

Case Study 3: New Generation Behavioural Science and the Felix Foundation

This simulation involves students working, in their roles as professionals at New Generation Behavioural Science (NGBS), a fictitious not-for-profit consultancy firm, to produce a White Paper and presentation that addresses a client's (The Felix Foundation) project request. Below you will find:

- the schedule for the simulation event
- a template for the structure of the White Paper students need to develop. In preparing for this event students have been basing their research on general guidance on the structure of a White Paper, but this is the first time they see the full requirements of the client.
- Play cards that are handed to the students during the day which they need to respond to in their presentation/White Paper.

Schedule Monday 12 May 2025

9:00am to 9:10am

Arrival

Presentation space MAR.2.10

Please ensure that you arrive on time. When you arrive at the Marshall Building a host will give your lanyard, check you in and direct you to our workspace. Please ensure that you arrive on time.

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Dr Miriam Tresh, LSE Department of Psychological and Behavioural Sciences.

GAMEPLAY

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9:10am to 9:30am**Welcome and opening****Presentation space MAR.2.10**

During this short introductory session, we'll explain how the day will work. There will also be a brief introduction to the space we'll be using for the day so that you can settle in properly.

9:30am to 12:00pm**Work sprint A****Workspaces MAR.2.06/MAR.2.08**

During this first work sprint, you'll have access to a stakeholder from the Felix Foundation.

12:00pm to 1:15pm**Free time**

You are welcome to use this time as you wish. You can continue working on your projects, however, please make sure that you take at least 30 minutes for lunch.

1:15pm to 3:50pm**Work sprint B****Workspaces MAR.2.06/MAR.2.08**

During this second work sprint you'll have access to a stakeholder from the Felix Foundation.

4:00pm to 6:00pm**Presentations****Presentation space Sumeet Valarni Lecture Theatre (CBG)**

During this time each of the seven groups will present their work. The audience will consist of the stakeholders from the Felix Foundation and the other groups. Each presentation should be no more than 10mins, with 5mins for your stakeholders and colleagues to ask questions.

6:00pm to 7:00pm**Drinks reception****Staff Common Room OLD**

An opportunity to unwind with your colleagues and the stakeholders.

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White Paper Full Structure

1. Introduction

What is the aspect that you are addressing? What are the relevant behavioural frameworks that are applicable? How will you explore this aspect in your paper? What broad conclusion do you reach?

2. Outline

Introduce the aspect you are discussing in more detail. Which context does it manifest itself in? How has it been explored/addressed to date?

i. Relevant definitions

Use sources to clarify the problem and the concepts that you use to address it. This ensures your reader has full understanding of the issues you are discussing and there is no ambiguity. It also helps you narrow down the scope of your work to a specific problem that you address.

ii. How the problem manifests itself

Describe and explore the context of your chosen area and the implications/significance of addressing it.

iii. Existing literature overview

What has been done to date to address or explore this area? Is there academic literature directly addressing this area? There might not be, in which case you can draw on more tangential examples and explain their relevance in your chosen context.

3. Further discussion

This is the research core of your paper. Here you put forward your solution/framework/breakdown of the problem.

i. Solutions to the problem

The structure here will be unique for each topic. Use subheadings to keep your argument structured and clear.

ii. Ethical implications

Discuss where your framework stands in terms of ethical implications. Can your solution introduce possible distortions? This section will be different in its relevance depending on the area you are covering.

4. Further relevant policy issues

Practically speaking, what are the implications of what you have just been talking about? Can your framework/intervention be applied in real life? Do your definitions align with real-world context and to what extent?

i. Possible challenges

No idea is fully practical and works perfectly in reality as it does in theory. Tell the readers what the implications might be of implementing your suggestions into practice and where it could go wrong.

ii. Context restrictions

Make sure you cover what the real-life context entails for the applicability of your framework. Are the motivations for stakeholders different to yours? Is there a limited understanding of behavioural science? Might there be resistance to novelty?

iii. Scalability limitations

Does the scale of the problem or organisation in question mean that applicability might be restricted? Would your intervention work better in a small group environment than large group? How could you overcome this if that is the case?

iv. Cultural limitations

Is your framework culturally universal or might there be any limitations?

v. Further suggestions

If you had more time, in which direction would you take your exploration of this issue?
If a large behavioural science institution picked this up, what should they focus on?
Is there limited information on any areas that you would need to create a more actional plan?

