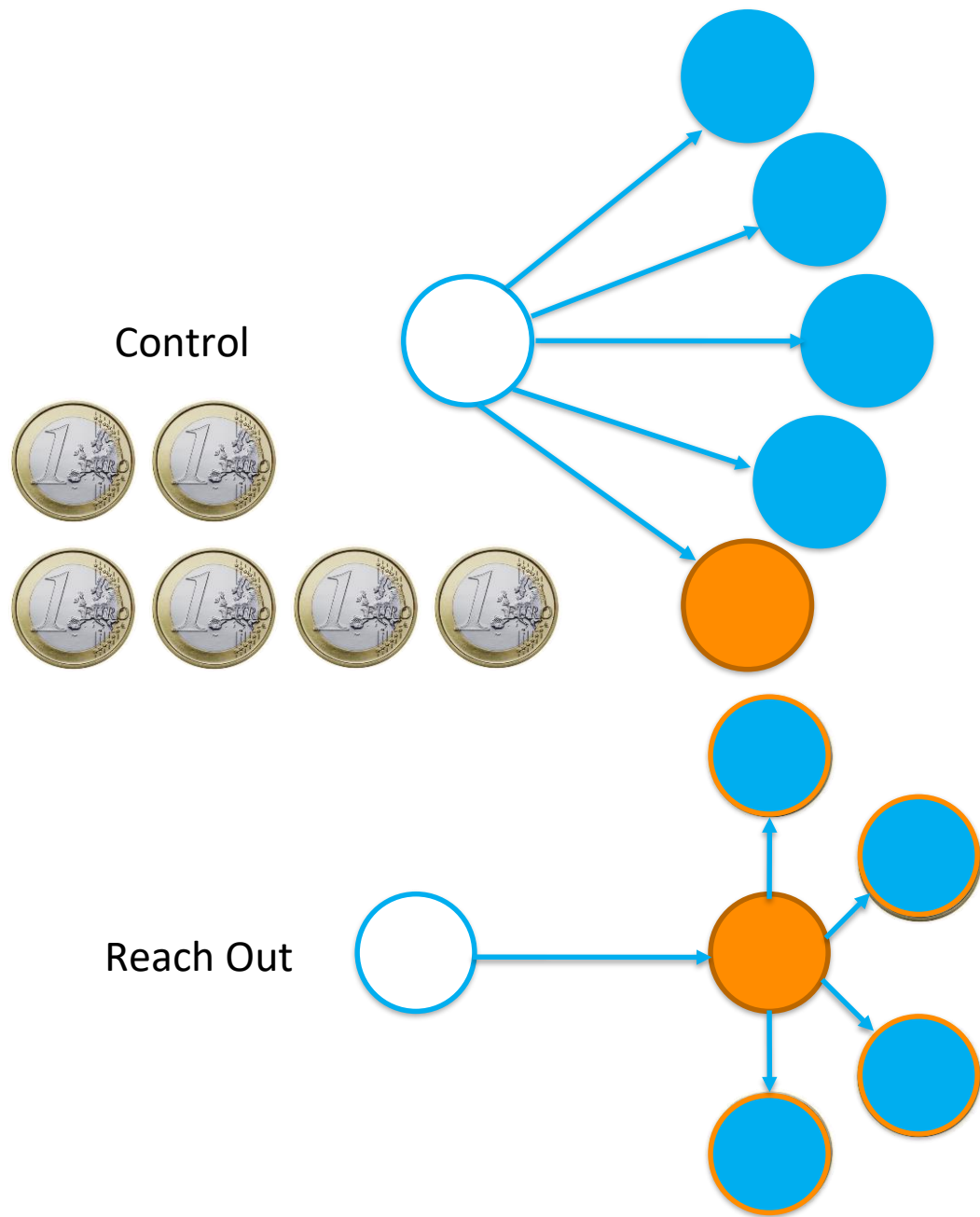
Reach Out



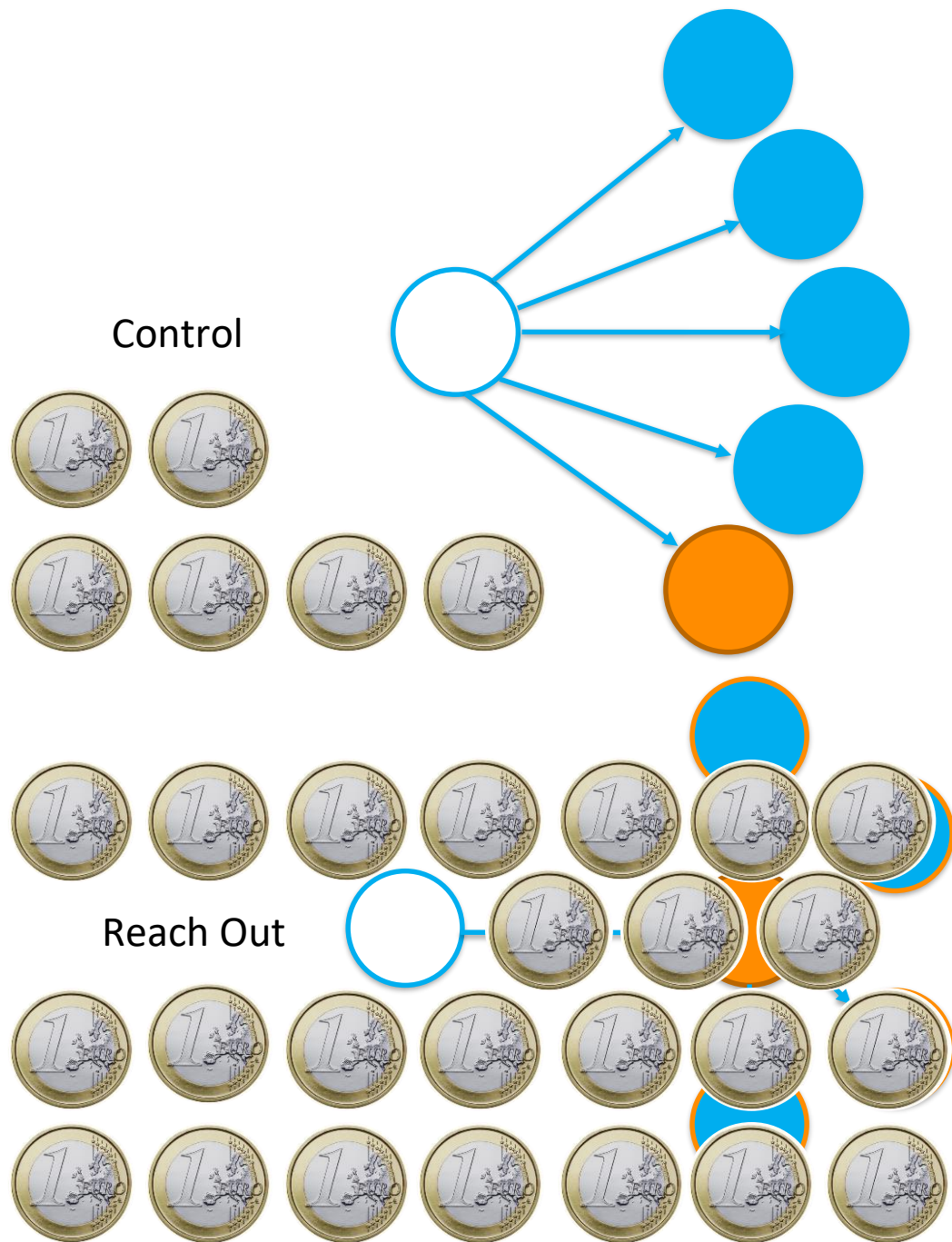
Impact



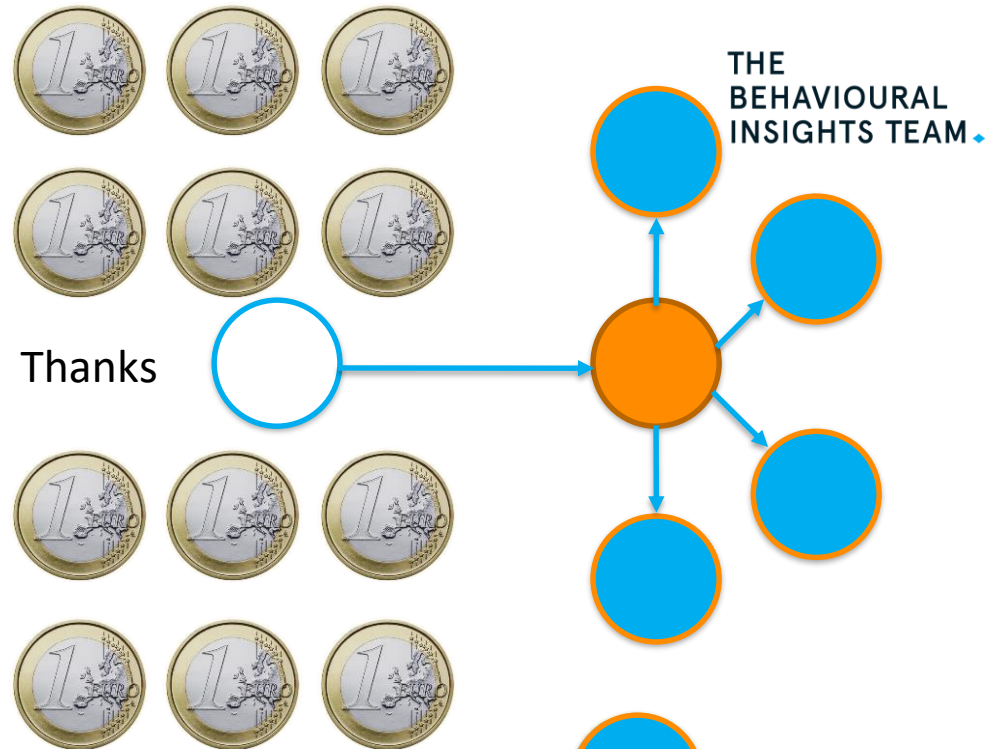




Control

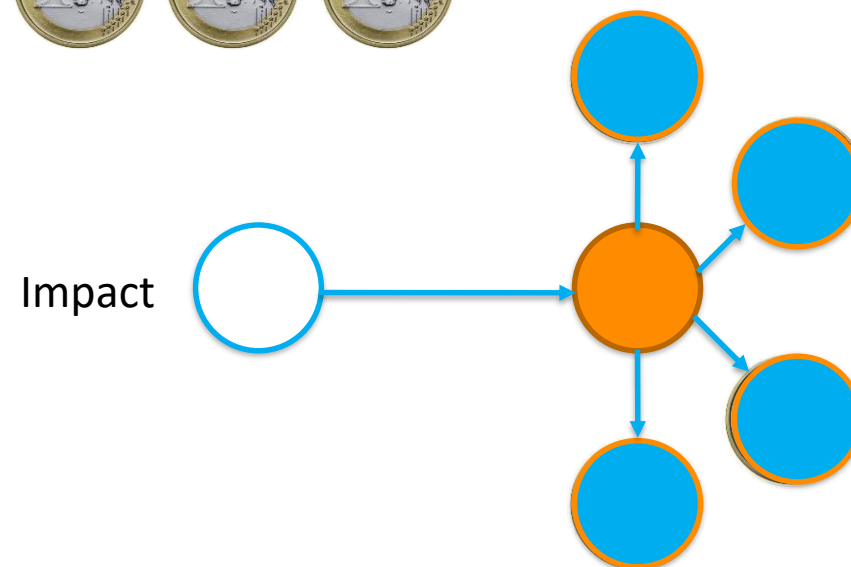


Thanks

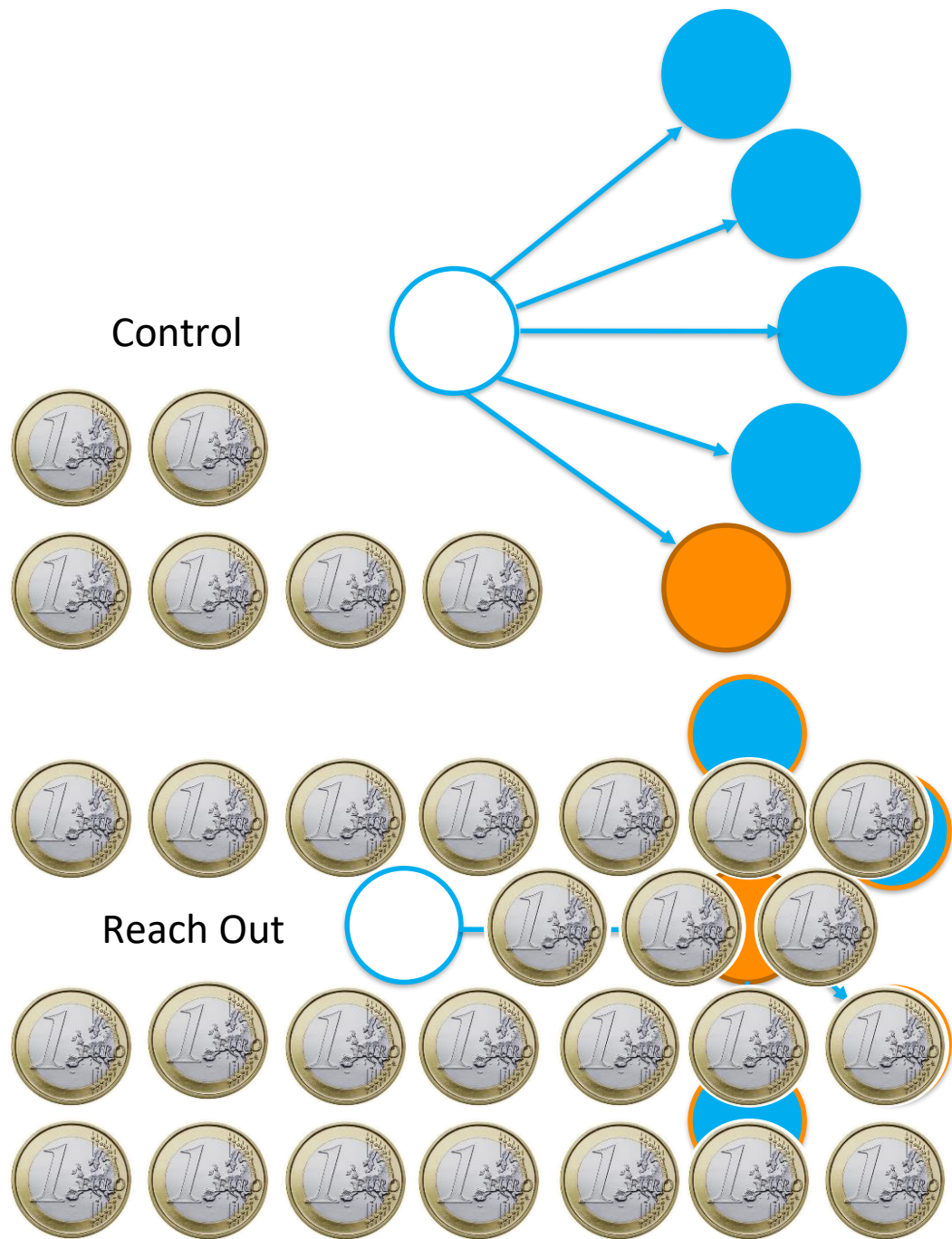


THE
BEHAVIOURAL
INSIGHTS TEAM

