

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. To prepare for the simulation students attend an NGBS 'onboarding' workshop where they are given further details of the client and stakeholders and the task and possible projects are outlined.

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GAMEPLAY PREPARATION



NEXT GENERATION BEHAVIOURAL SCIENCE



Onboarding Workshop

Welcome to NGBS!

A not-for-profit consultancy firm seeking to draw from emerging psychological and behavioural science knowledge to provide ethical, culturally wide-ranging, rigorous and scalable advice for a range of international organisations

Our approach...

- Applies insights from psychological and behavioural science research and theory to design **evidence-based** solutions and advice
- Embeds and advocates for consideration of **ethics** at all stages of project design and delivery
- Prioritises context relevant solutions and advice that are **culturally wide-ranging and sensitive**





Check Out the House Reading List

- Top readings for applying psychological and behavioural science for behaviour change and policy
- Covers key concepts at the centre of the NGBS approach, including scaling, welfare effects and spillover, ethics, cultural variation, societal approaches, as well as key frameworks
- We expect you to draw on these resources when working on your project, so be sure to familiarise yourself with them (if you haven't already)
- Accessed on the NGBS Tile of the PB300 Moodle page

NGBS Onboarding

As your first project with us, you have been assigned to a team to address a project area

Each team has:

- 2 x Research Analysts
- 1 x Policy Analyst
- 1 xx Stakeholder Liaison





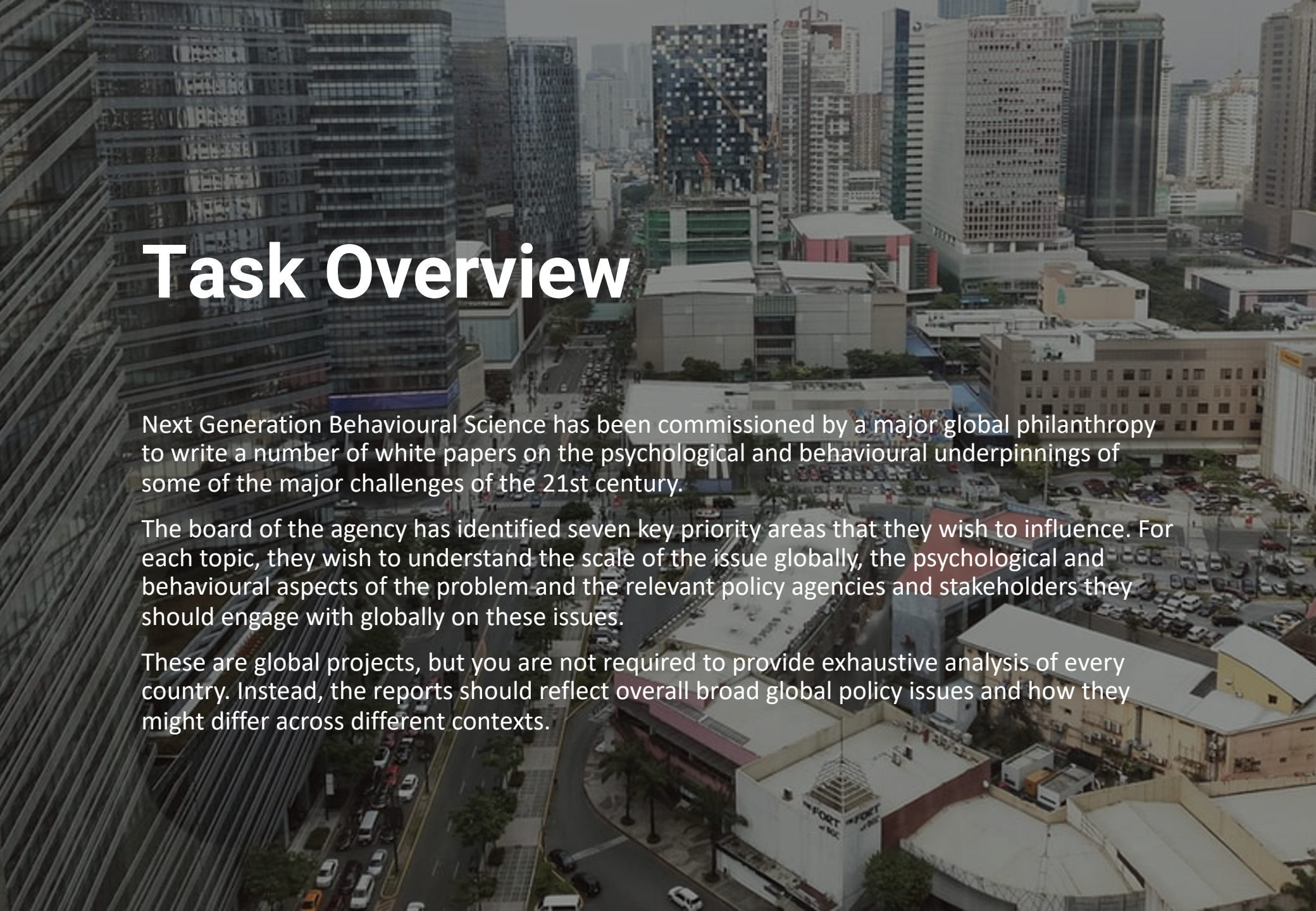
NGBS Onboarding: Roles

Research Analysts will focus clearly on existing research in the project area, in particular the peer reviewed evidence base, and on making recommendations for future research to fill knowledge gaps

Policy Analysts will examine the policy landscape for the different areas

Stakeholder Liaisons will examine closely who would consume the research and consultancy we produce in the given areas

Remember you'll also need to demonstrate the skills and responsibilities outlined in the Job Descriptions!



Task Overview

Next Generation Behavioural Science has been commissioned by a major global philanthropy to write a number of white papers on the psychological and behavioural underpinnings of some of the major challenges of the 21st century.

