



Behavioral Design Reading List

2019 - 2020

GRID Impact uses both behavioral science and human-centered design in our behavioral research and design methodology. We've combed through our digital library to compile some of our favorite selections for readers interested in both disciplines. Feel free to share!

VISUAL: [The cognitive bias codex](#) – Biases have inspired reams of behavioral science research. This graphic puts many of the most studied biases in one place and organizes them into four quadrants: memory, meaning, information overload, and need for speed. Print the codex out, pin it up, and reference it often. Study up!

PODCAST: [You're Not So Smart: The Neuroscience of Changing Your Mind](#) – This hilariously titled podcast is dedicated to one man's quest for deeper understanding of how the brain works in all its quirky glory. Start with this recent episode on how humans form beliefs and change opinions.

THE SEMINAL TEXT: [Thinking Fast and Slow](#) – Any behavioral economist can quote Daniel Kahneman's now-classic book front and back. We love the way the Nobel Laureate in economics paints a portrait of the frequently surprising human brain and tells the tale of his decades' long collaboration with his research partner Amos Tversky as they crafted some of the most famous behavioral experiments of the 20th century.

Poverty Impedes Cognitive Function – This article from *Science* unpacks the results of two influential experiments demonstrating how poverty can impede cognitive function and what this impediment means for the economic mobility of those in poverty.

Related reading: [Some Consequences of Having Too Little](#)
[On the Psychology of Poverty](#)
[Your Brain on Poverty](#)
[Using Brain Science to Design Pathways out of Poverty](#)

Podcast: Hidden Brain – a podcast for inquisitive minds interested in exploring the aspects of human thinking and behavior that shape who we are. It's geared toward helping listeners better understand themselves and others.' This is a weekly podcast for those of you who like to listen to things!

Influencing Behavior by Design – This easy-to-skim chapter outlines how to integrate behavioral science tenets into a design process. You'll learn about common behavioral biases and read examples from a wide range of applications including healthcare, policy, and communications.

Behavioral Economics: Applying Behavioral Economics and Cognitive Psychology to the Design Process – This white paper from the team at Artefact highlights some of their thinking about incorporating behavioral economics and cognitive psychology into their design process.

How to Apply Behavioral Economics to the Design Process – Curious about the intersection of behavioral economics and design? This short article offers a brief introduction to the two disciplines and how they can be combined.

The Cognitive Biases Tricking Your Brain – Science suggests we're hardwired to delude ourselves. Can we do anything about it?

Guides & Toolkits

THE GUIDE: The Behavioral Economics Guide 2019 – An annual publication featuring the latest behavioral science ideas, applications and resources, with contributions from some of the leading behavioral scientists in the world.

A Practitioner's Guide to Nudging – This how-to published by researchers at the University of Toronto, provides a framework, case studies, and recommendations for readers looking to integrate nudges - small behaviorally-informed interventions - into their work.

The BASIC Toolkit: Tools and Ethics for Applied Behavioral Insights – The toolkit presented here guides the policy maker through a methodology that looks at Behaviours, Analysis, Strategies, Interventions, and Change (abbreviated “BASIC”).

Field Guide to Human-Centered Design – IDEO.org’s much-downloaded field guide to human-centered design guides readers through best practices and activities for inspiration, ideation and implementation. If you’re new to the world of HCD, it’s an excellent place to start.

Turning Insights into Action – GRID Impact frequently works with CGAP, using HCD and behavioral science to increase financial inclusion for communities living at the base of the pyramid. This primer on how CGAP has used HCD to increase financial inclusion in the years since the launch of M-Pesa technology is a must-read.

Nudging as a Form of Behavioral Design

Nudge – Want to learn more about one of the most styles of a popular behavioral science interventions, but don’t feel like deciphering charts and academic jargon? Reach for this book by Cass Sunstein and Richard Thaler on choice architecture and applying behavioral science to even the most quotidian topics.

Lessons in “Nudging” from the Developing World – This short article explores behavioral nudges in emerging markets.

Inside the Nudge Unit: How Small Changes Can Make a Big Difference – Craving timely examples of how nudges have been implemented? Check out David Halpern’s *Inside the Nudge Unit* which chronicles his experience running the UK government’s first-ever nudge unit, a department whose small changes to policy led to huge improvements across tax, healthcare, pensions, employment, crime reduction, energy conservation, and economic growth.

Human Centered Research and Design

Art of Powerful Questions – What we design is based on what we know and much of the knowledge we glean from field research depends on the questions we ask. This easy to read 18-page manual explores what makes a powerful question, offers examples and diagrams, and has a juicy bibliography full of resources.

Informing our Intuition: Design Research for Radical Innovation – This piece is stalwart on design school syllabi and it’s easy to see why. Jane Felton Suri examines the forces at work in design research and implores designers to wrestle and rest with the ambiguity and tension that inevitably arises in any difficult project.

Wicked Problems in Design Thinking – This academic article from 1992 is an oldie, but a goodie. If you love understanding the history and theory of design this is the read for you. The footnotes include snippets from Max Weber, John Dewey and Thomas Kuhn to name a few.