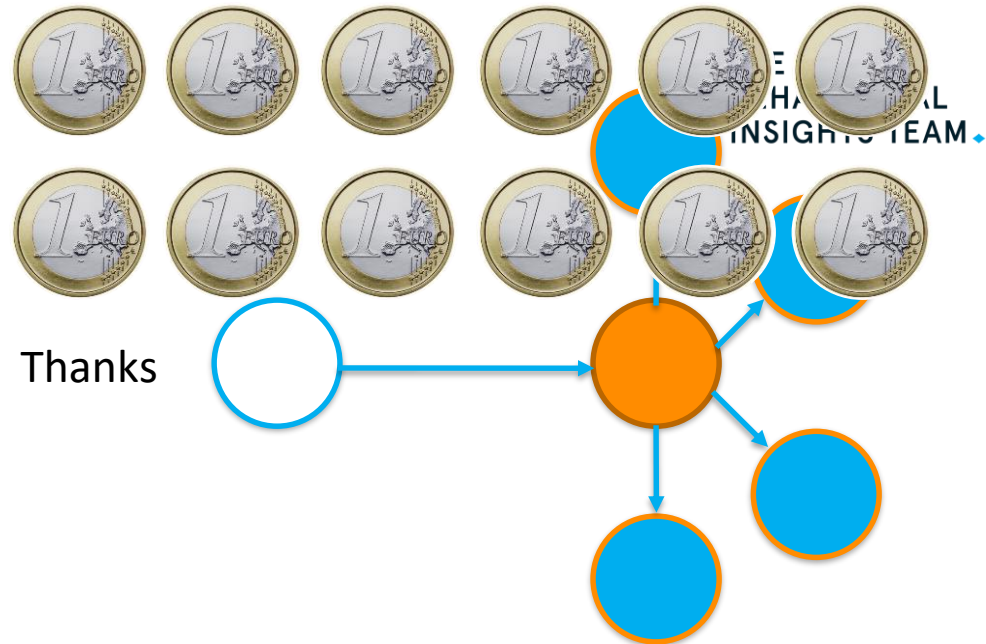
Impact



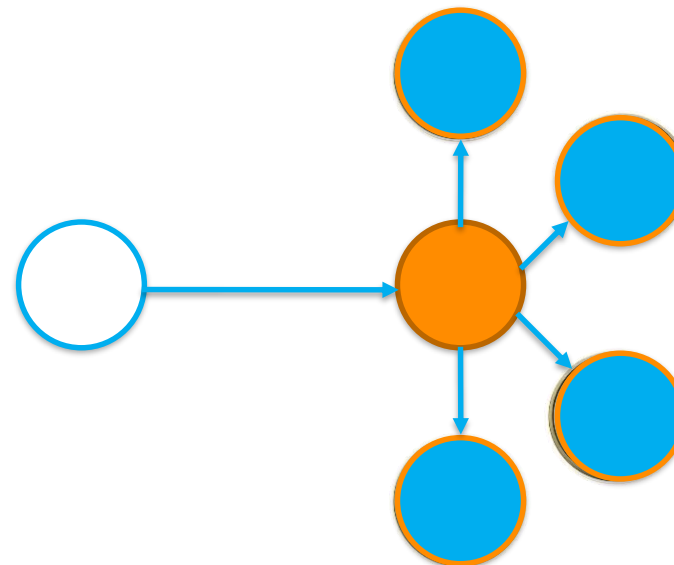
Control



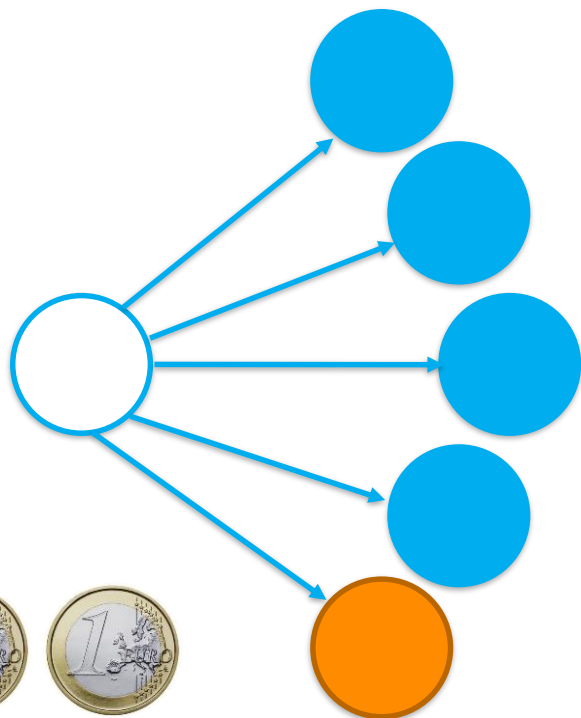
Thanks



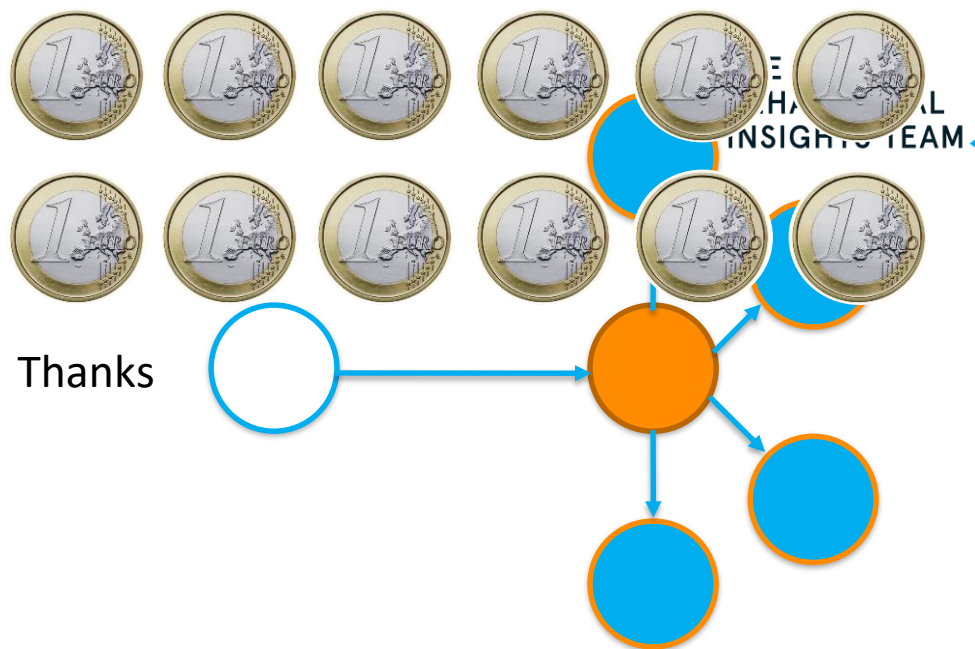
Impact



Control



Thanks



Reach Out

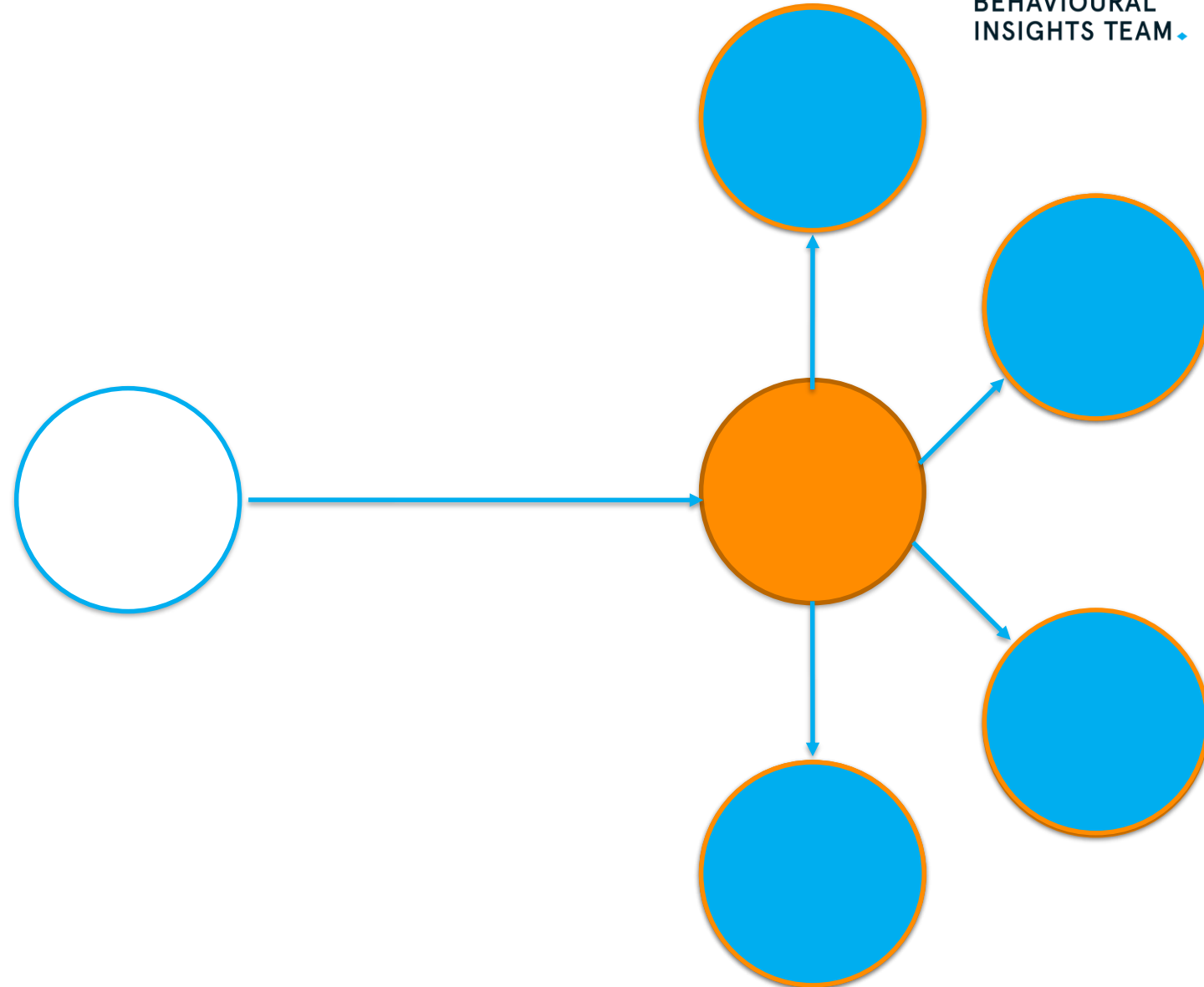


