

Complementary Approaches

APPROACH	Design	Behavioral Economics	Cultural Anthropology	Data Science	Market Research	Social and Behavior Change Comm.
<p>DESCRIPTION</p>	<p>Design is a craft and discipline that applies a specific skillset and mindset to a creative problem solving process, enabling the development of informed, sensitive, inclusive, purposeful, and innovative solutions to address user needs. Design can be applied to the development of goods, services, processes, messages, digital experiences, and environments.</p> <p>Designers in global health usually work in interdisciplinary teams with different stakeholders including community members, funders, policy makers, implementing partners, and more. Designers also collaborate with professionals from other disciplines, such as behavioral scientists, data analysts, anthropologists etc.</p> <p>Read more about Design here.</p>	<p>Behavioral Economics is a part of a recent, and rapidly growing, set of disciplines that focus on understanding the underlying drivers that govern and shape human behavior. It combines scientific insights and methodologies from disciplines such as economics, neuroscience, and cognitive psychology to construct realistic, testable, and hypothesis-driven models of how people think, feel and behave. It challenges the idea that humans always behave as fully rational, self-controlled, and maximizing decision-makers. It suggests that humans, in fact, often take shortcuts that may lead to suboptimal decision-making.</p> <p>Behavioral economists use these deviations from standard assumptions as the starting point to gain a more realistic understanding of how individuals make choices and to help increase the effectiveness of their decision-making.</p>	<p>Cultural anthropologists are interested in the study of humans as individuals and as products of culture and society. They use anthropology as a way of exploring and understanding similarities and differences between cultures. Primarily relying on ethnography, on the recording of behavior within a particular culture or society, on participant observation, and on social theory, cultural anthropologists analyze the results of the ethnographic process and differentiate and define groups of people while also studying particular aspects of their social life.</p> <p>Cultural anthropologists can bring people or issues to life by describing and analyzing them through a holistic, rich, and multi-faceted account. By viewing issues through a cultural lens, they attempt to understand why people do what they do, and how and why this may be different from what they say they do.</p>	<p>Data science is the field of study focused on turning large and complex data into meaningful, valuable, and actionable information. Data scientists can identify patterns in a system by mining large amounts of structured and unstructured data that can otherwise be impossible to decipher. By surfacing hidden insights, data science, can help provide understanding of complex behaviors, trends, and inferences. It can answer open-ended questions regarding 'what' and 'how' events occur.</p> <p>Data scientists provide insights to improve products, services, and roadmaps. This can include high-level analysis of strategy, or more tactical analysis on the performance of a specific product.</p>	<p>Market research gathers, analyzes, and interprets information about a market, product, or service. It helps people understand the potential customers of such products and services by looking at their characteristics, spending habits, location, etc. It also focuses on competing products and services to paint a picture of what does and does not work in a market.</p> <p>A market researcher provides relevant data to help solve marketing challenges that organizations providing products or services will most likely face. An integral part of the business planning process, market research helps organizations formulate strategies, such as market segmentation, to identify specific groups within a market. This can help differentiate products by creating an identity for a product or service to separate it from its competitors in a given market segment.</p>	<p>Social and Behavior Change Communication (SBCC) is the integrated use of a range of communication approaches, activities, or interventions—mass media; “new” and social media; community-level activities; and interpersonal communication (IPC)—to influence norms and behaviors pertaining to health.</p> <p>SBCC is grounded in a range of behavior change theories and models. SBCC program design requires context-specific formative research to identify key behavioral determinants for specific audiences and their influencers, as well as the appropriate channels and approaches to effectively reach those audiences.</p>
<p>TYPES OF OUTPUTS</p>	<ul style="list-style-type: none"> User Research Insights Data Visualizations / Infographics Personas User Journey Maps Ecosystem Maps Prototypes Solution Concepts <p>Read more in the Glossary for Design Terms.</p>	<ul style="list-style-type: none"> Behavioral Insights Behavioral models RCTs 	<ul style="list-style-type: none"> Richly textured ethnographic accounts of life and behavior Social network mapping Social actor analysis Behavioral and attitudinal segmentation Cultural behavioral models 	<ul style="list-style-type: none"> Insights from large amounts of structured and unstructured data. Data Visualizations Forecasting Models A/B testing 	<ul style="list-style-type: none"> Surveys Task analysis Usability tests analysis Market trends Competitor analysis Market Segmentation Benchmarking Statistics (eg; sales numbers) SWOT analysis 	<ul style="list-style-type: none"> Behavior change theories and models Key behavioral determinants for specific audience segments and their influencers Mass media campaigns Community mobilization and dialogue Community theatre or drama
<p>HOW CAN IT COMPLEMENT OTHER APPROACHES</p>	<p>Design depends primarily on qualitative insights. When combined with quantitative approaches that identify broad patterns based on statistical analysis, it can answer the 'what,' 'how,' and sometimes the 'why' of the patterns.</p> <p>Design views problems through a user's perspective. When this approach is combined with other qualitative approaches that bring their own unique perspectives, a more holistic view can emerge.</p>	<p>Behavioral economics can provide insight into the 'nudge' necessary to help people make more optimal decisions than those determined by employing quantitative methods.</p> <p>However, definitive conclusions or generalized findings for large populations, based on experiments done in controlled environments, can lead to the failure of products and services built for them. The potential for behavioral insights and theories is much greater when combined with other quantitative and qualitative methods.</p>	<p>Cultural anthropologists take a holistic view of a people and a culture and place whatever phenomenon they are studying in that context. They do this by cataloguing and describing human behavior through the ethnographic method, often working alongside designers and other social and behavioral scientists. But, perhaps more importantly, anthropologists apply social theory to facilitate a deeper understanding of why people behave the way they do. Additionally, anthropologists work well with data scientists to provide critical analyses of the cultural assumptions embedded in data.</p>	<p>Data science can surface insights that are hidden in large amounts of data. However, this information usually gives an analytical understanding of issues. When the ultimate goal is behavior change, it is necessary to convert these insights into tangible ideas and concepts that work for the target audience. At the initial stage of a project, this means framing the problems and requirements clearly.</p>	<p>Market research uses both qualitative and quantitative methods to gather data. However, the focus of this information is to understand what people will buy.</p> <p>Market research data inputs can help identify market segments, target populations for a product, and identify new markets. However, these products and services can be made far more desirable for users by combining market data with methods that generate innovative, creative ideas that move beyond customer surveys and aim to provoke true emotional responses.</p>	<p>SBCC focuses primarily on internal (attitudes and beliefs, self-efficacy, knowledge, and skills) and social (family and community support, gender, and social norms) facilitators and barriers to the practice of a behavior. SBCC employs communication-based interventions to amplify the facilitators and address the barriers to the practice of a behavior. The discipline assumes the practice of a behavior can be supported—at least in part—by a communication-based intervention. Within the context of health services, SBCC can effectively create an enabling environment for service uptake and use; promote and drive demand for services; improve the client-provider interaction and adoption of behaviors; and boost maintenance and follow-up after service use.</p>