Behavioural science

with Dr Grace Lordan,
Dr Jasmine Virhia and
Teresa Almeida

Talking *points*

Knowledge
1. What is the concept of a 'leaky pipeline'?

Comprehension
2. Why is it important that Jasmine and Teresa's research includes both qualitative and quantitative methods?

Analysis
3. How might a lack of opportunities in childhood impact a person's later career journey?
4. How might the leaky pipeline have led to only ten women and four people of colour leading top UK companies?
5. What actions do you think companies should take to improve diversity and inclusion?

Evaluation
6. Why do you think increased diversity leads to increased productivity?
7. In the last week, when have you felt most and least productive? What factors do you think might have influenced your productivity on these occasions?

Creativity
8. What fun and creative tasks that requires teams to 'work together, voice different opinions and think outside the box' would you ask Teresa's participants to do if they were completing the experiment in-person rather than virtually?

Activities

Design and conduct an experiment to explore an aspect of human behaviour

Choose an aspect of human behaviour, design an experiment to explore this among your classmates and consider how these results could be applied to real-world situations. Examples could include the effect of distractions on concentration and what this means for people who use their phone while driving; the reliability of memory and what this means for witnesses describing a crime; how easily people conform to group opinions and what this means for peer pressure; or what factors have the greatest influence on decision-making and what this means for advertising campaigns.

When designing your experiment, consider the following:
• What is your hypothesis? What do you expect to discover?
• What task(s) will participants do?
• How will you control for other factors that may influence your participants' performance?
• What data will you collect during and/or after the experiment?

After conducting your experiment, analyse your results and consider the following:
• What did you discover? Was your hypothesis correct?
• If you were to repeat the experiment, how would you change it to improve the accuracy or reliability of your results?
• How can your findings about human behaviour be applied to real-life situations?

Complete creative tasks

In groups of about five people, complete the tasks you suggested in Question 8. Then, discuss how the diversity (or lack of diversity) in your group may have influenced your group's process of completing the tasks and the outcomes of the tasks. For example, what perspectives did people of different gender, race, socioeconomic background and neurodiversity bring to your group?

More *resources*

• Learn more about the Diversity and Productivity project: **www.diversityandproductivity.com**

• Listen to the Real World Behavioural Science podcast: **www.buzzsprout.com/444781**

• Behavioural scientists at the London School of Economics and Political Science share what the field means to them: **blogs.lse.ac.uk/behaviouralscience/2016/05/24/what-is-behavioural-science-at-the-lse**

• Learn about practical examples of behavioural biases from the Decision Lab: **www.thedecisionlab.com/biases**