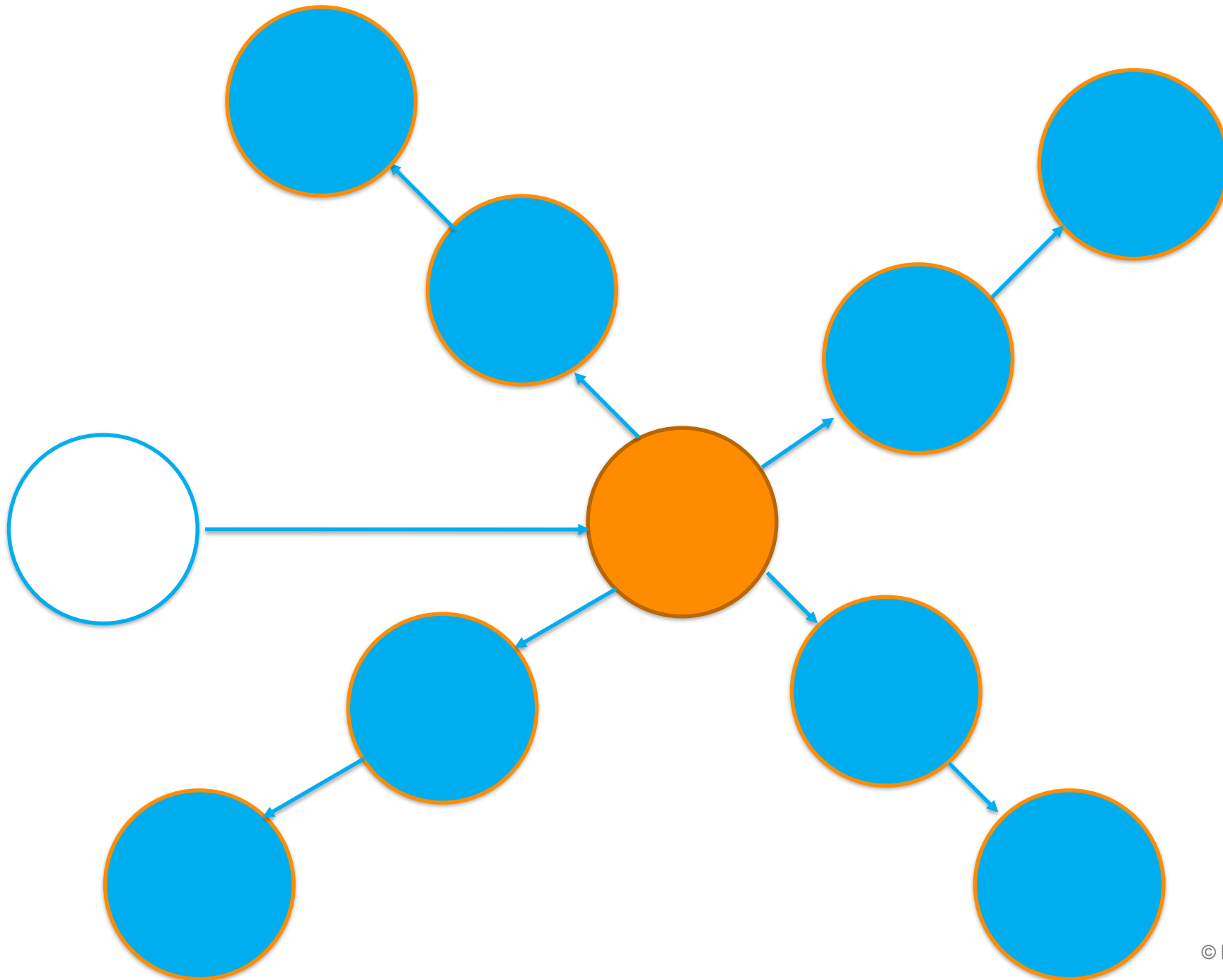
Impact

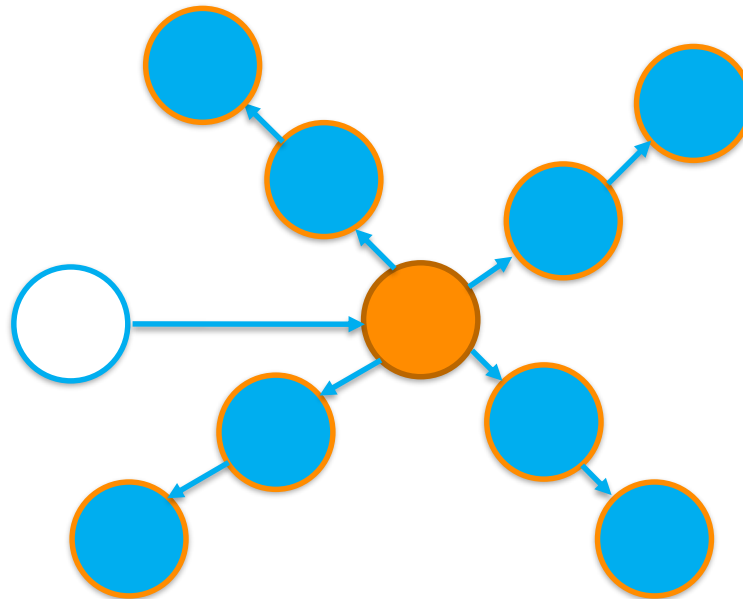


Getting people to
give up their time to
donate

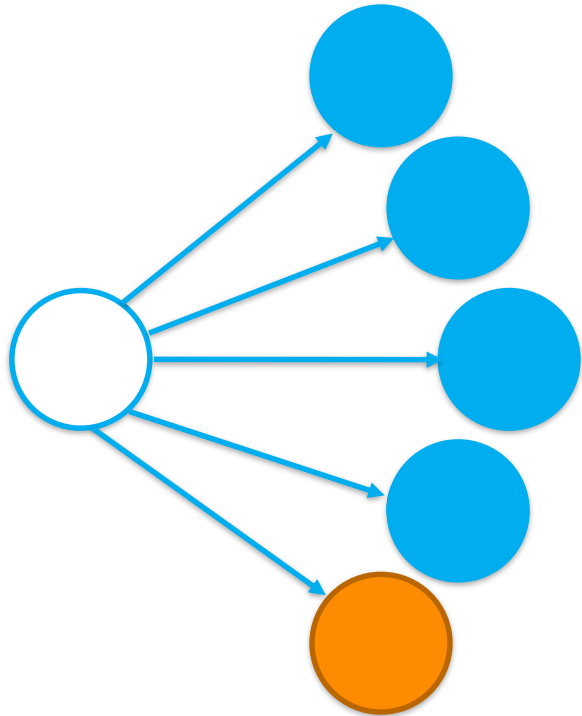




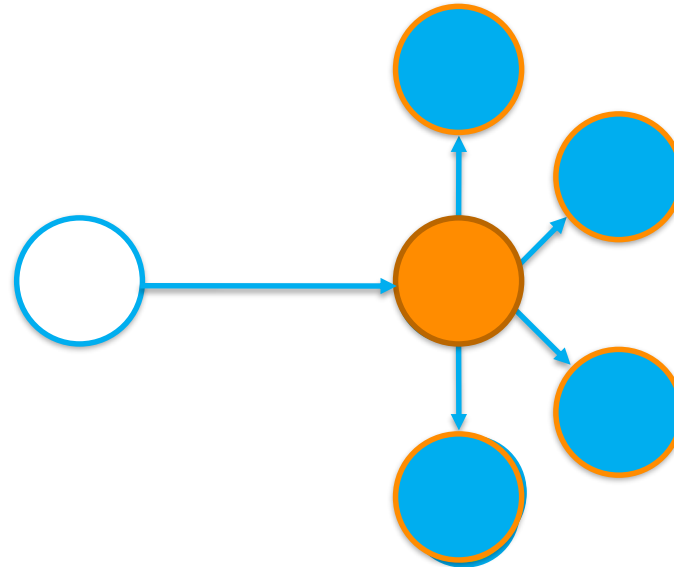




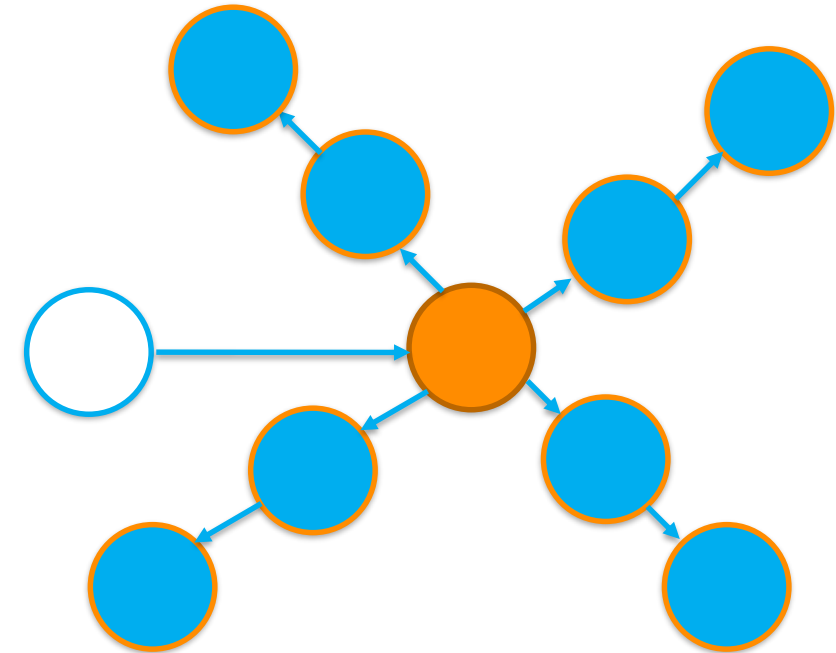
Business As Usual



