



Capability Statement

Behavioural Business Lab

2021



Overview

RMIT's Behavioural Business Lab (BBL) is a multi-disciplinary team that applies psychological and behavioural insights to study the decisions people make individually, in groups or in social interactions.

As behavioural researchers, we study the economy and business through the lens of decision-making processes, mainly using empirical methods such as experiments, physiological measures and psychometrics to generate and apply better understanding of behaviour in different settings.

Our Unique Value

What makes us unique from other behaviour labs in Australia is that we are not only multi-disciplinary, but also multi-method in our research.

We employ quantitative techniques through experiments, scale development, large-scale post-intervention assessments, econometric modelling, and longitudinal surveys to generate rich and deep understanding of human behaviour, and then test these rigorously to provide data justifying any interventions and nudges that are developed based on our insights.

Herein lies the value we offer partners: the rigorous evidence we generate ensures confidence and predictability in the behaviour change interventions or policies developed by the partner.

We can also take it a step further by designing interventions for partners. Here we utilise creative problem-solving techniques (e.g. design thinking) combined with more analytical approaches to ensure interventions are desirable, viable and feasible.



What We Offer

We can help partners understand their evidence needs and then design a research approach that ensures the evidence generated will allow them to effectively inform the development and delivery of interventions for their business – whether for products, services, policy or strategy.

We always present quantitative evidence but can also accompany quantitative data with qualitative findings to complete the picture of the target cohorts under study.

The variety of disciplines, capabilities and methods that can be combined by the BBL team means we can generate evidence across a range of domains, including:

- Understanding different ways of thinking, behaving, and working. Explaining why people from different backgrounds differ in their behaviours, intentions, attitudes and norms.
- The consequences of different ways of thinking on inequality, discrimination, and conflict including such issues as gender inequality and conflicts in the workplace, income differentials, cultural inclusion, migration and unconscious bias.
- The value of art, design, innovative products, and services expressed either as monetary value, buying and consumption patterns or psychological indicators of positive reactions.
- Understanding how consumers process and understand information that aids in their decision-making in such contexts as energy markets, financial products and services and sustainable/environmental consumption.



Our Track Record

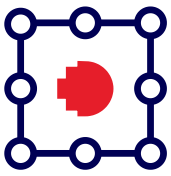
The BBL has extensive experience in consultancy, contract and collaborative projects with a range of government, NGO and corporate partners.

We have delivered value to partners such as the Consumer Policy Research Centre, Victorian State Government Departments, Zoos Australia, the US Air Force Research Lab, the UK Ministry of Defence and the Behavioural Economics Team of the Australian Government (BETA).

Our capabilities can be demonstrated through a range of high impact projects. One example is the development of Sans Forgetica – an award-winning and globally-acclaimed font designed to enhance reader retention of information. In its first year, San Forgetica achieved extensive media coverage, 194,943 downloads, 25,619 Chrome extension installs and 524,425 website visits.

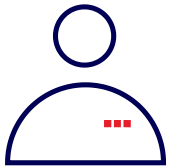
Other projects have investigated:

- behaviour in online and computer-mediated environments;
- the influence of culture, values and social identity on behaviour and economic outcomes;
- psychological underpinnings of entrepreneurial and creative behaviour (such as risk-taking, discovery, creativity, and leadership);
- drivers and inhibitors of charity and international development through a behavioural lens;
- tendencies to be charitable and altruistic, act in the public interest;
- human information processing influences on business and economic decision making; and,
- appraisal of design aesthetics (such as typicality, novelty, complexity or symmetry).



Our Infrastructure

The expertise of the BBL team is supported by modern facilities, software and virtual resources. A state-of-the-art social science laboratory facility is employed for testing and experimentation. The laboratory is furnished with a control room, 28 partitionable desks and the latest IT and AV equipment. The space can be partitioned into two for simultaneous events or for studies with separate participant groups. In addition, BBL has access to a large database of pre-registered participants who can be readily recruited to perform testing and experimentation exercises.



Our People

The BBL team comprises core member researchers as well as a network of affiliates from across RMIT University and other universities. The core members are:

- Professor Robert Hoffmann – cultural influences on social interactions.
- Dr Janneke Blijlevens – consumer behaviour and design.
- Dr Bronwyn Coate – economics of arts and culture.
- Dr Peyman Khezr – microeconomics, behavioural and experimental economics.
- Dr Ananta Neelim – International development, gender effects on economic decisions and outcomes.
- Dr Joanne Laban – cultural differences in decision-making.
- Dr Olga Rud – behavioural and experimental finance.



Contact Us

The BBL welcomes enquires and expressions of interest to collaborate and partner from businesses, governments, NGOs and community organisations, from Australia and abroad.

For enquiries please contact Professor Rob Hoffmann - Chair, Business Behaviour Lab

Telephone: +61 3 9925 5447 Email: business.lab@rmit.edu.au

Or visit our website: <https://www.rmit.edu.au/about/schools-colleges/economics-finance-and-marketing/research/research-groups/behavioural-business-lab>

