



Behavioral Science Standards Framework

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Why a Standards Framework?

Applied behavioral science is a new field and this creates unique challenges

- Need to explain BeSci to broader audience → Framework that makes the scope of BeSci knowledge more accessible
- Need to better cultivate and evaluate expertise → Framework defines essential competencies in the field of BeSci
- Growth requires well-designed learning pathways → Framework serves as a guide to the knowledge, skills, and abilities needed to succeed in BeSci

Definitions of Roles within the Standards Framework

- Behavioral Science **ASSOCIATES** are those using behavioral science insights to provide additional value in a traditional role such as UX design, CX design, marketing research, product design etc.
- Behavioral Science **PROFESSIONALS** are those whose primary job is using applying behavioral science insights. They have the capabilities to establish projects, create interventions, and measure the impact to end-user behavior.

The *Associate* role can be an end in itself, or a step along the path to becoming a *Professional*

Core Use Cases for Framework

Who		Use Case
Anyone Looking to Apply Behavioral Science	Behavioral Science Associates	<p>Professional Standard: Provide a clearly articulated set of skills to guide professional development and clarify “what good looks like.” Whether you are starting from scratch or looking to round out your knowledge base, the framework can help you mature your capabilities.</p>
	Behavioral Science Professionals	
Behavioral Science Team Builders		<p>Team Building Resource: A competency model that can support the development of job / role descriptions, team operating models, training materials, and help guide candidate selection.</p>
Organizations Who Want to Use BeSci		<p>Evaluation Criteria: The competency model can help laypersons in organizations more clearly articulate the set of skills and experiences most relevant to achieving their applied BeSci objectives. It can also support a more discerning process for selecting vendors / candidates / consultants.</p>

Summary of Standards Framework

	BeSci Associate	BeSci Professional
Domain knowledge	Knowledge of common behavioral science concepts, e.g. read 1 - 2 popular books like Nudge and taken an introductory workshop	Advanced knowledge of behavioral science concepts as well as theories about human behavior and behavior change
Intervention Design	Basic knowledge of how to identify opportunities for applying behavioral science, diagnosis, and design methods	Ability to design interventions that address identified problems, connect the applied behavioral science to business outcomes, and to collaborate with cross-functional partners to track efficacy of interventions
Research Methods	Familiarity with qualitative and quantitative research concepts and scientific norms like replicability, literature reviews, and experimental design	Skilled in designing and conducting research from evaluating previous studies to obtaining multiple types of outcome measurements to analyzing data to draw conclusions
Communication	Ability to understand, articulate, and convince others of the validity of a theory to explain human behavior	Ability to communicate research findings to both technical and non-technical audience by adjusting the narrative while accurately representing the science
Ethics	Understand key concepts about how to conduct research ethically with human participants	Advanced understanding of how to conduct ethical research including cost-benefit and risk analyses

What Was Included and Why

- Material relevant to disciplines commonly used in applied behavioral science, such as behavioral economics and social psychology.
- Core research methods and relevant theories that would be most frequently deployed by practitioners.
- We excluded specialized tools and concepts in order to focus on a common standard rather than a typology of all relevant knowledge and skills.

In-depth view of Standards Framework

BeSci
Associate

Domain Knowledge - Basics of
BeSci

Intro to BeSci

Intro to Choice Architecture

Common Concepts

Intervention Design - BeSci in
Practice

Problem Identification Checklists

Diagnosis Common barriers

Brainstorming Lensed brainstorming

Common tools and frameworks

Basic Design Skills Ability to use tools to present initial
BeSci concept-based interventions