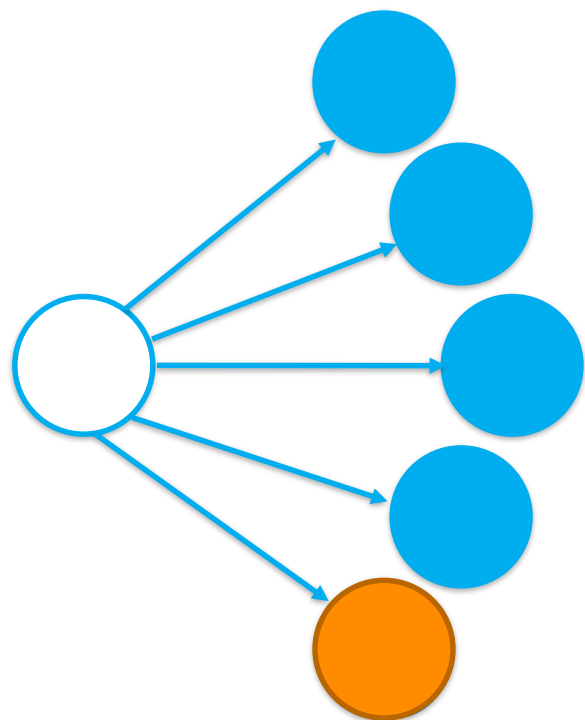
Network Nudge



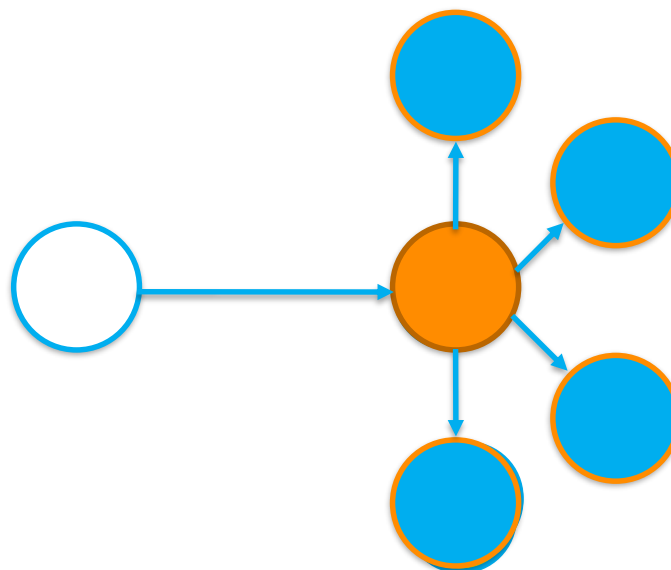
2nd Degree Network Nudge



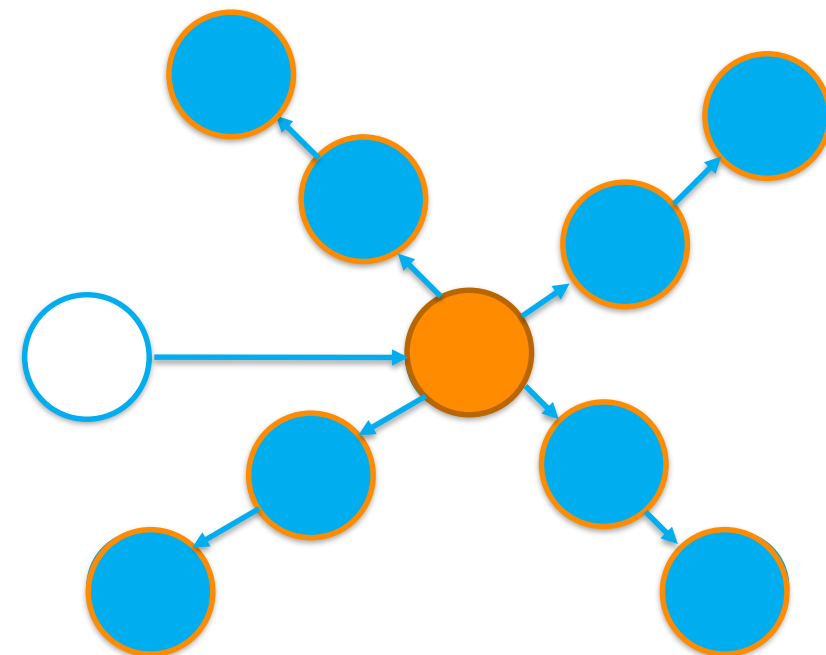
Business As Usual



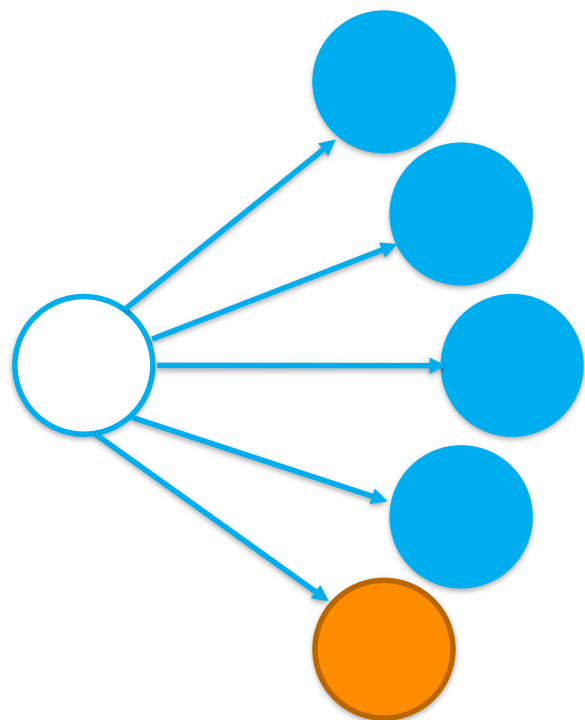
Network Nudge



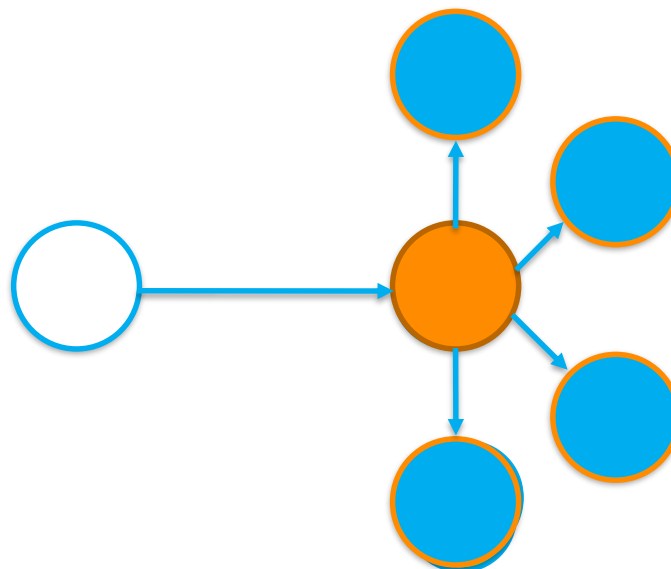
