

## Intro

Hi, I'm XXXX and I work as a research assistant at Tampere University. Thank you in advance for participating in the interview. Do you have any questions in mind regarding the interview or the study? To begin with, we go through a little of the practices associated with the interview. After that, I will tell you a little bit about the background of this research and the key points of the information sheet. You can interrupt me at any point and ask any questions that come to mind.

## Instructions for the interviewee:

First of all: If the call breaks for any reason, we would come back to this call via the link I sent earlier. There should also be my number in the email, you can call me if you have any problems with Teams. I ask that you close applications that could give notifications or that might otherwise interfere with your focus on the interview.

I previously sent you a research information sheet and a privacy notice. Did you have time to read them? If you didn't, you can read those now if you want, or I'll go through it briefly anyway.

## Informed consent:

This interview study examines the experiences and perceptions of behavioural insights experts about educating, cooperating and advising civil servants about the use of behavioural knowledge in their work.

Information collected during this study will be used for research purposes.

Personal identifiable information will be processed only by the research team and a trusted transcriber. Direct quotations from interviews may be used in research articles or for training purposes, but never so that you could be identified. The collected data will be stored in Tampere University's secure group work service during the analysis of the material.

In this interview, you can answer freely, but I will occasionally ask more specific questions

and make sure we have time to go through this during the one-hour interview. I will take some notes to support my memory, but these notes are destroyed after the interview. I will not write down any names or other information that could identify you.

This interview is not intended to test your knowledge, but we are interested in your experiences.

Do you have any questions at this point?

Only the audio tape of the interview recording will be sent for transcription. However, you can shut your camera off if you do not want the video to be recorded at all. If you wish to leave the video on, it will only be left to me and I will delete it at the earliest possible stage. If it suits you, I could start recording now. [Nods or gives some signal to agree to the recording]

[Nauhoitus alkaa / Recording starts]

I started recording.

I would ask for your consent to this audio tape:

You have received written information about this research study and you have had an opportunity to ask questions about it from the researchers. Participating in this research study is completely voluntary and you have a right to refuse to participate, and you can withdraw from the research at any time without giving a reason and without any consequences. You don't have to answer any questions you don't want to answer. You may request the deletion of your information at any time during the research or upon withdrawal from the research. Your personal information will be processed as confidential.

Do you voluntarily agree to this study and allow the research team to collect, store and use research-related information about you for research purposes as set out in the information sheet?

Do you voluntarily agree to archiving the pseudonymised interview transcript at the Finnish Social Science Data Archive for reuse in research? This is completely voluntary, and you may withdraw your consent at any time.

## Interview guide:

[Underlined questions are meant to be asked from all interviewees (except when interviewers note indicates otherwise). Notes to interviewer are highlighted in light yellow.]

### *Background information*

The results of this interview can be reported in a scientific publication or other report, so I'll ask some questions about your background. These are not published in an identifiable form or mentioned together with a direct citation in a way that could make identifying you possible. For example, the gender distribution might be reported in summary form.

- What is your job title or profession?
- And what is your organisation and sector?
- Do you work as a supervisor?
- And what is your gender?
- Your nationality?
- In which roles and in which countries have you carried out behavioural insights related to consultancy, advisory, training or promotion?
  - If tells about experiences outside the scope of this study: Thank you so much - You clearly have such vast experience, I should highlight that in this study we are interested especially in the more recent experiences, like in the last 10 years or so.

### *Definitions:*

1. People can understand behavioural insights in many ways, can you tell me how you would define behavioural insights and how your work is related to it?
  - a. If need for more speech: What terminology do you use in this context?
  - b. Additional questions, if not enough speech:
    - i. What kind of tasks are included in your work?
    - ii. What are the goals of your work?
  - c. If hasn't said yet:
    - i. In what kind of ways have you implemented or introduced behavioural insights perspective to governments? (e.g., trainings of public servants, and/or consultation in projects, and/or what?)
      - If person has not explicated whether they've done behavioural science advisory work and/or trainings: *Just to be sure I understood correctly; have you delivered trainings to public servants, and have you done advisory work or consultations?*
      - "Not myself, but my unit has done": *How have you been involved in the trainings/ your unit's advisory work?*
      - If has experience from both advising, and trainings:
        - a. *As we have only one hour for this interview, we will concentrate more on either advisory work or trainings*

you've conducted. Which one do you have more experience of, which one would you prefer to talk more about? We will have that one in our focus.

## TOPIC 1: Own work and use of behavioural knowledge within public sector

So there exist many different definitions of “behavioural insights” (BI) to date, for example by OECD and European Commission. In this interview, we are interested in knowing your opinions and experiences regarding behavioural public policy widely defined, for example the use of behavioural science theories, for example from psychology, and the use of behavioural evidence, and behavioural science methods in policy.