5. Conclusion

Briefly summarise your argument again. Include the limitations and suggestions for further research, as well as the significance of the area you chose and your findings.

6. Bibliography

7. Presentation

Approximately 8-10 slides aimed at key stakeholders.



UN Spokesperson ✓
@UN_Spokesperson

MORNING

Project 1: Political polarisation

Secretary-General **@antonioGuterres** makes speech promoting political polarisation.

"People without strong beliefs are apathetic, they don't vote. To have a functioning democracy, a passionate polarised populous is essential."

<https://www.un.org/newsroom/detail/...>

9:15 am • 12 May 2025 • TweetDeck



Political polarisation as necessary for democracy

Prompts:

1. Is polarisation necessary to engage voters?
2. What are the possible benefits and risks of encouraging polarisation?
3. Is an opposing viewpoint (devil's advocate) always necessary, useful, or ethical?
4. How can you include a commentary on this issue in your report to NGBS?

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Project 2: The future of Diversity, Equity and Inclusion (DEI)

Zoom leads the way in connecting! As a policy to prevent prejudice all our recruitment and employment will take place in virtual space—employees choose their own avatars. No one will know how they look, their gender, age, race, or anything personal—our workers are only judged on the quality of their work.

<https://www.zoom.com/equality-solved.html>

9:15 am • 12 May 2025 • TweetDeck



Virtual avatars to reduce prejudice

Prompts:

1. What are the possible benefits and risks that could come from this (to the employee and the company)?
2. What are the possible ethical issues here?
3. Might this have unequal effects throughout the population?
4. How can you include a commentary on this issue in your report to NGBS?

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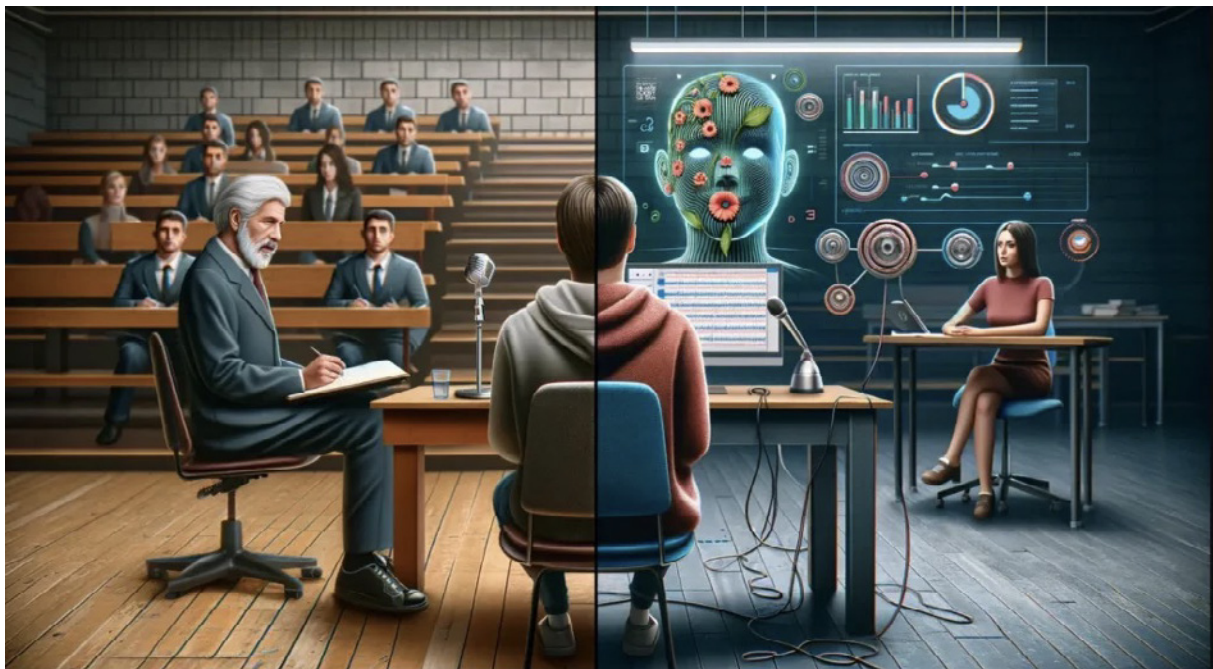