The board of the agency has identified seven key priority areas that they wish to influence. For each topic, they wish to understand the scale of the issue globally, the psychological and behavioural aspects of the problem and the relevant policy agencies and stakeholders they should engage with globally on these issues.

These are global projects, but you are not required to provide exhaustive analysis of every country. Instead, the reports should reflect overall broad global policy issues and how they might differ across different contexts.

The Client and Stakeholders

- The Felix Foundation is a global philanthropy that specialises in investments that improve the lives of adolescents and young adults
- Their mission statement is *'for the betterment of society'*
- While not rigid in scope, in general they fund projects aimed at people in the broad 15-25 year old age brackets
- As our client, The Felix Foundation have agreed to send one person (to be announced shortly) to work with each team on 1 June
- Stakeholders are not experts in the fields you're working on - that's your job!



The background of the slide is a 3D-rendered surface composed of interlocking puzzle pieces. Most of the pieces are a light grey color, but one piece in the center is a vibrant red. This red piece is slightly raised and tilted, making it the focal point of the image. The lighting creates soft shadows, giving the pieces a three-dimensional appearance.

Stakeholders

While the philanthropy agency itself is our key stakeholder, your work should give information as to the different types of institutions globally (and nationally) who would potentially be impacted by the research

Deliverables

Each group will work on one project topic to produce a **white paper** that will inform the work of the agency over the next decade, including how it advises governments and funds projects and initiatives

The white paper should be submitted by **12 noon on Monday 5 June 2023**

You will also **present to the board** of the philanthropy at the end of the simulation day on **Thursday 1 June 2023**



Projects

- 1 The increasing use of cryptocurrencies and NFTs among young people
- 2 Chatbot AI technology
- 3 Screen usage among teenagers and young adults
- 4 Mind-set interventions for young people
- 5 Administrative complexity in accessing public services
- 6 Vaping behaviour in young people
- 7 Culturally specific well-being