2. One recent trend in BI has been the move from a sole focus on nudges, to more systemic perspectives. What kind of role, if any, do systems or complexity approaches play in your view of behavioural public policy (/this sphere)?
3. In your opinion, are there problems with terminology in this area currently, that hinder its usage?
4. What are the most asked questions about behavioural phenomena when working with public servants?
  - a. If need for more speech:
    - i. For example, what kind of behavioural phenomena puzzle public servants?
    - ii. What needs to be explained often?

## TOPIC 2: Barriers and facilitators

5. When introducing the use of behavioural insights to governments, what have been the most usual **misunderstandings** among public servants or policy makers? Such misunderstandings could relate to behavioural phenomena, methods or theories.
  - a. For example, some lay beliefs may include that providing information is sufficient to change behaviour.
6. What have been the most usual problems or barriers when introducing the use of behavioural insights to governments, in your experience?
7. On the other hand, what have been successful ways of introducing behavioural insights, in your experience?
  - a. Examples of success stories?
8. This doesn't have to be asked, if already covered when answering to Q7. Overall, what kind of things have been the helpful factors, or facilitators, in introducing the use of BI to governments?

9. If you could do your work all over again (in introducing behavioural insights approach to public policy formulation), what would you do differently now?

### **TOPIC 3: Training public servants in behavioural science approaches: experiences and lessons learnt - Only, if has conducted trainings**

10. Now we will move on to behaviour insights (or BI) trainings. With “training”, we mean any activity in bringing about BI knowledge and skills to the public servants: For example, talks, lecture series, workshops, courses and so on... What kind of trainings, if any, have you organised, that aim to teach the public servants or policy makers to use BI themselves?
- What has been the target group? What kind of work they do?
  - What were the learning objectives in the training?
11. What behavioural **frameworks or tools** were taught (in trainings)?
- Additional questions, if need for more speech:
    - What worked well in teaching frameworks or tools?
    - What were the things that participants understood well?
    - What did they not understand or struggled to understand?
12. In many governments, introducing behavioural insights has also included advancing the use of **empirical research methods** to gain insight into behavioural phenomena and to design interventions or policies. In and after the trainings, what kind of research methods have the public servants found to be the most useful?
13. What are some major learnings you’ve discovered upon delivering BI trainings?
- Is there something you would do differently now, if you were conducting trainings?
14. How did you organise the trainings?
- What was the format (e.g., video lectures, live lectures with discussions, or what)?
  - What was the duration of the training?
15. Did you gather any feedback? If yes, what kind of feedback did you get?
16. If there’s time, ask from all participants, who have conducted trainings. In your opinion, based on all your experience, what would you say are the important aspects to take into account in training public servants to use BI themselves? In terms of learning objectives, teaching methods, training format, duration, or any other aspects.
- If you have gathered any feedback, what kind of feedback did you get?

### **TOPIC 4: Behavioural science advisory work - Only, if has experience from advising**

And then moving on to advisory work.

17. What have been the most important goals in advising public servants on behavioural science issues?
18. To whom and how has the advisory been provided? What other actors have been involved in the co-operation and how?
19. What kind of knowledge, information or evidence has been used to inform the advisory work? How has it been produced?
20. What kind of effects has the work had, and how has it been evaluated?
21. Can you give an example of advisory work that has been successful? (You can think in terms of success to the advisees, or you as the advisor.)
22. What has been unsuccessful (in the advisory work)?
23. Which learnings about advisory work will make it easier in the future?
  - a. If the question feels too broad/difficult: Could you tell an example of useful feedback you've received?

## **FINAL QUESTIONS IF WE HAVE TIME:**

**Now, I have some more general questions as we have more time.**

24. Sometimes people have criticised BI to be unethical due to its “manipulative nature”, as some people perceive it. What kind of experiences might you have of this, if any?
  - a. If need for more speech: Have you had pushback related to perceiving BI as manipulation?
25. What other ethical issues have been raised in your experience?
26. It is commonly advised to involve the targets of interventions in the planning process. How have you incorporated co-production aspects in behavioural insights planning and their implementation?
  - a. If need for more speech: What are your thoughts on advancing a sense of partnership between state, individuals and communities in the policy process?

Now to the final question... We have come to the end of the interview...

Is there something you'd like to add, before we end this interview?

Ask only, if the interviewee gave consent to archiving the data in the beginning of the interview: I will check at this point, so you still agree to archiving the the pseudonymised interview transcript at the Finnish Social Science Data Archive?

**Thank you very much for participating in the interview, I will now stop recording.**