MORNING

Project 3: Generative AI in higher education

In a bid to supercharge the skills for the future, the UK government today announces new legislation mandating the use of generative AI in all higher education exams. University students will be expected to use AI when demonstrating their knowledge.

#UKLeadTheWay 9:15 am • 12 May 2025 • TweetDeck



Mandated use of AI in HE

Prompts:

1. What are the possible benefits and risks that could come from this (to the student and university)?
2. What are the possible ethical issues here?
3. Might this have unequal effects throughout the population?
4. How can you include a commentary on this issue in your report to NGBS?

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Project 4: AI and deepfakes

Bereaved no more. With GoogleAI's new GriefTech, we can recreate your loved ones from their digital footprint. Our sensitively crafted deepfakes clone looks and personality, allowing for interaction after death.

<http://google.com/virtual-life-after...>

9:15 am • 12 May 2025 • TweetDeck



Mandated use of AI in HE

Prompts:

1. What are the possible benefits and risks that could come from this (to someone cloning themselves for loved ones, or someone cloning a loved one)?
2. What are the possible ethical issues here?
3. Might this have unequal effects throughout the population?
4. How can you include a commentary on this issue in your report to NGBS?

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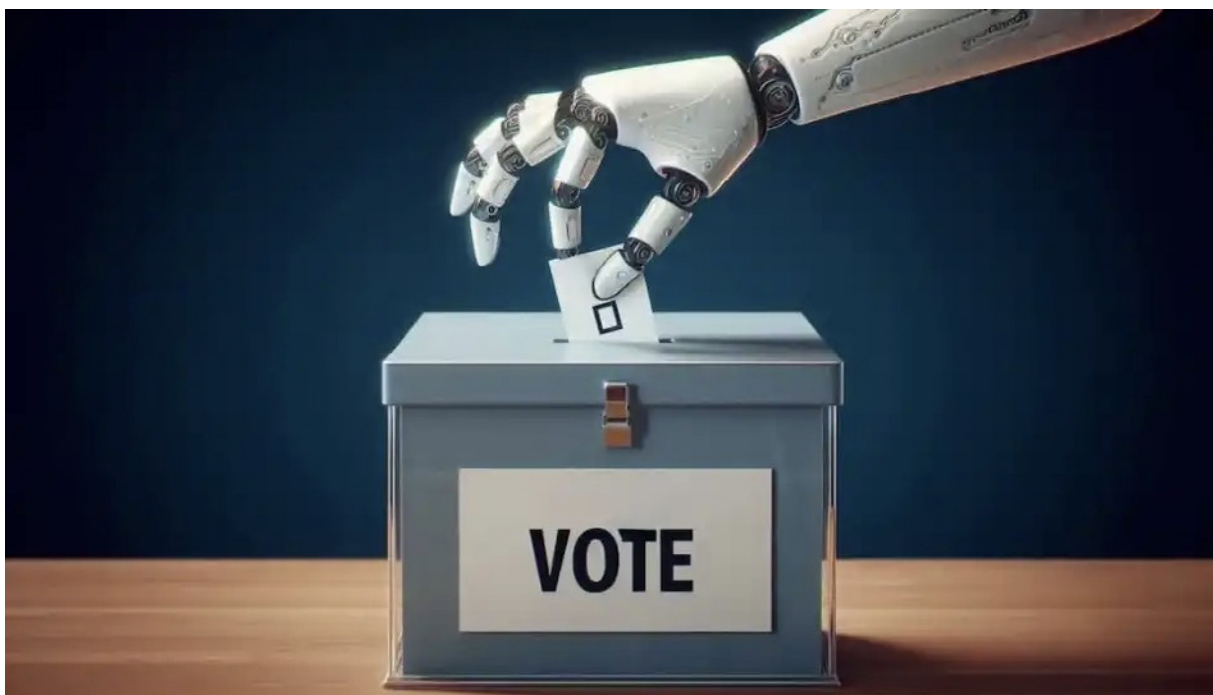