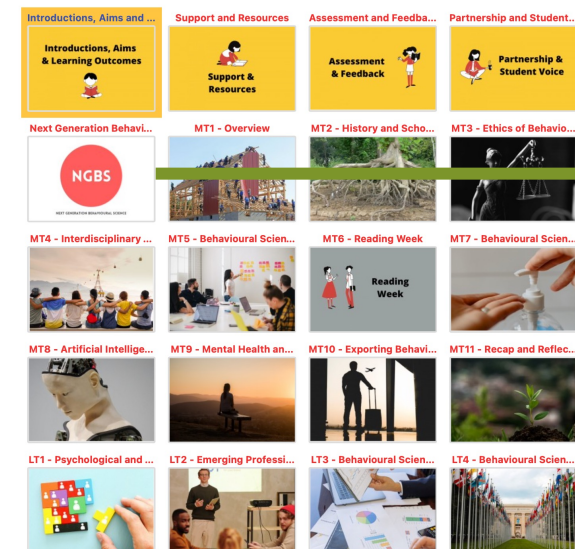
Accessing your Project Book

Welcome to PB300 on Moodle!

This Moodle page is designed to be your online classroom for PB300 and will complement the lectures and classes.

The page is split into three sections. At the top you can use the red buttons to read the course announcements, participate in the forum and download the full course outline. After this you'll find key logistical information in the yellow sections. Then the resources for each week are available in the tiles with photographs, we'll release each week around 24 hour before the lecture slot in your timetable. The grey sections provide advice and activities for self-guided learning.

Announcements General Forum Full Course Outline



◀Partnership and Student Voice

Next Generation Behavioural Science

MT1 - Overview ▶

Next General Behavioural Science is a not-for-profit consultancy firm seeking to draw from emerging psychological and behavioural science knowledge to provide ethical, culturally wide-ranging, rigorous and scalable advice for a range of international organisations.

About NGBS

Next Generation Behavioural Science is an inclusive and supportive organisation that aims to provide high-quality consultancy for a range of international clients. We work with industries, governments and not-for-profit organisations to offer advice grounded in behavioural science. Our dynamic teams of experts have a passion for applying psychological and behavioural sciences for behaviour change and policy, in a range of areas including consumer behaviour, health, finance, organisational development and more.

Our approach...

- Applies insights from psychological and behavioural science research and theory to design evidence-based solutions and advice
- Embeds and advocates for consideration of ethics at all stages of project design and delivery
- Prioritises context relevant solutions and advice that are culturally wide-ranging and sensitive

NGBS House Reading List

These readings illustrate many of the key concepts we have discussed in PB300, including scaling, welfare effects and spillover, ethics, cultural variation, societal approaches, as well as key frameworks used in the literature. On the day you will be able to search for references relating to your brief; these papers will help you prepare. They are intended to widen your ideas around behavioural science applications in line with the course discussions. This list is not intended to be exhaustive or prescriptive

Your Project Book

Information about our work, your project, who you will be working with and more.

Your book contains further information about the task not included in these slides, so be sure to read it carefully!

Project Book

You can navigate through the book using the table of contents...

Table of contents

- **Welcome!**
- [About NGBS](#)
- [Task Overview](#)
- [The Felix Foundation](#)
- [Your Team's Project](#)
- [Your Team](#)
- [Collaborating at NGBS](#)
- [NGBS White Papers](#)
- [Presenting for NGBS](#)
- [NGBS Dress Code](#)
- [Drop-in with NGBS' VP and COO](#)
- [Logistics for 1 June 2023](#)

PB300 Quick Links

[Announcements](#)

[Forum](#)

[Full Course Outline \(PDF\)](#)

[Course Essentials](#)

Your Project Book



Information about your work, your project, who you will be working with and more.

Next: [About NGBS](#) ►

Welcome to Next Generation Behavioural Science

We're so happy that you're going to be working with us!

This is your project book. It will provide you with an overview of the work you'll be doing when you join us. It will give you details of the larger task we're working towards, the role of your team within this larger piece of work and who you'll be working with.

There are also some notes on how we do things at NGBS including our culture, how we collaborate, our White Paper structure and how to present on behalf of NGBS.

We'll add things to your project book as we get closer to 1 June.