2nd Degree Network Nudge



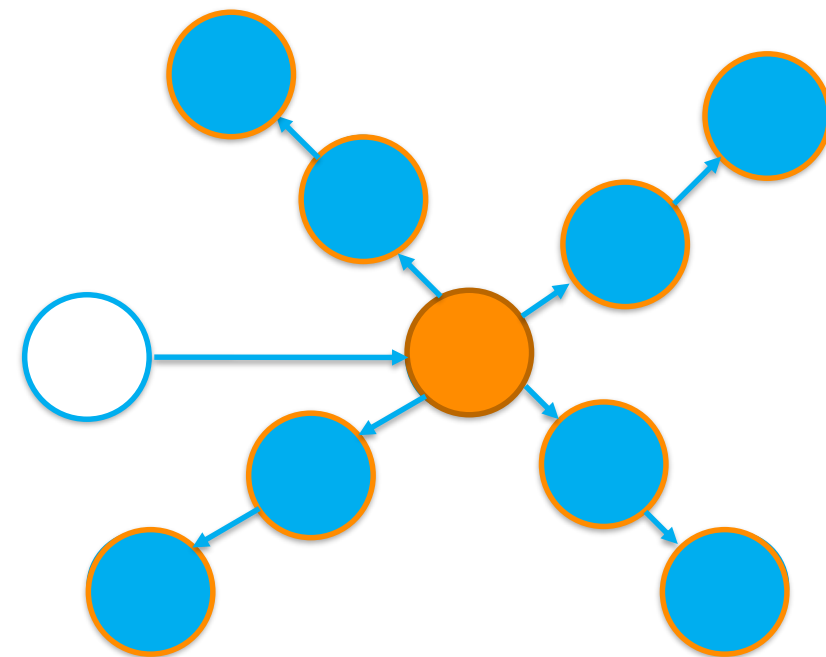
Business As Usual



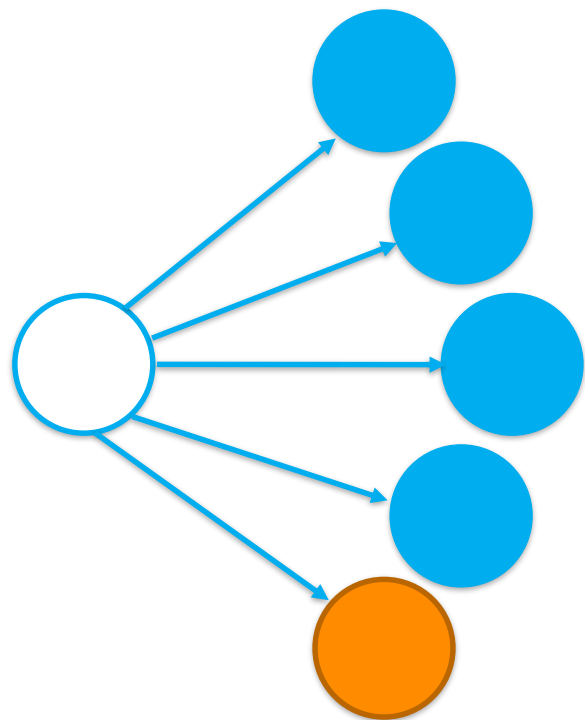
Network Nudge



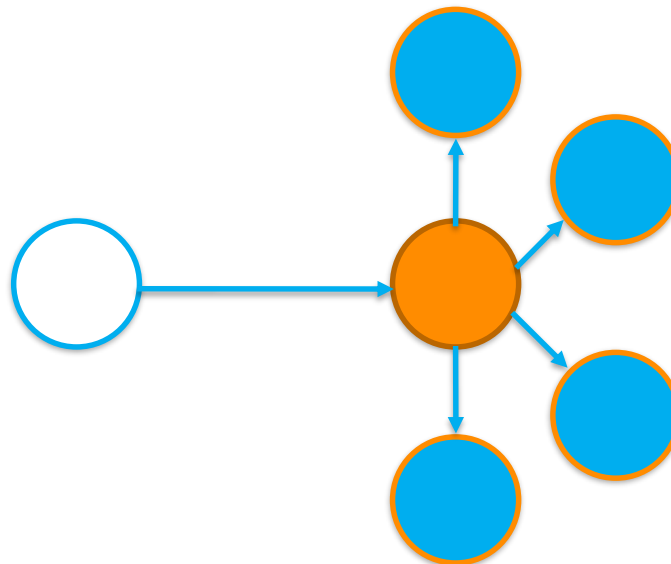
2nd Degree Network Nudge



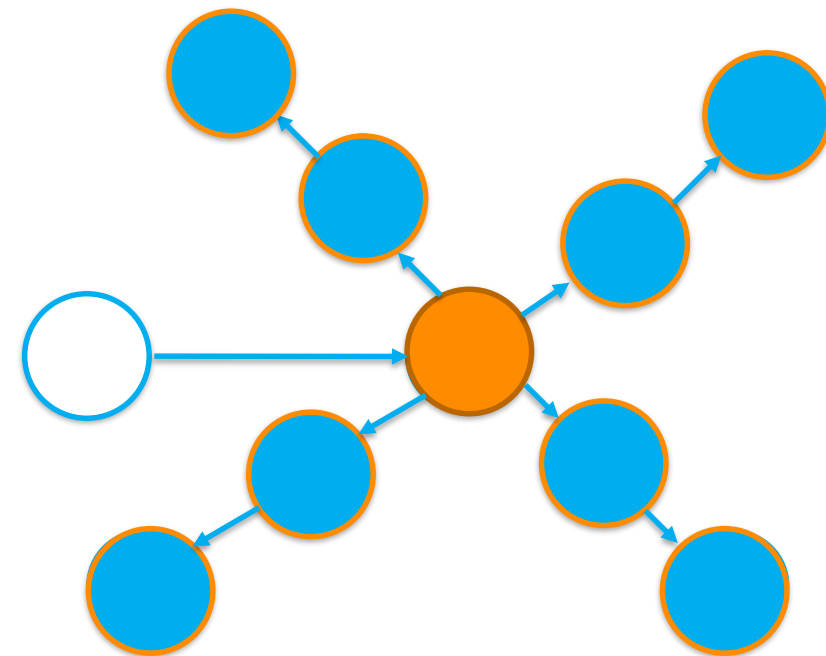
Business As Usual