MORNING

Project 5: Political campaigning and voter turnout

We've fixed voting. No more low turnouts, no more hassle with the voting process. Just train one of our digital clones using your digital footprint, and use that as a proxy to do your democratic duty. Our AI learns your preferences from your social media, knows how you intend to vote, and carries out the process for you. Sign up <http://google.com/VirtualVot...>

9:15 am • 12 May 2025 • TweetDeck



Virtual clones for voting

Prompts:

1. What are the possible benefits and risks that could come from this (for individuals and for society)?
2. What are the possible ethical issues here?
3. Might this have unequal effects throughout the population?
4. How can you include a commentary on this issue in your report to NGBS?

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Medical Research Council
@The_MRC

MORNING

Project 6: The wellbeing-sustainability connection

With the benefits of “Forest Bathing” well known, we call for more research into virtual reality nature therapy interventions. Let’s get the benefits of nature without the need for nature.

#SimulatedNaturalWellbeing

9:15 am • 12 May 2025 • TweetDeck



VR nature therapy

Prompts:

1. What are the ethical issues here? Are there possible spillovers?
2. What are the possible benefits or risks that could come from this?
3. Might this have unequal effects within the population?
4. How can you include a commentary on this issue in your report to NGBS?

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Project 7: Strengthening foundational learning globally

Too many schools lack funding, and the global teacher shortage is not being solved by governments. So McDonald's is opening Academies across the globe to educate 4-18 year olds in the importance of nutrition, sustainability, and positivity. We're lovin' it!

<https://www.mcdonalds.com/en/mcschools.html> 9:15 am • 12 May 2025 • TweetDeck



McDonald's sponsoring schools and academies

Prompts:

1. What are the ethical issues here? Are there possible spillovers?
2. What are the possible benefits that could come from this?
3. Might this have unequal effects within the population?
4. How can you include a commentary on this issue in your report to NGBS?

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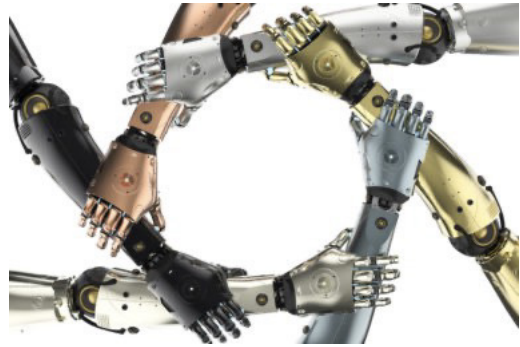
Google AI ✓
@GoogleAI

MORNING:

Project 8: Integrating indigenous knowledge for more effective governance

Diversity, equity, and inclusion is essential in the modern workplace, but so hard to do in practice. Use the new Google Simulated Diversity™ AI chatbot to hear minority opinion and save the hassle and headache of hiring.

9:15 am • 12 May 2025 • TweetDeck



Simulated diversity with AI

Prompts:

1. What are the ethical issues here?
2. What are the possible benefits and risks that could come from this?
3. Might this have unequal effects throughout the population?
4. How can you include a commentary on this issue in your report to NGBS?

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**FELIX FOUNDATION**

@felixfoundation

AFTERNOON: ALL GROUPS

Following turbulent times for tariffs and international negotiations, the Felix Foundation is fully focused on ensuring all our projects and commitments make the most of global opportunities and are not adversely affected in any way.

#WeKeepOurPromises.

1:15 pm • 12 May 2025 • TweetDeck



Troubling times with tariffs?

Prompts:

1. What is the situation with tariffs in the USA?
2. What are the risks/opportunities if this develops into a tariff war?
3. What implications might this have for your recommendations?

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