

The Applied Behavioral Science Association is a collection of professionals working together to make behavioral science more accessible, inclusive, and impactful. We aim to help define the field and usher in the next wave of behavioral science professionals.

Find us at: behavioralscience.org

## Last Updated: July 2023

# **Behavioral Science Associate: Applying Evidence-Based Insights for Improvements**

Associates apply behavioral science to increase their effectiveness in established career paths such as User Research, Marketing Insights, Data Science, and Product Design. This skillset either culminates as a specialization or serves as the starting point in becoming a professional.

# **Behavioral Science Professional: Leading the Application** of Behavioral Science

Professionals are owners and key stakeholders in the process of designing, developing, and executing behavioral science projects that generate significant business value. This skillset opens the individual to a career as a full-time behavioral scientist/researcher.

All skills and knowledge that an applied Behavioral Science Associate requires plus the following:





**Domain Knowledge - Advanced Concepts** 

- Understanding of the basics of the behavioral science field and how to explain it, including: the history, some of the most popular books and articles, and how to find more information about the field
- Knowledge of key ideas in modern applied behavioral science such as choices over time, social preference, and choices under uncertainty
- Introductory knowledge of choice architecture and nudging
- Deep understanding of bounded rationality and how it leads to biases and heuristics
- Basic understanding of social norming and the influence of persuasion
- Basic knowledge of other foundational psychology principles such as motivation and mindsets

#### **Research Methods & Impact Assessments**

- Understanding the proper use of quantitative and qualitative research methodologies
- Comprehension of the steps associated with a behavioral intervention trial
- Ability to conduct a literature review and use it to establish what next steps are needed

Knowledge of advanced concepts and theories about human decision-making and behavior change

Ability to rapidly bring oneself up to speed on new topics when they are not known



### **Research Methods & Impact Assessments**

Ability to rapidly bring oneself up to speed on the research context

• Ability to create a research plan including research questions and choosing a methodology

• Familiarity with common research tools

• Understanding of key econometrics concepts needed to design field studies and interpret results

• Ability to develop an experimental design

Understanding of how to maximize replicability including ensuring reliable and valid results

Ability to accurately measure & interpret the outcome of an intervention

- Introductory understanding of the main methodological concepts and tools including: the power of controlled experiments, basics of experimental design, common mistakes and ways to avoid them, difference between natural and quasi-experiments, and sampling methods
- Understanding of how to create a replicable study
- **Intervention Design Behavioral Science in Practice**  $\sim$
- Ability to identify problems that could be solved with interventions
- Ability to diagnose causes of problems (barrier identification)
- Understanding of basic brainstorming methods (eg lensed brainstorming) and ability to use tools to identify appropriate solutions to problems
- Ability to anticipate roadblocks to implementing interventions
- Knowledge of common tools EAST (intervention creation), MINDSPACE (intervention creation), BJ FOGG (habit formation), Behavior Change Wheel (intervention and policy creation), COM=B (general framework), etc.
- Ability to use design skills and tools to present BeSci concept-based interventions visually or in partnership with relevant teams
- Understanding of the difference between behavioral science interventions and structural interventions



• Intervention Design - Behavioral Science in Practice

- Ability to conduct action projects and applying various advanced frameworks to work through 'real life scenarios
- Ability to use behavioral maps to understand targeted behavior and the behaviors that precede it
- Ability to lead brainstorming sessions and use the appropriate tools to facilitate them
- Ability to use design skills and tools to present BeSci concept-based interventions visually
- Ability to connect applied behavioral science to business outcomes
- Ability to collaborate with cross-functional partners to ensure behavioral science is being connected to key performance metrics

## **Communication - Sharing Insights**

- Ability to communicate research findings to different audiences, both technical and non-technical
- Understanding of a sludge (negative nudges) and identification of use cases where interventions do more harm than good

### **Communication - Sharing Insights**

- Ability to understand, articulate, and convince others of the validity of a theory to explain human behavior
- Ability to explain and weave the concepts required for this level into one's daily work and the work of their close partners.
- Ability to communicate potential solutions in a digestible way for a broad audience

## Ethics - Professional Standards in Behavioral Science

• Baseline understanding of ethical practices when influencing behavior including protecting the ability to choose, data handling regulations, and institutional review boards when necessary

- Ability to empower teammates to build knowledge and skills associated with basic behavioral science concepts
- Ability to develop audience specific communications (peer reviewed academic publications, conferences, website copy, case studies, white papers, etc.)
- Ability to write a create brief to help teams communicate results
- Capable of adjusting a narrative based on the audience

#### **Ethics - Professional Standards in Behavioral Science**

Knowledge of ethical issues around cost-benefit analysis and risk analysis

• Knowledge of how to work with ethics review groups, referred to as institutional review board (IRB) in USA