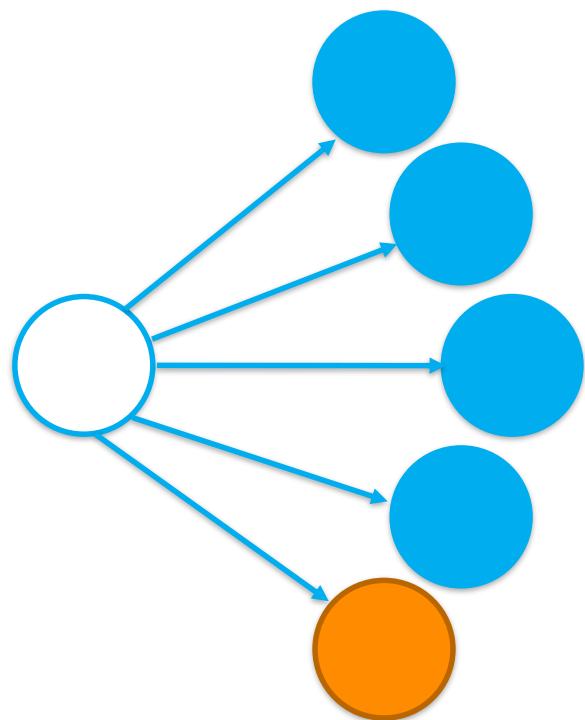
Network Nudge



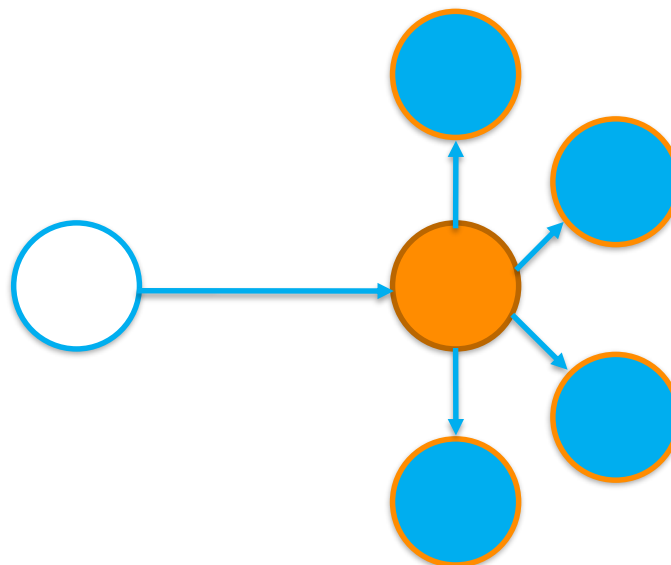
2nd Degree Network Nudge



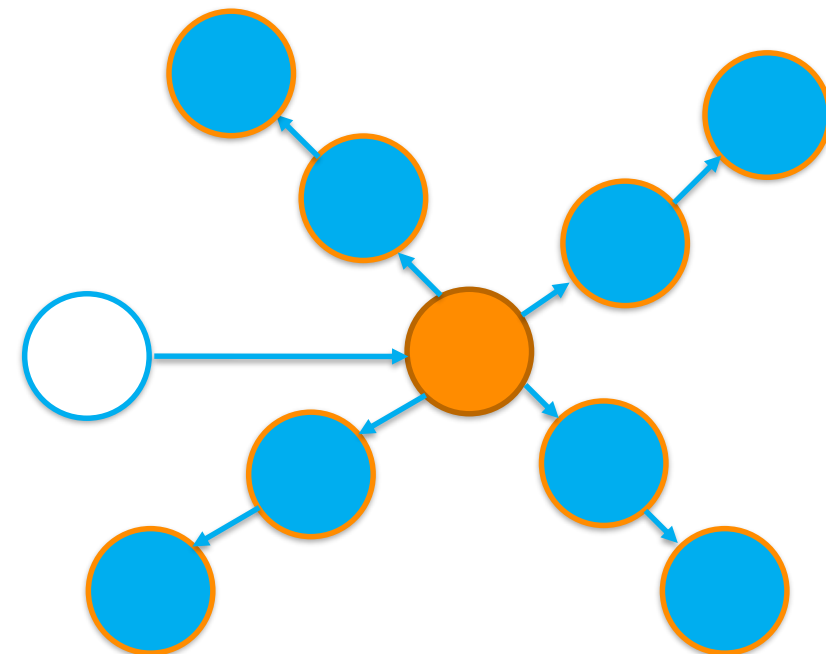
Business As Usual



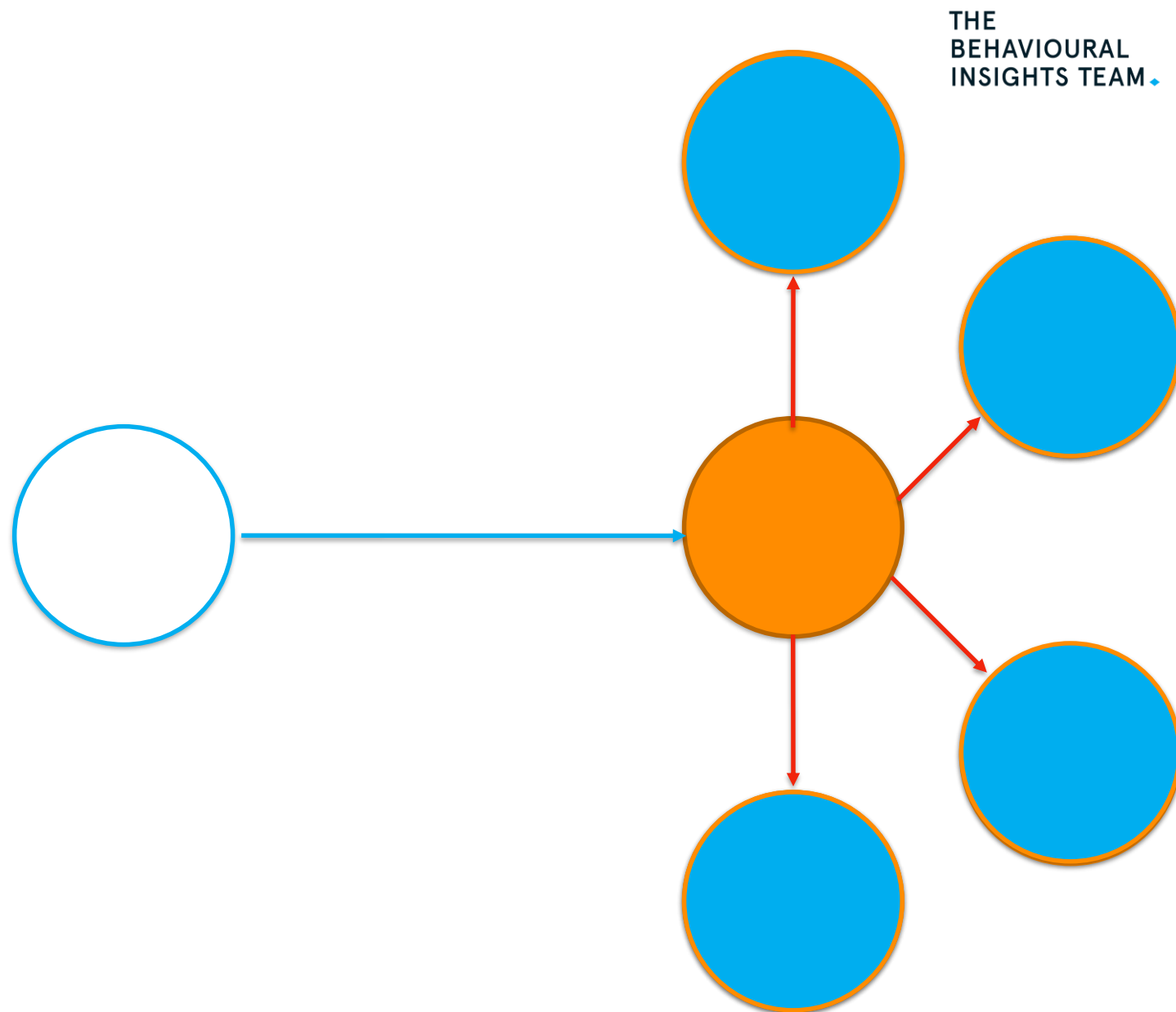
Network Nudge



2nd Degree Network Nudge



?