BeSci Interventions vs. Structural
Interventions

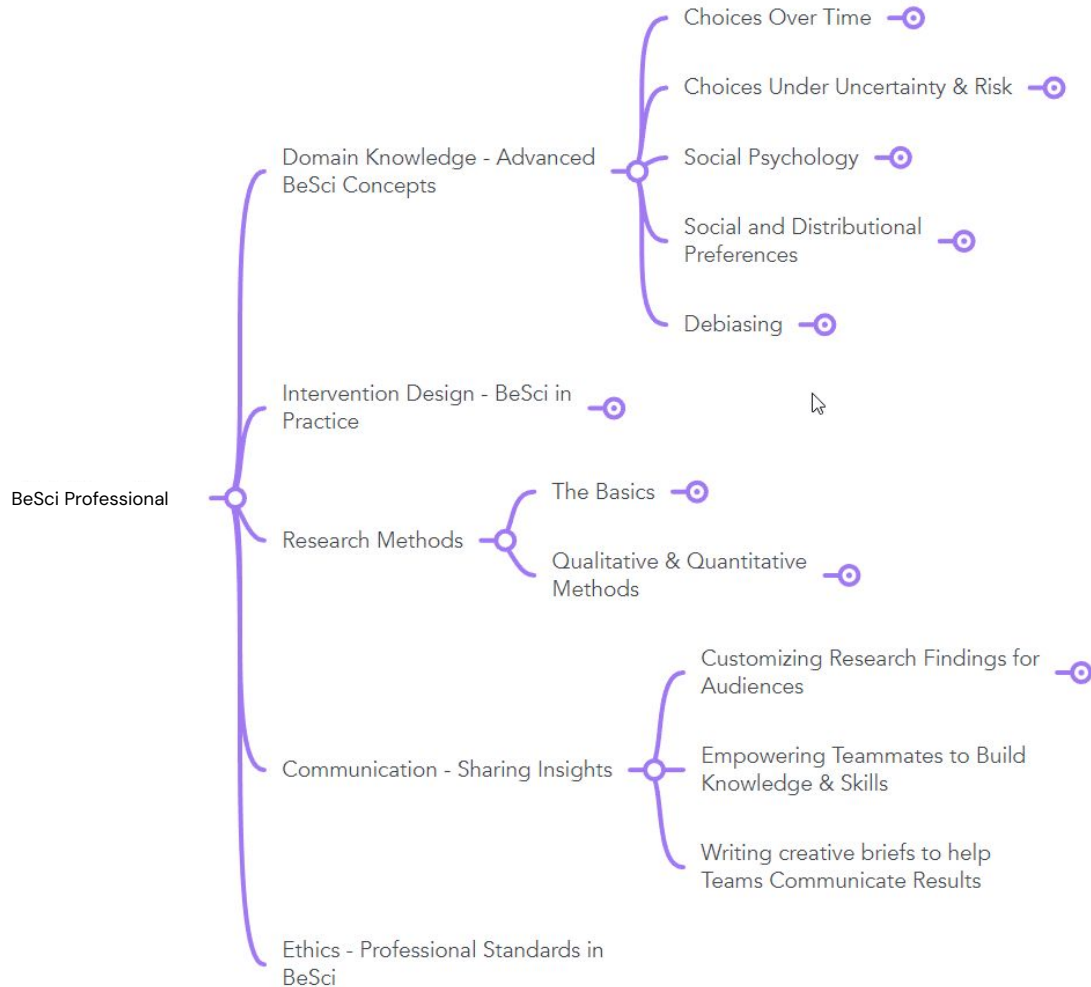
Sludge Cases where interventions do more
harm than good

Research Methods & Impact
Assessment

Communication - Sharing Insights

Ethics - Professional Standards in
BeSci Ethics

In-depth view of Standards Framework



The ABSAs Story

Origins:

We started ABSAs
to build a strong voice for the
behavioral science community



2020

Focus on Defining BeSci Standards:

Accreditation & certification
emerged as a central focus



2021

Limited Release of Framework 1.0:

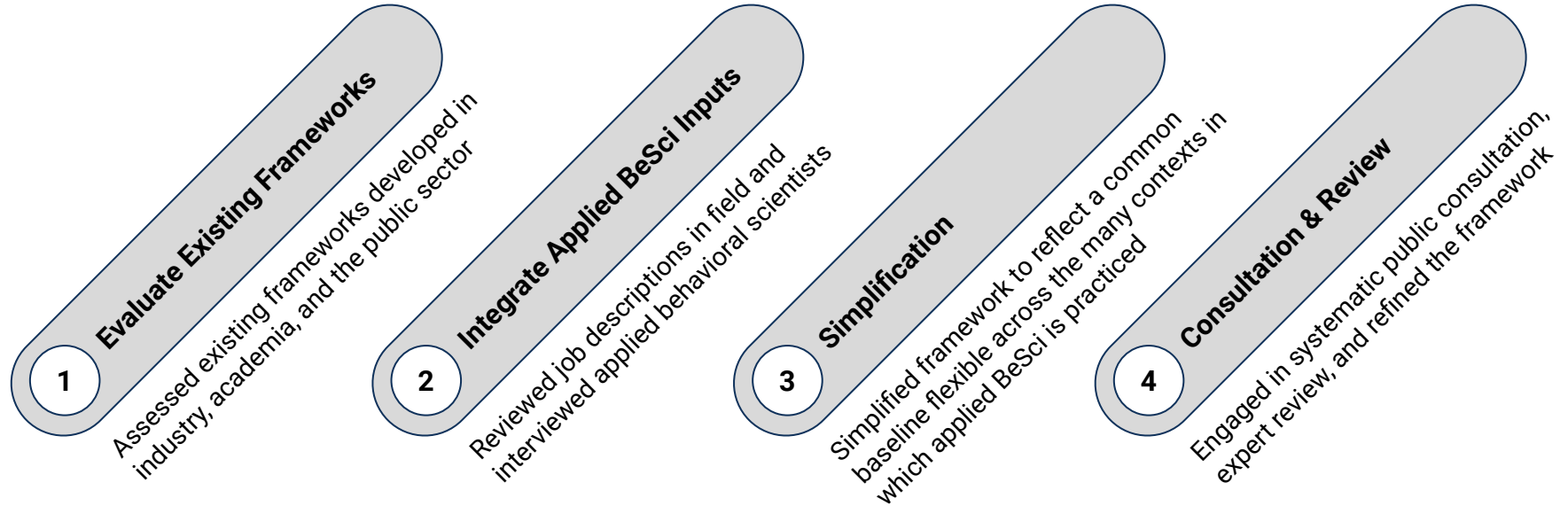
Released first behavioral
science Standards framework