You can move backwards and forwards through your project book using the arrows at the top and bottom of each page. If you want to navigate directly to a specific section then you can use the table of contents at the top left hand side of your screen.

Next: [About NGBS](#) ►

...or the Next/Previous tab.

Your team's project brief

Your Project Book ⓘ

Information about your work, your project, who you will be working with and more.

◀ Previous: **The Felix Foundation**Next: **Your Team** ▶

Your Team's Project

Your team will be working on:

The increasing use of cryptocurrencies and NFTs among young people

In particular the board is interested in understanding more about who is using these products in different countries, and the extent to which there are behavioural issues that governments and regulators should be taking more seriously.

- Welcome!
- About NGBS
- Task overview
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- Your team
- Collaborating at NGBS
- NGBS White Papers
- Presenting for NGBS

Administration

- ▼ Book administration
 - ▢ Locally assigned roles
 - ▢ Permissions

NGBS Presentation Details

Your Project Book ⓘ

Information about our work, your project, who you will be working with and more.

◀ Previous: **NGBS White Papers**Exit book ▲

We have no set format for presentations or pitches here at NGBS. We are happy for our teams to use a format that works best for your content.

On the same note we don't have slide templates - we feel that these are too restrictive. However, we would expect to see between 8 and 10 slides.

What we do ask is that all members of the team are involved in the presentation. You will all be working on the project so it's only right that you're all up on stage talking about it.

Information about Forums and agenda templates

Your Project Book ⚙️

Information about our work, your project, who you will be working with and more.

◀ Previous: **Your team**Next: **NGBS White Papers** ▶

Communicating with your team

As far as possible, try to keep all your electronic communications about your work at NGBS to the forums provided. We hate email and WhatsApp is not ideal for professional life.

There is one forum where you can communicate with everybody and there is one forum where you can just communicate with the people working in your team. Both forums can also be seen by the PB300 team.

Meetings

At NGBS we like to make sure that meetings are really effective and make good use of everybody's time.

All good meetings have a nominated chair and an agenda set in advance. Afterwards there will be some sort of write-up - that might be minutes or just a list of decisions and action points. This may seem like extra admin but it really helps getting stuff done.

We have provided some Meeting Agendas to help you plan your first two meetings:

- Meeting 1
- Meeting 2

How you want to run any future meetings is really up to you. These are designed to give you a good starting point.

Your Project Book

Information about our work, your project, who you will be working with and more.

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This is your project book. It will provide you with an overview of the work you'll be doing when you join us. It will give you details of the larger task we're working towards, the project you'll be working on, and the team you'll be working with.

There are also some notes on how we expect you to present on behalf of NGBS.

We'll add things to your project book as we go along.

You can move backwards and forwards between sections or navigate directly to a specific section.

NGBS White Paper Suggested Structure

Your Project Book ⓘ

Information about your work, your project, who you will be working with and more.

◀ Previous: **Collaborating at NGBS**Next: **Presenting for NGBS** ▶

NGBS White Papers

NGBS has a **suggested structure for White Papers**. However, we recognise that different projects will sometimes need a different structure.

Below you can download a document which shows the key headings we'd normally expect to see in our White Papers.

The philanthropy agency have indicated to us that they'd like to add more detail to our standard template but are not going to be able to do so until the morning of 1 June. We will share this with you as soon as we have it!



White Paper

NGBS has a suggested structure for White Papers that you can download from your Project Book

The philanthropy agency have indicated to us that they'd like to add more detail to our standard template but are not going to be able to do so until the morning of 1 June

We will share this with you as soon as we have it!

White Paper Outline

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?

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**
- ii. **How the problem manifests itself**
- iii. **Existing literature overview**

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**
- ii. **Ethical implications**

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**
- ii. **Context restrictions**
- iii. **Scalability limitations**
- iv. **Cultural limitations**
- v. **Further suggestions**

5. Conclusion

Briefly summarise your argument again.

6. Bibliography

7. Presentation

Approximately 8-10 slides aimed at key stakeholders