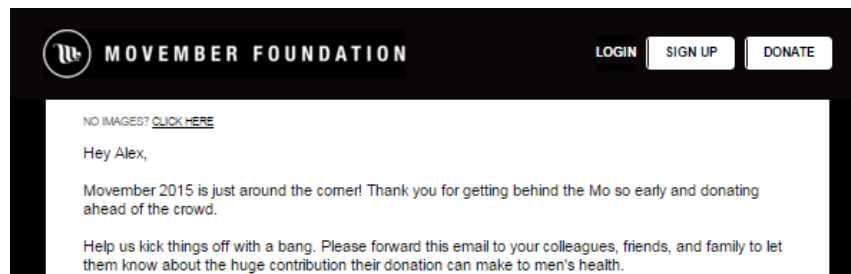
THE
BEHAVIOURAL
INSIGHTS TEAM

Social Licensing and Donations

Karen Tindall and Michael Sanders

Movember Behavioural Insights Fundraising Trials

Early donors were sent one of three versions of an email



Simple Ask

All they have to do is click this link <https://au.movember.com/donate>

Thanks again for helping to change the face of men's health.

Standard 1:1 Match

If anyone that you forward this email to clicks on this link <https://au.movember.com/donate> and donates by 11:59pm this Thursday, 22 October, our friends at Gillette will match the first \$10 of their donation, dollar for dollar. Remember - they have to click on the link in your email to be eligible for the bonus.

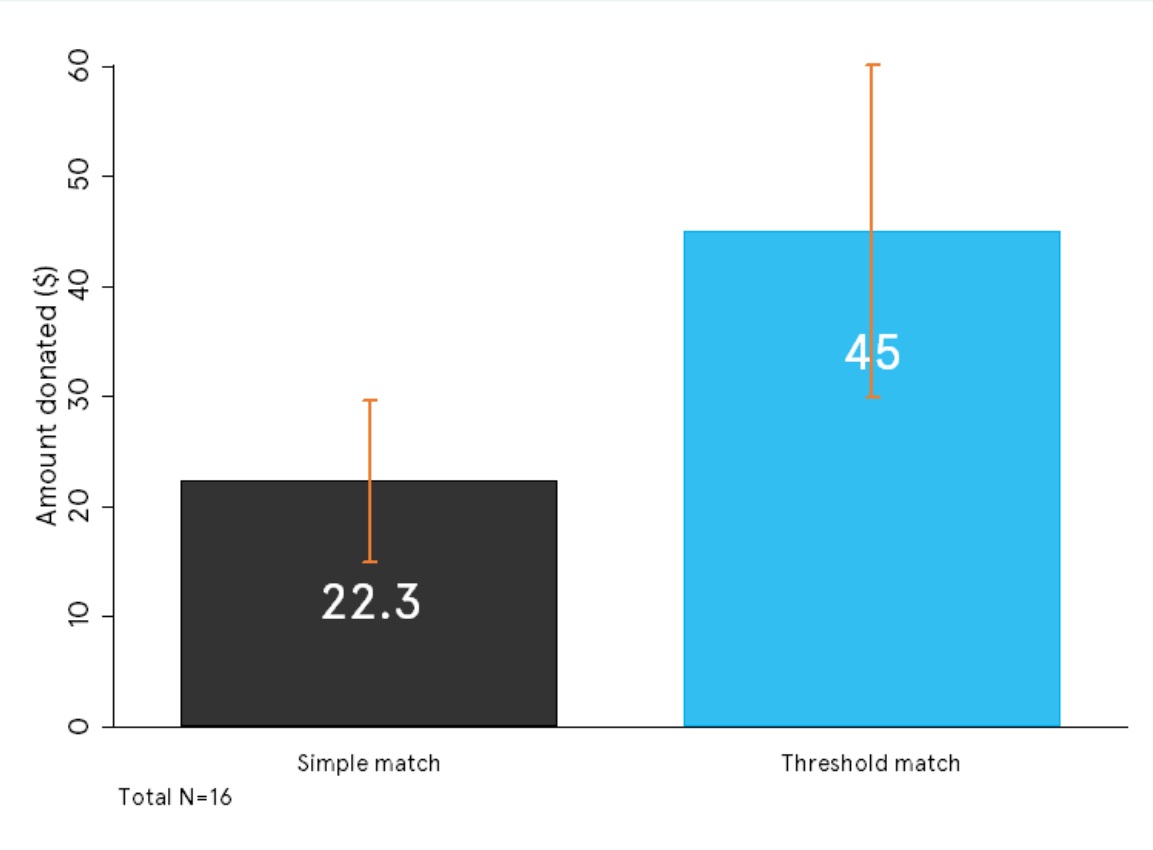
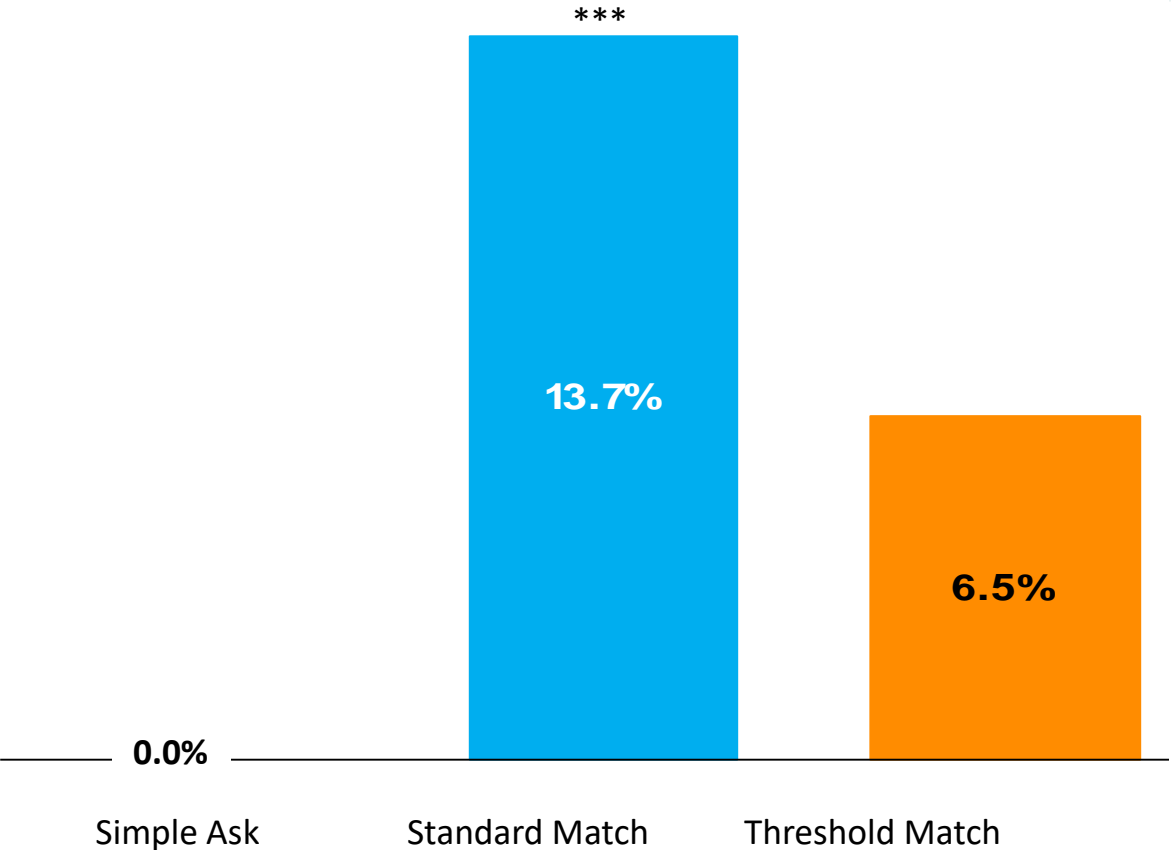
Threshold Match

If anyone that you forward this email to clicks on this link <https://au.movember.com/donate> and donates at least \$30 by 11:59pm this Thursday, 22 October, our friends at Gillette will contribute an extra \$10. Remember - they have to click on the link in your email to be eligible for the bonus.



Results

Transaction Rate
by Email Type
%



Total N=294
* p < 0.05, ** p < 0.01, *** p < 0.001

Why does this matter?

Michael Sanders, Aisling Ni Chonaire, Dan Carr



ICEBREAKER 'GETTING TO KNOW': 10MINS

This is a short ice breaker activity for groups to get to know each other.

- Double check everyone knows what an icebreaker is.
- Ask them to spend 5 minutes getting to know each other by talking about themselves, their interests, hobbies and life experiences.
- Encourage them to be as open as possible. Maybe take it in turns to each say one thing about themselves or give each member of the group 30 seconds.
- Ask them to write down all the topics they discussed, either as they come up or at the end of the five minutes...