2022

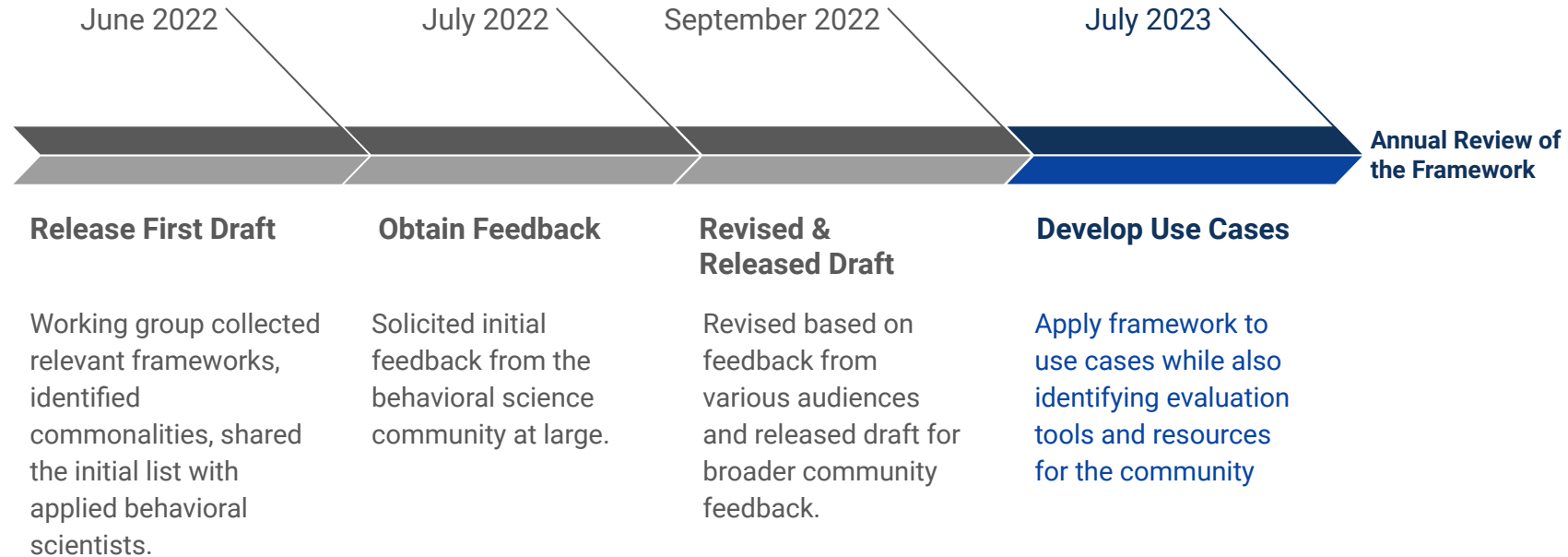
2023 and Beyond: Release revised version of the framework.
Continue to develop use cases for standards and identify evaluation
tools and resources for the community.

Framework Development Process





FRAMEWORK DEVELOPMENT TIMELINE





**Highlighted Reviewers,
Leaders in the field who have contributed:**

Industry/Policy

Amy Bucher, Chief Behavioral
Officer at Lirio

Kirstin Appelt, Research
Director at UBC Sauder School
of Business

Lena Belkor, Founder of
Intellichanges, Inc.

Chaning Jang, CEO and
Director, Busara Center for
Behavioral Economics

Laurel Newman, Behavioral
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Current Standards Working Group



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STAY UPDATED!

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