Similarities

ICEBREAKER 'OUR SIMILARITIES': 10MINS

- Double check everyone knows what an icebreaker is.
- Explain that the aim of this activity is for everyone to get to know each other a bit more and that everyone should have a pen and some paper.
- Explain to the team they'll be working together for a while now and that you'd like them to get to know each other
- Ask them to spend 5 minutes thinking about their similarities, encourage the team to be as open as possible and explain that everyone has some things in common.
- Suggest that they take turns individually talking about their personal lives, what they like or dislike, interests, hobbies or life experiences in general and so forth in order to find commonalities
- Ask them to write down, on a piece of paper, as many similarities as they can find in the whole group. They may decide to take turns noting down each other's similarities as they go along or list them out at the end for five minutes.

Differences

ICEBREAKER 'OUR DIFFERENCES': 10MINS

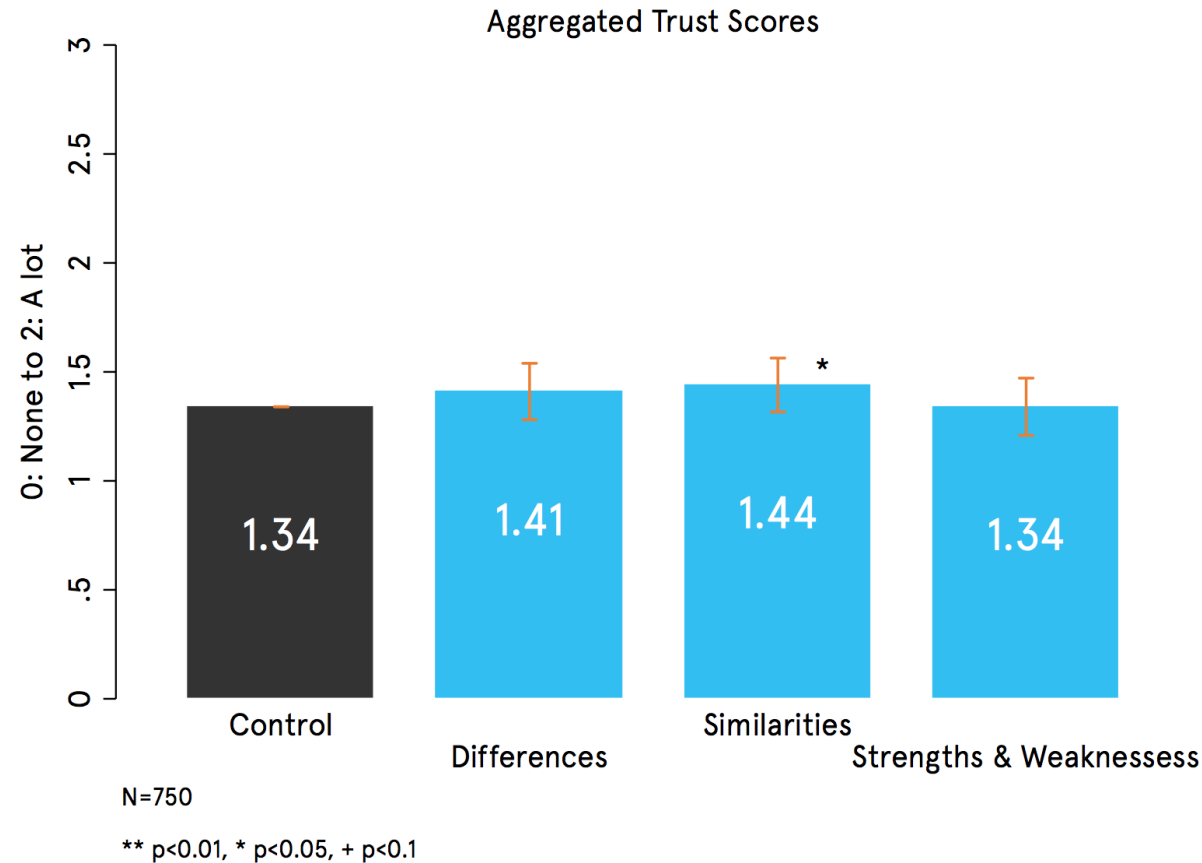
- Double check everyone knows what an icebreaker is.
- Explain that the aim of this activity is for everyone to get to know each other a bit more and that everyone should have a pen and some paper.
- Explain to the team they'll be working together for a while now and that you'd like them to get to know each other
- Ask them to spend 5 minutes thinking about their differences, encourage the team to be as open as possible and explain that no one is exactly the same
- Suggest that they take turns individually talking about their personal lives, what they like or dislike, interests, hobbies or life experiences in general and so forth in order to find commonalities
- Ask them to write down, on a piece of paper, as many similarities as they can find in the whole group. They may decide to take turns noting down each other's differences as they go along or list them out at the end for five minutes.

Strengths and Weaknesses

ICEBREAKER 'OUR STRENGTHS AND WEAKNESSES': 10MINS

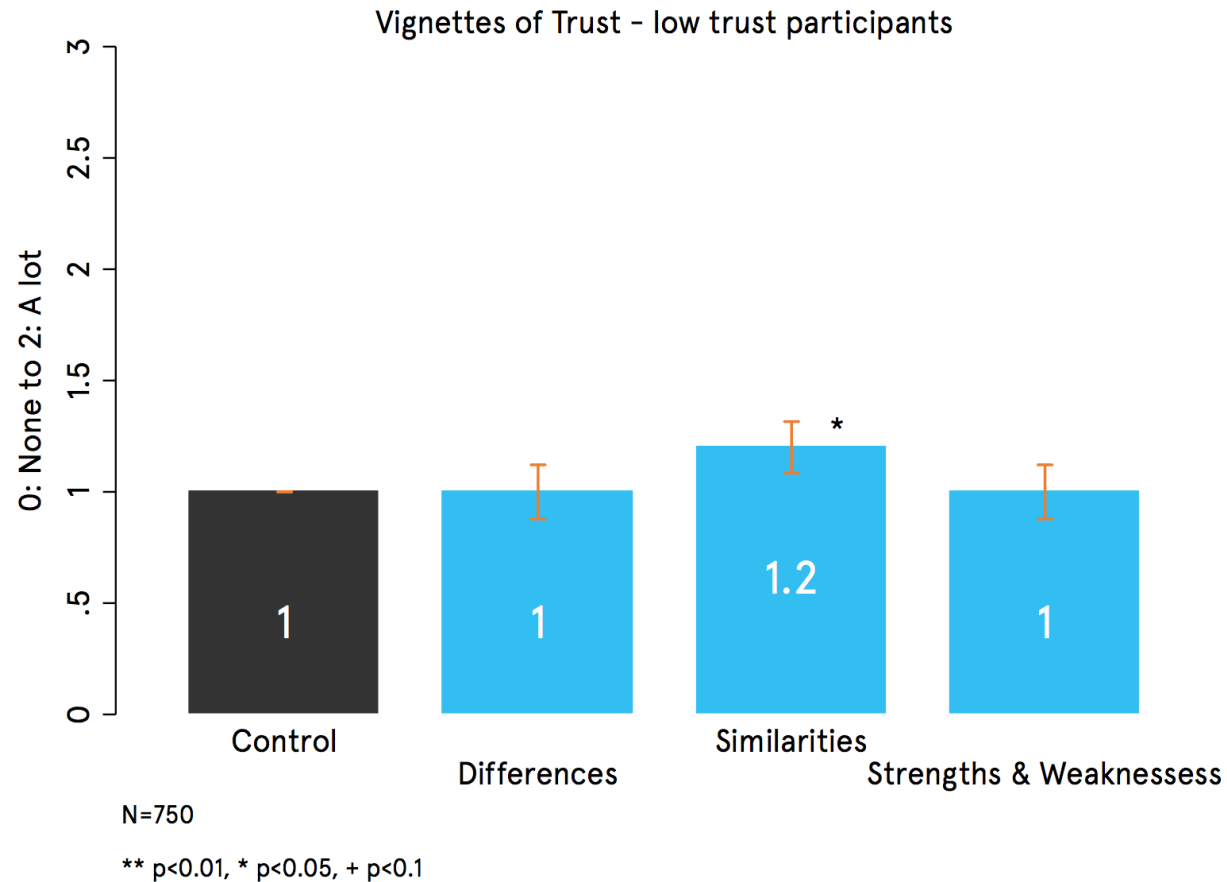
- Double check everyone knows what an icebreaker is.
- Explain that the aim of this activity is for everyone to get to know each other a bit more and that everyone should have a pen and some paper.
- Explain to the team they'll be working together for a while now and that you'd like them to get to know each other
- Ask them to spend about two and a half minutes thinking about their weaknesses. Underline that no one is perfect, everyone has strengths and weaknesses, maybe give an example yourself.
- Encourage the team to be as open as possible. Suggest they take it in turns talking about things they are not so good at such as past challenges and mistakes, things you may want to improve or change.
- Ask them to write down as many weaknesses as you can find in the whole group.
- Then spend the rest of the time finding people in your group who have complementary strengths. To the best of your ability, try to find as many complementary strengths as possible and list them next to each weakness.

Results: Talking about similarities boosts trust of others



- Participant groups who talked about their differences or their similarities reported higher trust across all 5 questions.
- The similarities group performs best of all
- Although there is no overall impact of the strengths and weaknesses intervention, on some measures it increases scores, while on others it decreases them

Results: Talking about similarities is especially good for people with low trust



- Participants with low trust benefited most from the similarities intervention
- Their trust increases by 0.2 units - about the same as moving from the 25th percentile to the 50th percentile in terms of social trust

THE BEHAVIOURAL INSIGHTS TEAM. ◆

Any Questions?

michael.sanders@bi.team